

iid insight



the south african institute
of the interior design professions

Volume 8

April 2008

Monthly e-newsletter from **The South African Institute of the Interior Design Professions (IID)** designed to give Members insight as to the developments taking place within the Institute, our Members and the Industry.

IID Forges Relationship with Maison&Objet to Showcase South African Design & Décor

April was an exciting month for the IID and we therefore delayed the release of this newsletter so as to give you some feedback. The IID, in conjunction with our generous sponsors **Decorex SA, Greenside Design Center** and **Plascon**, launched the first of many future events with the aim of attracting recognized local and international leaders within our Industry in order to access the latest trends and intellect and showcase South Africa and our Member's vast design talent and potential.

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Picture courtesy of MAISON&OBJET

IID FOUNDING MEMBERS



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IID Forges Relationship with Maison&Objet to Showcase South African Design & Décor

With this in mind we invited Etienne Cochet, MD of MAISON&OBJET, to South Africa to be the keynote speaker at a lunch in Johannesburg on 24 April and a seminar on 25 April held alongside Decorex Cape Town. MAISON&OBJET is one of the most influential interior design trade shows, held twice a year in Paris. Attended by professionals and buyers worldwide, the show brings together the best quality, cutting edge and most creative offers in the world of decoration, furniture and design.

As South Africans we too often consider ourselves second best when it comes to international design and décor. However, one of the things that Etienne Cochet confirmed is the high standard of our Interior Design profession and the Industry in general, including the media and magazines.

Perhaps we would have enjoyed a more detailed view on the latest international décor and design trends as seen by MAISON&OBJET, however Etienne delivered a global macro view and from that perspective we were disappointed.

As a result of this there were mixed feelings from the audience - some who agreed with the IID and would have liked to have received more insight and detail, whilst others enjoyed the macro view of the Industry and are further investigating showcasing their products at MAISON&OBJET. Refer to page 3 for a synopsis of Etienne's presentations compiled by the IID.

Overall both our events were well attended and afforded the IID the opportunity of forming an association with the world's leading design & décor trade show. The relationship with Etienne Cochet and MAISON&OBJET is now well under way and the IID will be developing opportunities for our Members and South African companies to showcase their products and services at MAISON&OBJET in the future.

The IID would like to extend our sincere thanks and appreciation to the sponsors of these events, **Decorex SA, Greenside Design Center** and **Plascon**, as well as to Marcia Margolius, Amanda Landers, Bev Walters and John Autard for all their assistance at the Cape Town seminar. We'd also like to say a special thanks to John for designing such an attractive invitation for these events □



French Design Intelligence by Etienne Cochet

The French hold the world of interior design in high regard, paying attention to detail, relevance, pride in craftsmanship, quality, honesty and an unusual mix of textiles and textures. Add a dash of verve and wit and you have the unique look that is recognisably French!

Trend towards Shrinking Homes - for the first time in history more than half of the world's population will be living in towns and cities in 2008 (as per the *State of World Population Report 2007*). This leads to the urbanization and rehabilitation of cities, widespread architectural upgrades and a drive towards embracing smaller homes, which in turn creates a direct impact on the design of buildings and products. We therefore need to create smart living spaces that reflect the changes in social structures as well as offer the ability to enjoy a quality lifestyle within the constraints of modern living environments.

Design and Emotion is all about living a more creative life and decorating from the heart. Throwing out old traditions - less rules and more play. We need to celebrate the aesthetic value of design whilst still making the connection between usability and aesthetics.



Re-definition of Space - in South Africa we have been opening up our interiors to the outside for some time. However, we are now seeing a blurring of the demarcations between the different spaces so that we no longer have just a lounge or a bathroom. This is driving the trend towards compact, mobile furniture that can be moved and used in various areas in the home – including both indoors and outdoors. Homes are also becoming wellness centres designed to heal. This is driving the current boom in the wellness industry which is expected to last for some time.



“Modernity with Roots” - is about living today and incorporating the best of the past. Building your space over time and adding a little old with the new. Whilst mixing generations of design is nothing new to us, we may no longer be able to accommodate Granny’s dresser in our smaller living environments. The trend is therefore to take formerly functional items and transform them into either purely aesthetic pieces e.g.: a collection of vintage keyholes mounted on the wall or using functional items in new ways such as using the handles off the old dresser on a modern piece of furniture or transforming vintage sheets into a duvet cover. Another example is the new twist we are seeing to traditional pieces such as the chandelier.

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Ethnic Chic shows contemporary designs with an ethnic influence bringing together a world of different cultures. It embraces local design linked with international products. Here you'll find richly decorated textiles mixed with hand-carved and crafted accessories. Mixing periods and ethnic styles is highly encouraged.

The demand for hand-made objects and ceramics is high and people are willing to pay top dollar for items that are exclusive and unique. Accessories also combine the use of pattern and textures. Importance must be placed on old, hand-made traditions, such as glass blowing, so as to ensure that they are not lost through the development of new technologies.



Revisited Opulence - we've gone through a period where minimalism was everywhere. It's still out there but we are now seeing a rebirth of decoration.



People are embracing texture, material and detail and styles are definitely more ornate – from the elegantly understated to over the top lushness, from the sensuous to the streamlined. Lustrous, luminous materials and surfaces are everywhere. New technologies allow the inclusion of precious metals in fabrics and wallpapers, making them very attractive, modern and interesting. Glamour remains the goal with a hint of nostalgia from the 1960s and 1970s and a fresh injection of fun.

Mixing different materials and the use of heavy and lightweight products like wood, metal and perspex are very popular. New technologies are also creating interest in the use of materials like plastic. Black and white contrasted with bold, frivolous colours are still being used.



There is a more architectural approach to furnishings and the introduction of **'quirky design and comfort'**. The trend is to use fewer but bigger pieces which can be used as a trick to accentuate the space itself as oversized pieces can create a very strong visual impact – almost an Alice in Wonderland effect.

Smart home systems are being used to simplify people's lives. Programming our home's lighting, heating, air-conditioning and water systems improves comfort, ambience and the quality of our environment whilst ensuring optimum fuel and resource efficiency. Audio visual systems are in high demand - image and sound is everywhere or in designated zones so that music follows you wherever you go. The key is that the design of the home automation system blends perfectly with the interior so as to avoid any unsightly wires or cabling □

All pictures courtesy of MAISON&OBJET 2008

IID New Membership Drive

The IID is currently embarking on a major drive to attract and recruit new Members to join the Institute.

One of the most effective ways to grow our membership base is through word of mouth via our existing Members.

We're therefore asking Members to support our endeavours and are offering the following incentive:

- R100,00 for every new Member that you successfully recruit
- The amount will be deducted from next year's annual membership fees (to be invoiced in July 2008)
- Incentive applies to all membership categories
- In order to qualify for the incentive, Members are required to endorse the prospective new Member's IID Application Form by signing the sponsorship section. A copy of the Application Form has been attached to this newsletter
- Incentive runs from 1 April – 30 June 2008

A list of membership benefits is available on page 6 & 7 of this newsletter.

Should you have any queries please contact the IID National Office at national@iidprofessions.com or on 011 465 9732.

The IID would like to thank you in advance for your support and will keep you posted on our progress □

CORPORATE MEETING - REMINDER

THE PRESIDENT OF THE IID, PROF. DES LAUBSCHER CORDIALLY INVITES CORPORATE MEMBERS TO PARTICIPATE IN AN OPEN FORUM TO DISCUSS AND DETERMINE THE PARTNERSHIP WITH THE IID GOING FORWARD.

DATE **THURS 15TH MAY 2008**

TIME 5:30 FOR 6:00PM

VENUE BARLOWORLD PARK, 180 KATHERINE STREET, SANDTON. LUANDA ROOM IN MAIN OFFICE

RSVP BERNICE BY 09 MAY 2008

NATIONAL@IIDPROFESSIONS.COM OR 011 465 9732



PEOPLE ON THE MOVE

AFTER 9 LOYAL YEARS **SALLY IVES** HAS LEFT **THE FABRIC LIBRARY** TO TAKE A WELL DESERVED BREAK. SALLY MADE A SIGNIFICANT CONTRIBUTION TO THE INDUSTRY AND THE COMPANY, WHO WERE VERY SAD TO SEE HER GO. THE IID WOULD LIKE TO THANK SALLY FOR ALL HER SUPPORT AND WISH HER ALL THE BEST FOR HER FUTURE ENDEAVORS.

NICKY SIDLEY HAS BEEN APPOINTED AS THE NEW BRAND MANAGER HANDLING ALL IMPORTS, RANGE SELECTION, SPECIAL IMPORTS, MARKETING AND PUBLIC RELATIONS. WE CONGRATULATE AND LOOK FORWARD TO WORKING WITH NICKY IN THE FUTURE. NICKY'S CONTACT DETAILS ARE NICKYS@FABRICLIBRARY.CO.ZA / 011 265 9002 □



Nicky Sidley – The Fabric Library's New Brand Manager

Membership Benefits

The South African Institute of the Interior Design Professions (IID) is the only professional body for interior architects, designers, decorators, education institutions and suppliers to the Interior Design industry in South Africa. Joining the IID enhances your interior design career and your business. Being a member of your professional body tells people that you're serious about interior design. It indicates your status as a business professional with valuable industry skills.

There's a sliding scale of membership fees to suit different classes of membership. And if you're a practicing designer or design business professional, your IID membership fees should be a fully deductible tax expense (Check with your tax advisor for individual advice).

IID membership benefits include:

Professional Recognition & Status

- Credibility by belonging to a professional body. Your membership of the IID and the use of the letters of designation, when entitled, indicate your professional status to clients and the industry

Support

- Investigation / arbitration services between Members, Suppliers and the Public in the event of product, service or contractual issues

Public Awareness

- IID actively promotes awareness and recognition of the status of Members to Government, Public and Business communities
- Exposure is via press, media, exhibitions and IID website
- Professional members are listed in *SA Décor&Design Buyers Guide* & the *Professions & Projects Register 2008*

Referral Service

- IID maintains an online database of Members and their areas of expertise / specialization. This also provides Members with access to a database of registered suppliers and manufacturers in the industry
- Prospective clients looking for interior design services are directed to Members via the IID website

Industry Promotion

- IID maintains an annual stream of promotion about the aims and values of the professional body and interior design to reinforce the professional standing of members to industry
- Info is disseminated via publications, email updates, newsletters and IID website

Information

- Stay up-to-date with your profession - IID provides you with information on the industry, the business of interior design, news, events and products

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Membership Benefits

Business and Fee Information

- IID provides business contracts and a Professional Code of Conduct to assist Members to set up / run their businesses
- It also offers guidelines on fee structures to keep up to date with changing industry fees

Continuing Professional Development (CPD)

- IID annual program of CPD workshops and seminars promote continued learning as a key element of professional interior design practice
- The purpose of CPD is to ensure professional members maintain the highest possible standards of practice through member's commitment to continued learning

Newsletters and Magazines

- **iid insight** is the IID's national monthly e-newsletter containing the latest industry news, designer interviews, awards, events and other items of interest to IID Members
- IID members also receive complementary subscriptions to the **Designing Ways** and **Design>** publications

Networking

- Many of the most valuable benefits of membership result from participation and networking with your professional peers. It provides Members with a wealth of business contacts and is a great opportunity for you to stay visible, exchange ideas, discuss individual viewpoints, identify co-operative opportunities and rub shoulders with some of the leaders in the profession
- Networking is also important to gain a broader perspective of both macro and micro economic and industry trends. It gives you a sense of not being alone out there and having the support and camaraderie of your fellow Members

Web Services

- IID Members are encouraged to link their own business websites from the IID website as part of a client referral service for potential client enquiries

International Links

- Membership of the International Federation of Interior Architects / Designers (IFI) enables the IID to act as a formal contact point between the South African Interior Design profession and international design organizations. This, along with affiliation with other industry bodies, gives you access to designers, design events and information from all over South Africa and the world

Participation on Committee

- As an IID Member you can gain knowledge and contacts to build your career and further your interests in the interior design profession by participating in the IID National Committee on a national or regional level

Policy Formation

- IID represents and manage the Member's interests in Government with the formation of policies affecting the industry □

PROPOSED NEW MEMBERS

If anyone has objections to any of the following new Members being appointed, please let us know before 19 May 2008. All objections must be lodged in writing.

PROF. INTERIOR DESIGNER - KZN

SUZIE VAN NIEKERK – INTERIOR DESIGN CONSULTANT

CORPORATE - NATIONAL

TOP CARPETS (PTY) LTD (HEAD OFFICE) – BRIAN HOYLE

RETAIL FLOORING GROUP

TEL: 031 717 0400

EMAIL: BRIAN@TOPCARPETS.CO.ZA

WWW.TOPCARPETS.CO.ZA

JOHANNESBURG REGION

TOP CARPETS ALBERTON - MICHAEL D 'HOTMAN

TEL: 011 869 8937

TOP CARPETS KENSINGTON - SHABEER THOKAN

TEL: 011 838 4838

TOP CARPETS VEREENIGING - MANIE KRIEL

TEL: 016 454 9864

TOP CARPETS BENONI - ALBERT SWANEOEL

TEL: 011 421 8482

TOP CARPETS BRONKHORSTSPRUIT - TAZZ VULIMAN

TEL: 013 932 2216

TOP CARPETS RANDBURG - ANDY CHRISTIE

TEL: 011 886 8991

TOP CARPETS MIDRAND - MARK WILSON

TEL: 011 467 3517

TOP CARPETS RANDHART - SHAUN GEYER

TEL: 011 908 2308

TOP CARPETS SOUTHGATE - GEORGE SENTSO

TEL: 011 942 3711

TOP CARPETS WEST RAND - JAPIE & JEAN BOTHMA

TEL: 011 672 8455

TOP CARPETS KRUGERSDORP - PIETER RICHTER

TEL: 011 664 7207

PRETORIA REGION

TOP CARPETS SECUNDA - RAGS KALLIE

TEL: 017 631 5370

PRETORIA REGION CONT

TOP CARPETS RONNIES MIDDELBURG - RONNIE BHANA

TEL: 013 243 1274

TOP CARPETS BRITS - WYNAND BEZUIDENHOUT

TEL: 012 252 3932

TOP CARPETS WITBANK - RONNIE BHANA

TEL: 013 650 2378

TOP CARPETS GEZINA - JAN CLOETE

TEL: 012 331 1252

TOP CARPETS MENYLN - RAYMOND WIENAND

TEL: 012 998 4587

TOP CARPETS LYNNWOOD - RIAAN GOOSEN

TEL: 082 576 3315

TOP CARPETS MAYVILLE - RIAAN GOOSEN

TEL: 082 576 3315

TFI SILVER LAKES - BERNARD VERTENTEN

TEL: 082 372 9647

KZN REGION

TFI UMHLANGA - MARLENE CAMPS

TEL: 031 566 5392

TFI AMANZIMTOTI - GAVIN BEAN

TEL: 031 903 1145

PORT ELIZABETH REGION

TOP CARPETS JEFFREYS BAY - JOE & MARI SLOW

TEL : 042 293 1118

TOP CARPETS PORT ALFRED - DERICK KLEYNHANS

TEL: 046 624 2353

TOP CARPETS PORT ELIZABETH - TROY HERMANS

TEL: 041 581 3888

TOP CARPETS PLETTENBERG BAY - JUANITA VAN ROOYEN

TEL: 044 533 4911

CAPE TOWN REGION

TOP CARPETS TYGERBERG - RYNO DOUMA

TEL: 021 591 7256

TOP CARPETS CONSTANTIABERG - RODNEY JAMES

TEL: 021 797 1043

TOP CARPETS BRACKENFELL - CHRIS KRITZINGER

TEL: 021 981 7040

TOP CARPETS GEORGE - JEANETTE CLAASSEN

TEL: 044 871 3521

TOP CARPETS MILNERTON - DAVE ELDER

TEL: 021 552 5537

PROPOSED NEW MEMBERS CONT.

CORPORATES – GAUTENG

CRYSTAL FORUM – LISA HAGER

DIRECT IMPORTER / DISTRIBUTOR / WHOLESALER OF STRASS® SWAROVSKI® CRYSTAL LIGHTING, CRYSTAL BATH & WELLNESS COLLECTIONS, SPECTRA® SWAROVSKI® CRYSTAL COLLECTION AND SWAROVSKI® CONTEMPORARY LIGHTING IN SOUTH AFRICA AND NEIGHBORING COUNTRIES

TEL: 011 884 8404

EMAIL: LISA@CRYSTALFORUM.CO.ZA

WWW.CRYSTALFORUM.CO.ZA

TRADE CORP CC – GARY PRINSLOO

A SPECIALIST PROCUREMENT COMPANY AND RENOWNED SUPPLIER OF OFFICE FURNITURE PRODUCTS, INCLUDING AIRPORT BENCHING, WITH MORE THAN 25 YEARS EXPERIENCE IN THE INDUSTRY. AGENTS FOR AKABA – SPAIN

TEL: 011 803 2111

EMAIL: GARY@TRADECORP.CO.ZA

WWW.TRADECORP.CO.ZA

ECOSTRONG – JANITA ROODT

SUPPLIERS OF BAMBOO FLOORING, DECKING, WALL CLADDING AND FURNITURE BOARDS

TEL: 011 463 3086

EMAIL: PERSONAL@ECOSTRONG.CO.ZA

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EMAIL: SNOW@IVKINTERIORS.CO.ZA

WWW.IVKINTERIORS.CO.ZA □

PLASCON FINISHING SCHOOL

TURN THE WALLS OF YOUR HOME INTO AN ARTIST'S CANVAS WITH SPECIALISED PAINT FINISHES. JOIN THE PLASCON PAINT EFFECTS WORKSHOP AND GET THE PROFESSIONAL KNOW-HOW YOU NEED.



DATES: THURS **22 MAY** & THURS **29 MAY 2008**

TIME: 8.30 TO 12.30

VENUE: LIVING CONCEPTS SHOWROOM, DESIGN QUARTER, CORNER WILLIAM NICOL & LESLIE AVENUE EAST, FOURWAYS, JOHANNESBURG

BOOKINGS: **JACQUI DOUGLAS ON 011 787 2470**

COURSES ARE LIMITED TO 10 PEOPLE AND ATTENDEES SHOULD WEAR CASUAL WORK GEAR

COST: R300 (INCLUDES TEA, COFFEE AND MUFFINS)

SPECIAL RATE FOR IID MEMBERS R275 - MEMBERS MUST QUOTE THEIR IID MEMBERSHIP NUMBER ON BOOKING TO QUALIFY FOR THE SPECIAL RATE □

OOOPS!

HUGH STEVENSON FROM CUSTOM LIFESTYLE SHUTTERS' CORRECT EMAIL ADDRESS IS **HUGH@STYLESHUT.CO.ZA**. APOLOGIES FOR THE INCORRECT INFO PUBLISHED IN THE MARCH NEWSLETTER □

NEWS & VIEWS

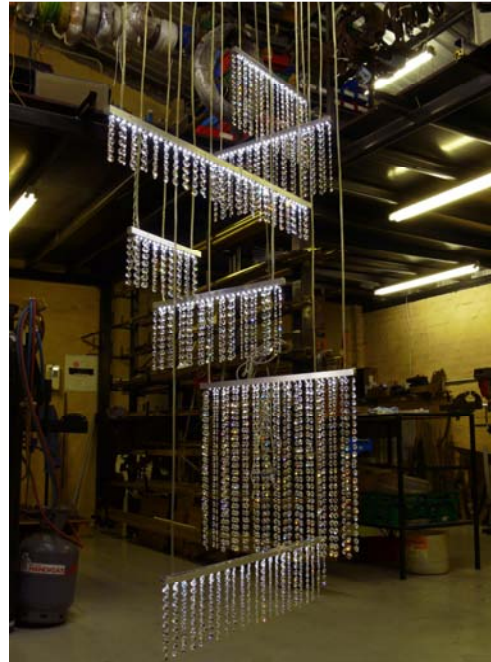
LimelightDesign

by Patrick Miller

LIMELIGHTDESIGN IS A 3RD GENERATION CRYSTAL CHANDELIER DESIGN STUDIO. THEIR FORTE HAS ALWAYS BEEN THE USE OF CRYSTAL COMBINED WITH MATERIALS SUCH AS METAL, WOOD AND PERSPEX. ONE OF THE ADVANTAGES OF ENGAGING WITH LIMELIGHTDESIGN IS THAT WHEN IT COMES TO DESIGN, THEY CAN DO ANYTHING!

THEIR ABILITY TO DESIGN AND MANUFACTURE LOCALLY USING THE WORLD'S FINEST SWAROVSKI CRYSTAL HAS LEAD THEM TO COMPLETE SOME OF SOUTH AFRICA'S MOST EXCLUSIVE AND UNIQUE RESIDENCES, HOTELS, RESTAURANTS AND GOLF ESTATES. EACH PIECE HAS ITS OWN SIGNATURE STYLE WHICH CAN ONLY BE ACHIEVED THROUGH HAND PRODUCTION AND INNOVATION. THEY TRULY MAKE YOUR SPACE THE FOCUS OF ATTENTION.

LIMELIGHTDESIGN ALSO OFFERS A LIGHTING CONSULTANCY AND ELECTRICAL SERVICE TO CATER FOR ALL YOUR LIGHTING AND ELECTRICAL REQUIREMENTS.



BRANCHES IN JOHANNESBURG, CAPE TOWN, GEORGE AND VIENNA.

FOR MORE INFO CONTACT:

PATRICK MILLER AT [PATRICK@LIMELIGHTDESIGN.CO.ZA](mailto:patrick@limelightdesign.co.za) OR ON 082 851 0305 / 011 646 5147.

WWW.LIMELIGHTDESIGN.CO.ZA.

LIMELIGHTDESIGN ARE CORPORATE MEMBERS OF THE IID.

PICTURED ABOVE: THIS PIECE FORMS PART OF LIMELIGHTDESIGN'S NEW 'PERPENDICULAR' RANGE. IT COMBINES STAINLESS STEEL, SWAROVSKI CRYSTAL AND BLUE TINGE LED LIGHTING WHICH IS BOTH ENERGY EFFICIENT AND UNOBTRUSIVE. THE MANUFACTURING BACK DROP BRINGS OUT THE CLARITY AND WEIGHTLESSNESS OF THE PIECE.

LEFT: EXAMPLE OF ONE OF LIMELIGHTDESIGN'S ONE OFF, CUSTOM MADE CHANDELIERS □

CALENDAR OF EVENTS

Please send your event details to
mktd@iidprofessions.com

JHB - IID CORPORATE MEETING

DATE THURS 15 MAY 2008
TIME 17H30 FOR 18H00
VENUE BARLOWORLD PARK, 180 KATHERINE STREET,
SANDTON, LUANDA ROOM IN MAIN OFFICE
RSVP BERNICE BY 9 MAY ON 011 465 9732 OR
NATIONAL@IIDPROFESSIONS.COM

JHB - PLASCON PAINT EFFECTS WORKSHOP

DATES: THURS 22 MAY & THURS 29 MAY 2008
TIME: 08H30 TO 12H30
VENUE: LIVING CONCEPTS SHOWROOM, DESIGN
QUARTER, CORNER WILLIAM NICOL AND LESLIE
AVENUE EAST, FOURWAYS, JOHANNESBURG
CALL JACQUI DOUGLAS ON 011 787 2470 TO BOOK OR TO
FIND OUT THE DATES OF THE NEXT COURSE
COST: R300 (INCLUDES TEA, COFFEE AND MUFFINS)

**SPECIAL RATE FOR IID MEMBERS R275 - MEMBERS MUST
QUOTE THEIR IID MEMBERSHIP NUMBER ON BOOKING TO
QUALIFY FOR THE SPECIAL RATE**

JHB - ROOMS ON VIEW

DATES: THURS 29 MAY – SUN 1 JUNE 2008
TIME: THURS & FRI 10H00 – 20H00
SAT & SUN 10H00 – 18H00
VENUE: SANDTON CONVENTION CENTER
CONTACT: 082 225 2351 / ROOMSONVIEW@MWEB.CO.ZA
TRADE DAY THURS 29TH MAY

DECOREX JHB

DATE 31 JULY - 3 AUGUST 2008
VENUE GALLAGHER ESTATE, MIDRAND

IID CONTACT DETAILS

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LESLIE AVENUE, FOURWAYS

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