

PLACE: DESIGNERS' SATURDAY

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Designers' Saturday demonstrates the availability of products and suppliers and displays the great wealth of talent we have in design industries across the board.

This event highlights the passion and motivation of those designers involved in the DIA in SA and their commitment to promoting the design industry as a whole. This passion then feeds the design industry in general which in turn ignites the design community and our economy.

There seems to be a general raising of the level of awareness of design as a key problem solving industry in all fields and hopefully an understanding of the importance of design in helping to create a cleaner, greener world.

Technology has meant there is an increased the awareness of



design outside of our bubble, simply through exposure to new products/interiors/graphics etc. overseas and then following this a desire by people to find local talented designers with local knowledge and awareness.

What's hot in design for me right now? Raw, honest materials, minimal finishing and integrity of product use. Environmentally sustainable design is something that I am very interested in and the incorporation of these principles in Interior Design.

Inbuilt furniture included as part of the fabric of a building (residential projects) is also something which sparks my interest.