

AFRICA'S DESIGN DNA

An exciting new networking programme is set to transform the way African design is perceived in the global marketplace. Design Network Africa (DNA) – headed by **Trevyn McGowan** of African design agency **Source** – launched the three-year project with a four-day workshop and exhibition at Arts on Main in Joburg in September 2011. Thirty designers from all over

Africa, including our own Heath Nash, Haldane Martin, Dokter & Misses, Imiso Ceramics and Ronél Jordaan, joined creatives from countries including **Swaziland, Tanzania, Mali, Kenya** and **Uganda**, to showcase their designs and share ideas. Apart from the work of our home-grown favourites, DECO was impressed with the creations of these three designers from beyond South Africa's borders. www.designnetworkafrica.org



Hamed Ouattara Based in **Burkina Faso**, Hamed sells his original pieces as far afield as the USA and Europe. His goal is to provide modern, luxurious furniture that reflects African culture in the face of cheap, poor-quality imports. His 'Luxe TV' cabinet is pictured right.



VISIT OUR BLOG
to see more from Design Network Africa!



Carlos Mondlane Carlos' Maputo-based company, employs people throughout **Mozambique** to create these elegantly shaped vessels (below). The initiative evolved through the Aid to Artisan programme and Carlos now exports his carvings, fashion accessories and home furnishings across the globe.



Cheick Diallo 'I don't have an interest in design if it is only to remake that which already exists,' says this inventive Bamako-based product designer, who merges contemporary colour combinations with traditional patterns and weaving techniques found in his native **Mali** (above).