

# THE RAND SHOW WELCOMES JOHANNESBURG DESIGN WEEK

This year, the iconic Rand Show will include a Johannesburg Design Week, giving local designers the opportunity to strut their stuff in front of over 200 000 people.

A truly South African brand, the Rand Show has been part of the fabric of the lives of four generations of South Africans, making memories for over 120 years. After a series of brainstorming sessions, it was decided by Dave Nemeth from Trend Forward and the management team of the Rand show that a Johannesburg Design Week should be added to the event, which takes place from 14-23 April 2017.

Until recently, design in Johannesburg has been an exclusive concept, available only through specialised platforms and only to those who could afford its premium prices. Cape Town has been active in the design space for many years, with its Design Indaba attracting thousands of local and international visitors, but it has been mostly directed at advertising, design and related industries.

As there is nothing equal to this in Johannesburg, the decision has been made to merge the Johannesburg Design Week into the Rand Show, so that more emerging designers have the opportunity to showcase their original designs and sell their products to a receptive audience. It will also highlight locally manufactured goods with a strong sense of design that meet international standards of quality.

For more information, visit [www.randshow.co.za](http://www.randshow.co.za).



## Exciting features include:

### Conferences -

Trends, design thinking, the future of business, and the importance of design in business

### Workshops -

Understanding design, its potential as a career and how to apply for a bursary at a design institution

### Master Classes -

Classes in design software and conceptualizing

### Author's day -

Four of the country's leading published authors will discuss their books and the process of becoming a published author

### Curated displays -

Up-and-coming designers will showcase their work to a broad audience, allowing them to sell goods, make connections and further their businesses



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