

Press release

January 2011

PG Bison 1.618 Competition and Awards - 2011 competition brief announced!

Stoned Cherrie's Love Movement and 'Enjoy Responsibly' and the Joburg Art Fair

After a hugely successful build up to the 2010 PG Bison 1.618 Awards the competition culminated in a glamorous event at the Turbine Hall in downtown Johannesburg in October this year, showcasing innovative and impressive entries from across the country and drawing attention from media and industry experts.

Now, PG Bison has released the much anticipated brief for the 2011 PG Bison 1.618 Student Competition and announced an exciting addition – an open category competition and partnership with the Joburg Art Fair.

New category for professionals in 2011!

For the first time in 2011, PG Bison has opened the traditionally student-orientated competition to industry professionals who may enter a new category of the

PG Bison 1.618 Competition for their purposes. The brief for this category calls for the design of tables and book cases for the Joburg Art Fair. The winning designs will be built from PG Bison material for the 2011 Art Fair. Ross Douglas (Artlogic) and Adriaan Hugo (Dokter and Misses) will judge the competition.

PG Bison 1.618 Student Competition - 2011

The 2011 PG Bison 1.618 Competition brief has been devised by PG Bison, in association with Stoned Cherrie's Nkhensani Nkosi and Callie van der Merwe of the Design Partnership and demonstrates an emphasis on PG Bison's sense of community. Jason Wells, Marketing Manager of PG Bison says, "Van der Merwe has a close alignment with the competition and in fact he and business partner Francois van der Merwe won the very first competition back in 1992."

The brief

Stoned Cherrie's Nkhensani Nkosi has been tasked with devising new designs for her Love Movement range of Afro chic products, currently housed within 50 Foschini stores nationwide. Foschini has purchased an existing building in the Woodstock area of Cape Town to house Nkhensani's design studio and



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workshop for her Stoned Cherrie's Love Movement fashion range, as well as provide display and retail space for her new designs.

Although space is at a premium, Foschini are of the opinion that an additional revenue generator should be considered in order to assist in carrying the operating costs of the building. While Nkhensani has defined clear guidelines as to her requirements for the design studio and fashion retail space, the proposed additional income generator is, as yet, undefined. The only firm guideline is that, whatever the extra source of income, it must be branded 'Enjoy Responsibly'.

For both Nkhensani and PG Bison, engaging with the local community is paramount. Consequently the design of the building must encourage and entice participation with those who live and work in the area. Designs entered should be icons and, in keeping with the home of the 'Love Movement', should effect a positive emotion from the community.

Entrants are encouraged to consider the structural elements of the existing building. Using the building layout and photographs provided, entrants are requested to design the new studio and retail space for the Stoned Cherrie's Love Movement team.

Downloads

See – www.1sixoneeight.co.za

The following are downloadable from the competition website:

- *The full brief*
- *Photos of the building*
- *Stoned Cherrie's Love Movement logos*
- *Building layout*
- *Declaration of originality*

Closing date for entries

The closing date for entries is Friday 12th August 2011.

Prizes

1st Prize*

- *A trip for the winning student, accompanied by the student's lecturer, to the 2012 FURNITURE FAIR, Milan (Valued at R50 000 per person, it includes return air tickets, accommodation, entry to the show, a digital camera and a contribution to daily expenses.)*
*A TFG (The Foschini Group) voucher to the value of R15 000***

2nd Prize *



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- **An all-expenses-paid trip for the winning student to the 2012 DESIGN INDABA, Cape Town**
(Valued at R12 000, it includes a return air ticket, accommodation, car hire, entry to the Indaba and a contribution to daily expenses.)
A TFG Voucher to the value of R8 000**

3rd Prize*

- A R7 000 cash prize
- A TFG voucher to the value of R6 000**
- All 10 finalists will receive certificates of recognition
- All finalists (except the top 3) will receive TFG vouchers to the value of R3 000**

*In addition, if any ideas, designs, or elements of any entry are used by Foschini or developed in any store in the future Foschini will reward each student with a R2 000 TFG gift voucher***

**No prizes are exchangeable for cash. Terms and Conditions apply.*

***A TFG gift voucher can be used to access a world of shopping at any of the 14 TFG brand stores: Foschini, @home, @home living space, American Swiss, Donna-Claire, Due South, Exact, Fashion Express, Luella, Markham, Matrix, Sportscene, Sterns, Totalsports.*

Contact information

Should you have any queries regarding the PG Bison 1.sixoneight competition brief for 2011, please email info@1sixoneeight.co.za or alternatively contact the competition office on (011) 646 1675 or 073 257 8178.

www.1sixoneeight.co.za

