

**Media Release: For Immediate Release**

**1.618 Awards - PG BISON ANNOUNCES JUDGES FOR ITS 2010  
*1.sixoneeight* COMPETITION FOR STUDENTS OF ARCHITECTURE AND  
DESIGN**

**19 April 2010**

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PG Bison is delighted to announce its judging panel for the 2010 *1.sixoneeight* Competition for Students of Architecture and Interior Design – as well as an all important endorsement by the IID (SA Institute of the Interior Design Professions [www.iidprofessions.com](http://www.iidprofessions.com) ), the first competition of its kind to achieve this significant design industry seal of approval.

“We’re thrilled to confirm we’ve secured the services of noteworthy design experts and authorities Brian Steinhobel, Derek Patrick, Greg Gamble, Phill Mashabane, Kim Fairbairn, Pat Henry, Nthabi Taukobong and Andrea Kleinloog as judges on this year’s panel,” says Jason Wells, Brand Manager of PG Bison. “Andrea is a newcomer to the judging team who actually won the PG Bison South African Interior Design Student of the Year award in 2005. While not a judge, Prof Des Laubscher of the Greenside Design Center will facilitate and convene the stellar judging panel which has been assembled for 2010.”

Another interesting addition to the competition team is one of the founders of the Night of 1000 Drawings, David Chong. “David has opened our eyes to an array of interesting design concepts and is keeping everyone on their toes, especially some of the judges who have been photographed in a whole new way!” (see [www.1sixoneeight.co.za](http://www.1sixoneeight.co.za) and the competition Facebook page)

**JUDGES: SHORT BIOGRAPHIES**

Brian Steinhobel, arguably South Africa’s foremost authority on product and industrial design, makes a welcome return to the judging panel and provides a valuable link between some exciting new judges and the prestige and history of the PG Bison competition.

A founding member of the Boston House School of Design in both Cape Town and Spain, Derek Patrick headed up the Woolworths store design department, before starting The Design Company (TDC) in 1994. A winner of numerous awards for retail design, he is the creator of the @home 3D brand.

Together with designer Philippe van der Merwe, Greg Gamble owns and manages Tonic Design, a studio and showroom situated in the Parktown Quarter. Pat Henry is a partner in MDS Architecture, a Sandton-based firm founded in 1954 and Phill Mashabane is a founder of Mashabane Rose Associates.

Kim Fairbairn runs Fairbairn Architecture, a one-person practice, primarily concerned with architecture, but with a characteristic ability to form special purpose joint ventures with other practices, artists, urbanists and interior architects. In addition to undertaking speaking engagements both locally and internationally, Kim has recently undertaken the curatorship of art exhibitions and the role of guest critic at various institutions.

With a BA in Interior Design, Andrea Kleinloog started working at Tonic Design under Philippe van der Merwe and Greg Gamble – “laughing, drawing and building for a couple of years”. She then branched out on her own with the launch of Anatomy Design Studio, working from 44 Stanley Avenue, Milpark. The final newcomer to the panel is Nthabi Taukobong, the owner of Ditau Interiors.

### **Institute of Interior Design Professions**

“We are extremely proud to be the first ever competition to be accredited through the IID,” says Jason Wells. “We really strive hard to maintain our status as the backers of the premier competition for interior design and architecture students so we are really pleased to be the first ever to receive this accreditation.”

### **2010 MAKEOVER FOR THE PG BISON AWARDS**

In February 2010 PG Bison announced the re-launch of its annual student design competition with a new name - *1.sixoneight* - a new logo and a new judging panel.

“Now in its 18<sup>th</sup> year and choosing its 16<sup>th</sup> winner – and with the proliferation of similar awards competitions in the past few years, we felt it was time to make a few refreshing changes to what has proved to be a very successful formula for the PG Bison’s longstanding student awards competition,” explains Wells.

This included modernizing the brand and competition to appeal to the ever-changing makeup of the student market, while maintaining the competition’s prestige. The new brand concept is designed to appeal to a specific target market – students of architecture and interior design – while pushing traditional competition boundaries. Students enjoy being challenged to express their creativity in a fast-paced and ever changing world. However, in this frenzied environment, it’s important to also retain principles and values which have stood the test of time and will continue to do so in the future. Hence the choice of **1.sixoneight** [also known as the Golden Ratio] as the new name for the competition. It’s a phenomenon that is appealing, admirable – and in many cases – mythically alluring, because it cannot be completely, logically explained. */ends*

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## BACKGROUND INFORMATION

### 2010: New Name & Identity for PG Bison Competition for Students of Architecture & Design

#### RATIONALE: 1.sixoneeight

The numerical expression of the 'golden ratio' is **1.618**. Also known as the Golden Mean, Golden Number or Golden Section, the Golden Ratio of **1.618** is also often denoted by the Greek letter *phi*.

This phenomenon has fascinated influential minds in the fields of Architecture, Design, Art, Music and Mathematics, going back some 2400 years, when it was discovered that many properties of physical elements exhibit a clear mathematical ratio proportion.

Humans seem to be attracted to physical things which have attributes of the golden ratio, or are built to its proportions. The ratio has inspired thinkers across all disciplines like no other numbers in the history of mathematics. Artists and architects, the world over, have proportioned their works on the ratio, believing its proportions to be aesthetically pleasing.

Evidence of the Golden Ratio abounds in nature - the coils on sea shells, the dimensions of 'attractive' humans and animals, and a vast number of other natural elements are said to exhibit the characteristics of the mystical proportion.

Many world famous structures dating from ancient times to more recent historical contexts exhibit its properties. The long list of these includes structures like Stonehenge, the Great Pyramids of Giza, the Buddhist Stupa Borobudur in Indonesia, the Parthenon and Acropolis in Greece - and even the Notre Dame Cathedral in Paris.

## CALLING ALL INTERIOR DESIGN AND ARCHITECTURE STUDENTS – THE 2010 COMPETITION IS OPEN FOR ENTRIES!

The theme for this year's **PG Bison 1.sixoneeight Competition**, - **Eat, Sleep, Bath, Cook and Live** – has been conceptualized by competition partner **@home**.

**Submission date for entries is 13 August 2010.**

### THE BRIEF

**@home** needs a design for its **concept “Store of the Future”**, a look and feel for the next three to five years for this upmarket retail space. Your entry needs to answer the following:

- How do you use your design to **excite** and **engage** the Customer?
- How does your design take the Customer on a **journey**?
- How do you **entice** the Customer, through design, to shop when homeware is considered a luxury and not a necessity?
- Can you up for the challenge?
- **CLOSING DATE FOR ENTRIES: 13 AUGUST 2010**

### PRIZES

#### FIRST PRIZE\*

- A trip for the winning student, accompanied by the student's lecturer to the **2011 MILAN FURNITURE FAIR:** (Valued at R40 000 per person, this includes return air tickets, accommodation, and entry to the show and contribution to daily expenses).
- An **@home Gift Card** for Homeware and Furniture valued at R15 000.

#### **MERIT AWARD\***

- An all-expenses paid trip to the **2011 DESIGN INDABA** in CAPE TOWN: (Valued at R12 000, this includes return air ticket, accommodation, car hire, and entry to the show and contribution to daily expenses).
- An **@home Gift Card** for Homeware and Furniture valued at R8 000.

#### **THIRD PRIZE\***

- A **R7000 Cash Prize**
- An **@home Gift Card** for Homeware and Furniture valued at R6000.

#### **FINALISTS**

- The seven non-winning finalists will receive an **@home Gift Card** for Homeware and Furniture valued at **R3000**

#### **USE OF ELEMENTS BY @HOME**

- In addition to these prizes, **should @home use any element of any competition submission in the future design of any store, or in any other aspect of the business,** the student/s concerned will each receive an **@home Gift Card** for Homeware and Furniture valued at R2000.

*\*No prizes are exchangeable for cash.*

*Terms and Conditions Apply.*

**ENTER NOW!**

Download an entry form by visiting: [www.1sixoneeight.co.za](http://www.1sixoneeight.co.za)

Should you have any queries regarding the **1.sixoneeight PG Bison Competition for 2010**, please contact the competition office on:

Email: [info@1sixoneeight.co.za](mailto:info@1sixoneeight.co.za)

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## **Overview**

The PG Bison 1.618 Awards aim to recognize and celebrate excellence in the fields of interior design and architecture and are backed by the South African Institute of the Interior Design Profession (IID).

The competition has a long history and winners receive national and international promotion. The judging process is strictly anonymous, transparent and confidential. Jurors are eminent professionals working in their respective fields, who are co-ordinated by a facilitator. It is the aim of the organisers to promote entrants and winners to ensure considerable media recognition via a range of newspapers, magazines and websites. Any South African interior design or architectural student may enter.

## **History**

The long-running PG Bison competition for architecture and interior design students was first held in 1992. It quickly developed into a most prestigious competition and has become an integral component of tertiary institutions' curricula throughout South Africa. Almost without fail, the winners of the competition have gone on to become successful and well respected in the fields of architecture and interior design.

## **PG Bison**

PG Bison is the founder of the competition and has only recently embarked on allowing other commercial entities to co-brand its longstanding competition. Its products are the mainstay of the building industry and it is a company that remains committed to encouraging creativity and sustainability.

In a country that has been host to many important historical milestones, the year 2010 heralds yet another exciting high point for South Africa as it hosts the first World Cup Soccer Tournament to be staged in Africa. This exciting move into a new decade presented an excellent opportunity to breathe new life into PG Bison's pre-eminent competition. However, while the brand and competition are being modernised to appeal to the ever-changing

makeup of today's student market, the prestige of the competition has been vigilantly maintained.