

Press release

PG Bison 1.618 Awards August 2010

PG Bison 1.618 Awards NBF's with Joburg's coolest

PG Bison is thrilled to announce several new developments in the build up to their prestigious 1.618 awards ceremony for students of design and architecture. Various members of South Africa's MAD fraternity (media, advertising and design) have recently signed up to be involved in the competition and the awards ceremony this year.

After announcing a high-profile judging panel earlier in the year, it seems that a number of followers of the design industry (all high profile themselves) have decided to get on board the PG Bison 1.618 competition.

For the awards ceremony "We have secured the services of 5 fm DJ **Koula**, to perform the master of ceremonies duties on the night," announced Jason Wells, Brand Manager of PG Bison. In the same statement Wells hinted that a really inspirational guest has been appointed keynote speaker for the event. He alludes that the speaker is "a well respected heavy weight in the design industry and one who promises to inspire everyone in attendance."

The Joburg Art Fair and PG Bison have extended their existing association and introduced a sub competition that will accept entries from professionals and students to design bookshelves and tables for the 2011 Joburg Art Fair. Adriaan Hugo of **Dokter and Missus** and Ross Douglas of **Artlogic** will judge the winning bookshelf and table designs which will be built from PG Bison product and used at next year's fair.

<http://www.dokterandmisses.com/> <http://joburgartfair.co.za/>

Andrea Kleinloog, a member of the judging panel as well as a previous winner of the competition, has been appointed to curate the awards evening. "We look forward to experiencing what the creative firepower behind Anatomy Design will develop for the night," said Wells. <http://www.anatomydesign.co.za/>

Competition organisers anticipate showcasing this year's winners of the PG Bison 1.618 competition at the **2010 Food, Wine, and Design Fair** taking place in November and which will be produced by Artlogic, the team behind the Joburg Art Fair.

"All student's should ensure that they have entered the 1.618 competition to take advantage of the fantastic profiling opportunities that are associated with this platform, and we are looking forward to sharing the awards evening with a large number of design industry delegates and students who share a passion for all things cutting-edge," concludes Wells.

Note to editor:

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 up market 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 students 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.

**The First Prize and Merit Award Prize are not exchangeable for cash.*

Terms and Conditions Apply.

ENTER NOW!

Download an entry form by visiting: www.1sixoneeight.co.za

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

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