

**PG Bison 1.618 2010 winner announced in style at trendy event in downtown Johannesburg**

**18 October 2010** - PG Bison is thrilled to announce the winner of their prestigious 1.618 Awards for students of design and architecture in 2010. Mia Jordaan from Johannesburg's Greenside Design Centre was visibly overwhelmed with excitement when MC and All Access presenter Koula, declared Jordaan the overall winner. Jordaan explained how she draws inspiration from nature and her surroundings and thanked PG Bison for providing this platform for student's to be exposed to the industry and to showcase their work.

Jordaan, and her lecturer from Greenside Design centre Monica Di Ruvo, will attend the 2011 Milan Furniture Fair as part of the impressive package awarded to her as overall winner. "It's always exciting for us to see what design and architectural students today have to offer, and we are thrilled with the work produced by this year's entrants, as well as the efforts of our judges, co-sponsors and all parties involved," said Jason Wells, Brand Manager of PG Bison. "This year over 500 students participated in the competition and we therefore take our hats off to Mia and the other top ten finalists for the caliber of work that has got them this far."

Second place was awarded to the talented Lizette Rossouw of the Tshwane University of Technology and third pace was shared between Marelise Dann also of the Tshwane University of Technology and Claire Hort from Durban's Style Design College.

Chris van Niekerk, Executive Chairman of PG Bison said, "It's important to us to be exposed to the young creative minds emerging into the industry and we are proud of our involvement in the 1.618 Awards."

The event was held at the stylish Forum at the Turbine Hall in Johannesburg's CBD, and event planners demonstrated a quirky interpretation of classical awards ceremonies, ultimately making the event thoroughly enjoyable to all students, lecturers and industry leaders who were in attendance. Curated by Andrea Kleinloog from Anatomy Design, the event exhibited consistent use of architecture and design stencils, made on a very large scale, which resonated with members of the industry. Delicious food, such as mini burgers, and Chinese take-out boxes, combined with plum arum lilies and the best DJ's that Johannesburg has to offer made the already chic venue a delight to audiences who partied the night away.

**Award winners and finalists:**

<b>Award</b>	<b>Student Name</b>	<b>Lecturer Name</b>	<b>Institution</b>
<b>PG Bison</b>			
First place	Mia Jordaan	Monica Di Ruvo	Greenside Design Centre
Second place	Lizette Rossouw	Christo van der Westhuisen	Tshwane University of Technology
JOINT 3 <sup>rd</sup> place	Claire Hort	Lyndall Kemm-Stols	Style Design College
JOINT 3 <sup>rd</sup> place	Marelise Dann	Peet Wolmarans	Tshwane University of Technology
AWARD OF MERIT	Rhodene Botha	Marga Nagel / Lindi Kaplan	BHC School of Design
Top 10	Thatayaone	Monica Di Ruvo	Greenside Design Centre

	Mathumo		
Top 10	Michael Craig	Carien Theart	Design School of Southern Africa
Top 10	Tamryn Stewart	Susan Barrett	Durban University of Technology
Top 10	Ariel Herslikowicz	Monica Di Ruvo	Greenside Design Centre
Top 10	Jacques Botha	Ompragasam Moodley	Durban University of Technology

**What was the brief?**

@home needed 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.

**What was 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.

**Note to editor:**

See <http://www.1sixoneeight.co.za/> for more information.

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