

Press release
July 2011

PG Bison 1.618 Open Competition Winner - 2011

Judges Adriaan Hugo from Dokter and Misses, Ross Douglas from Artlogic and Marcus Pieterse of Make choose the 2011 winner of the PG Bison 1.618 Open Competition - for entries submitted for the design of tables, benches and bookshelves for the 2011 FNB Joburg Art Fair.

This year saw PG Bison launch the 1.618 Open Competition. An extension of the successful student competition, this version was open to all and the winning designs for furniture will be produced and used at this year's Joburg Art Fair.

The brief consisted of two parts. Design solutions had to be submitted for both elements to be considered by the judges. Both items were to be produced from a durable PG Bison material of the designer's choice. Part one was a dining room-style table which would be positioned at a central point at the Fair. It had to be accompanied by benches and would be used for people to eat at, sit on and sell from. The second part was a bookshelf for the book dealers who are invited to participate.

At stake were the design kudos of having the work produced and used at this year's Joburg Art Fair. In addition, two tickets to the coveted opening night were up for grabs for the winner plus partner as guests of PG Bison.

The judging took place on a freezing cold day in June in the Hospitality Room at the Alex Theatre. In total 29 entries were received with the judges identifying a shortlist before unanimously deciding on a winner.

While the entries were varied and interesting, many did not make the shortlist. It was felt that a number of them were impractical. These displayed potential weaknesses or would require vast resources to manufacture.

Orjon's entry was selected as the winning design www.orjon.com. Ross Douglas (Artlogic) explains that, "the design works because it is practical and fits the aesthetic of the Art Fair."

For Adriaan Hugo, "the designs are interesting and yet functional which is important because these pieces are going to be used heavily." The other practical element that



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concerned the judges was how robust the pieces would be when they were being moved to and from the Art Fair.

Marcus Pieterse was of the opinion that, “some of the entries were very interesting and unusual but, while this is important, they also needed to consider the mechanics of how they would be built.”

Jason Wells, Marketing Manager of PG Bison, said “We feel that this has been an interesting exercise since we got to see our product being in used in fresh new ways. We have sponsored product for the Fair for three years (since its inception) and we were happy to give a designer the opportunity to have their idea brought to life and used”.

Contact Details

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