

Cape Homemakers Expo launches the Telkom Touch Tomorrow in Design competition

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The newly launched Telkom Touch Tomorrow in Design competition, aimed at the South African design industry, offers interior and industrial designers, architects and artists the opportunity to showcase their talent as well as win prizes to the value of R45 000 including a fabulous trip for two to one of the best known design shows in Europe later this year.

The theme for this year's competition is to design an innovative and functional chair for home or office use - integrating practicality with visual appeal.

"Due to the overwhelming interest in and success of the Lights by Linea Lighting Design Competition for students at last year's Cape Homemakers Expo, the design industry responded with a request for a similar competition for professionals," says John Leyden, Organiser of the Cape Homemakers Expo.

"For that reason, the Cape Homemakers Expo will host the exciting Telkom Touch Tomorrow in Design competition, which will give entrants the opportunity to 'think outside the box', experiment freely and showcase their talent," he says.

According to Gillian Elson, one of the Marketing Managers at Telkom, "Our slogan is TOUCH TOMORROW and this competition gives the young designer generation the opportunity to meet the requirements of manufacturers and the latter of gaining insight of the 'new' to come.

"At Telkom, we are at the forefront of wireless communication and the 'new' to come in the ever changing communications industry. The aim of the competition is to stimulate innovation and creativity, as well as functionality, giving consideration to choice of materials, ergonomics as well as possible mass production," she says.

The 10th Cape Homemakers Expo, established as Cape Town's most successful home lifestyle exhibition, will take place from 1 to 4 September 2005 at the Cape Town International Convention Centre (CTICC). Attracting more than 331 exhibitors covering an area of approximately 12 000m², the Expo offers visitors a massive range of the very best home lifestyle products and services, ranging from aspirational and desirable home enhancement products to essential home improvements. Last year, the Expo attracted a record number of 42 118 visitors - the highest recorded number of exhibits (331) and visitors (42 100) to a 4-day Expo in the Western Cape.

Entry forms for the Telkom Touch Tomorrow in Design competition are available at www.homemakersfaircape.co.za. The first prize is a trip for two to Europe, the second prize Telkom products to the value of R10 000 and the third prize Telkom products to the value of R5 000.

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