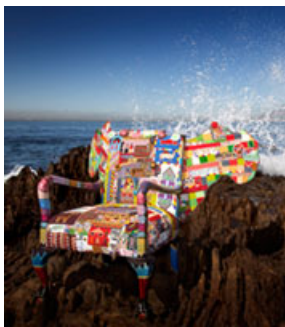


DI2011: Chair crowned Most Beautiful Object in South Africa

Design Indaba's Most Beautiful Object in South Africa (MBOISA), presented by Mini, is not about labelling beauty, but instead about asking: "What is beautiful to you?" This year's winner, as voted by the public via SMS, is the Dreams for Africa Chair by Woza Moya.



Now in its sixth year, MBOISA recognises the evolving nature of beauty while also recognising the ever-present diversity that emerges from within the local creative industry, allowing for the celebration of a new definition of beautiful every year. This year's finalists encompassed all possible aspects, from mohair jerseys celebrating Xhosa culture to the Mapungubwe Interpretation Centre by Peter Rich, Porky Hefer's Cratefan and BOS Iced Tea.



The Dreams for Africa Chair by Woza Moya, Design Indaba's Most Beautiful Object in South Africa 2011.

[click to enlarge](#)

The winner, the [Dreams for Africa Chair](#), invites people from all walks of life to sit in the chair and share their dreams.

In 2009, 160 women from the Valley of a Thousand Hills in KwaZulu-Natal came together to create a legacy of hope. Eight weeks later, the women of the Woza Moya income-generation project finished their creation. Supported by the Hillcrest Aids Centre Trust, the chair is travelling around South Africa and abroad. The chair is a celebration of local craftsmanship and the rich and unique beauty of Zulu beadwork.

Most Creative Stand

Design Indaba's recognition of local beauty and creativity also extends to stand designs at Design Indaba Expo.

The 2011 award for the Most Creative Stand, presented by Cape Town Routes Unlimited and as voted for by graphic designer and Design Indaba speaker Richard Hart, went to emerging creative Ian Kelynack, whose Isle of Trees initiative creates "furniture for your environment" by prioritising sustainability and eco-friendly materials and processes.

Both Woza Moya and Isle of Trees will each get 6^m of floor space at Design Indaba 2012, ensuring that both endeavours will get another space for showcasing their beauty and creativity.

Still to be announced is the winner of the R10 000 Design Indaba online shopping voucher for being one of the over 3000 people who voted for MBOISA via SMS.

For more:

- Bizcommunity special section: [Design Indaba](#)
- Bizcommunity twitterfall: [Design Indaba](#)
- Design Indaba website: www.designindaba.co.za
- Design Indaba twitterstream: www.designindaba.com/jtwitter
- Facebook: [Design Indaba group](#)
- Twitter: [@DesignIndaba](#)
- Twitter Search: [Design Indaba OR designindaba OR DI2011](#)
- Twitter Search: [Design Indaba OR DesignIndaba OR diconference OR diconf OR DI2011](#)

- Twitter Search: [diexpo](#)
- Google News Search: [Design Indaba](#)

For more, visit: <https://www.bizcommunity.com>