



Media Release: Immediate

**Southern Guild takes limited-edition African design to a new audience of collectors at The Salon Art + Design in New York**

*Audacious, stirring work from the continent's most interesting designers will be shown in NYC for the first time*

Southern Guild, the foremost platform for collectible design on the African continent, will present work by 21 South African artists in its first showing at The Salon Art + Design in New York from 8-12 November, 2018. The Cape Town gallery will exhibit unique and limited-edition pieces that showcase the exquisite craftsmanship and rich narratives that make South African design unique.

For The Salon, Southern Guild has selected both established and emerging designers working in furniture, lighting, ceramics and sculpture. They include Gregor Jenkin, Porky Hefer, Dokter and Misses, and Andile Dyalvane, who have all achieved international prominence, as well as relative newcomers such as Madoda Fani, Chuma Maweni, Jesse Ede and Zizipho Poswa. [See attached press highlights for more about the works.](#)

“Collectively, the work we represent collapses the borders between craft and design, ‘First’ and ‘Third’ Worlds, designer and manufacturer,” said Trevyn McGowan, co-founder of Southern Guild and chief executive officer of its parent company, The Guild Group. “Part of what makes our work so unique is that it is complex and divergent – it can’t be collapsed into a neat overarching ‘identity’. Many artists draw deeply from their personal histories, cultural heritage and indigenous crafting traditions, interpreting them in contemporary ways. But their work is all stirring and tactile, familiar and strange at the same time.”

Now celebrating its 10<sup>th</sup> anniversary, Southern Guild is the sole gallery representing locally made collectible design in South Africa. Over the past decade, it has propelled its artist-designers to make spirited, challenging and emotive work that has redefined global perceptions of African design.

The gallery hosts highly curated exhibitions at its premises in Cape Town’s V&A Waterfront Silo District, alongside Thomas Heatherwick’s new building for the Zeitz Museum of Contemporary Art Africa (MOCAA).

Southern Guild became the first African gallery to present at Design Miami in 2011, and in 2015 it was the first to be featured at Christie's London's annual design auction. The gallery shows regularly at Design Miami in Basel and the US, and at other design fairs around the world. It has had work from its collections included in Vitra Design Museum's "Making Africa" exhibition and "Beauty—Cooper Hewitt Design Triennial" at the Cooper Hewitt, Smithsonian Design Museum.

"The Salon is extremely pleased to welcome Southern Guild, our first South African exhibitor to the fair," said Jill Bokor, executive director of The Salon. "I have been seeing their work at other shows in the past few years and have always been impressed by the breadth and diversity of its designers and by the overall aesthetic of the gallery. We look forward to introducing our visitors to new designers and their uncommon use of colour, materials and form. It's always exciting to include a different culture bringing new sensibility to the fair; we're thrilled to have them and can't wait to see their booth. Everything points to a new treasure trove of material for designers and private clients who buy collectible design."

**Artists featured at The Salon Art + Design:**

Adam Birch  
Adam Hoets  
Andile Dyalvane  
Athi-Patra Ruga  
Chris Soal  
Chuma Maweni  
Conrad Hicks  
David Krynauw  
Dokter and Misses  
Ferdinand B. Dick  
Gregor Jenkin Studio  
Jesse Ede  
Justine Mahoney  
Madoda Fani  
Paco Pakdoust and John Murray  
Porky Hefer  
Rich Mnisi  
Xandre Kriel  
Xavier Clarisse  
Zizipho Poswa

**Visit Southern Guild at Booth C6 at The Salon Art + Design:**

Park Avenue Armory  
643 Park Avenue (between 66/67 streets)  
New York, NY  
<https://www.thesalonny.com/>

**For hi-res images, interview requests and any media enquiries, please email Kelly Berman at [kelly@theguildgroup.co.za](mailto:kelly@theguildgroup.co.za)**

**For more information:**

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