



## **PRESS RELEASE**

**14 February 2018**

### **Southern Guild celebrates 10 years of collectible design with *Extra Ordinary*, a group show of provocative new work**

#### *Featured artists:*

*Adam Hoets (Willowlamp), Atang Tshikare, Chuma Maweni, Daniella Mooney, Douglas & Company, Ferdi B. Dick, Heino Schmitt, Houtlander, Ida Elsje & Philippa Green, Jesse Ede, Madoda Fani, Rich Mnisi, Stanislaw Trzebinski, Trevor Potter, Xavier Clarisse, Zizipho Poswa*

Southern Guild launches its 10th anniversary with *Extra Ordinary*, an exhibition of specially commissioned pieces by a group of multidisciplinary artists, opening 14 February 2018 at its gallery in Cape Town's Silo District. In the spirit of bold originality that has marked its decade-long journey of pioneering collectible design in South Africa, the gallery invited the makers to produce exploratory new work that crosses over into other disciplines, materials or technologies.

*Extra Ordinary* features both emerging and established designers outside of Southern Guild's core stable. They include fashion designer Rich Mnisi, ceramic artists Zizipho Poswa and Madoda Fani, sculptors Daniella Mooney and Stanislaw Trzebinski, and newcomers such as 3D illustrator Ferdi B. Dick.

Julian McGowan, co-founder of The Guild Group, encouraged the designers to work outside their comfort zone, providing mentorship and guidance along the way. "They're accomplished designers already – we wanted them to think differently about themselves and their work," says Julian. "The result for each designer is a piece that springboards a new body of work."

*Extra Ordinary* includes furniture, lighting, sculpture and jewellery. Through varying degrees of experimentation, the work is at turns surprising, playful, otherworldly and mysterious. "You will not have seen anything like these pieces before," says Julian.

Since 2008, Southern Guild has commissioned South Africa's leading designers to create their most ground-breaking work, setting new benchmarks of quality and originality for the industry at large. *Extra Ordinary* signals its commitment to nurture new talent and incubate new design vernaculars as leaders in the evolution of African design.

***Extra Ordinary* runs from 14 February to 16 April 2018.**

**Southern Guild Gallery**

GUILD, Shop 5B, Silo 5

V&A Waterfront

Opening hours:

Monday – Friday 9am – 6pm

Saturday 10am – 2pm

**About Southern Guild:** Southern Guild is recognised as the most significant platform for collectible, limited-edition South African design. Exhibiting at the best design fairs around the world, and collaborating with leading global galleries and institutions, Southern Guild has spearheaded the high-end design category in Africa.

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