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Most Beautiful Object at DI2011
The Dreams For Africa Chair by Woza Moya
PHOTOS and WORDS: Design Indaba PR

Here's the Most Beautiful Object in South Africa as voted by you at the Design Indaba Expo - plus the winner of the Most Creative Stand.

There are probably as many descriptions of beauty as there are people on Earth. Thus understanding that beauty transcends definition, 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?" From mohair jerseys celebrating Xhosa culture to the Mapungubwe Interpretation Centre by Peter Rich, Porky Hefer's Cratefan and BOS Iced Tea, the finalists encompassed all possible aspects of beauty. The choices were diverse, and each beautiful in their own right. But there can only be one winner.

The Design Indaba Most Beautiful Object in South Africa 2011, as voted for via sms, is the **Dreams for Africa Chair** by Woza Moya.

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 1 000 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.

And if you are one of the over 3 000 people who voted for MBOISA via SMS, you could be the winner of a R10 000 shopping voucher on the Design Indaba online shop. The winner is to be announced shortly.

In addition to holding the coveted title of the Most Beautiful Object in South Africa, Woza Moya will also get 6sqm of floor space at Design Indaba 2012, ensuring that those who voted for the Dreams for Africa Chair will get another space to behold its beauty.

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.

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.

Kelynack's Isle of Trees initiative creates "furniture for your environment" by prioritising sustainability and eco-friendly materials and processes. Isle of Trees also get 6sqm of floor space at Design Indaba Expo 2012, to showcase the wood-inspired creative work.

More information: **www.designindaba.com**