

MEDIA RELEASE

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Design24 top designs announced

- **Media24 reveals top three proposals to reimagine the façade of the landmark Naspers Centre**
- **Announcement brings the Design24 competition to a close**
- **Three designers awarded equal share of R320 000 prize money**

Media24 has revealed the judges' most favoured designs submitted for Design24, a design competition seeking concept ideas to reimagine and rejuvenate the Naspers Centre on Cape Town's Foreshore.

The prize money of R320 000 was to be awarded to one winner and two runners-up who would receive R200 000, R80 000 and R40 000 respectively. However, none of the designs submitted met all the criteria, and thus do not qualify for an award. But although there was no clear winner, Media24 decided to reward the three favoured designs. "Some of the entries truly reimaged the iconic Naspers Centre, so even though there wasn't a clear winner we decided to split the prize money equally between the top three entries as recognition of their artistic contribution," said Media24 CEO Esmaré Weideman.

They are, in no particular order:

- Cape Town-based Tsai Design Studio, whose design titled Urban Sculpture imagined a folded sheath wrapped around the building, with a prominent media wall facing Walter Sisulu Avenue.
- MLB Architects, based in Cape Town and Johannesburg, whose design titled Reimagining an Icon used glass, mesh and green planting to create an entirely new silhouette for the building.
- Pretoria-based DBM Architects, whose design titled Roots imagined tangled roots reaching up the full height of the building, in reference to Media24's 100-year history in Cape Town.

Anika Ebrahim, head of Corporate Communications for Media24, said: "The curators and judges were asked to find three winners from over 90 submissions. While most submissions met different aspects of the brief, we were looking for ideas that would completely reimagine this 52-year old icon. The primary intention behind Design24 was to find striking, inspiring ideas that would transform our head office building to reflect a

multiplatform media company on the move. The designs selected have done that, albeit falling short of the cost criteria.”

The competition drew 94 entries from architects and designers across South Africa, in response to a brief that called for ideas to rejuvenate the building’s exterior façade. Entries were judged by two panels and were assessed against six criteria: aesthetic value, sustainability, cost, technical feasibility, buildability and, lastly, a reflection of all four World Design Capital themes. Design24 is an official World Design Capital project.

Eight finalists and ten ‘cool ideas’ from the entries were revealed and displayed and the top three entries were announced at a function on Nasdak, on top of the Naspers Centre, on Friday night. Weideman said: “We thank the many architects, graphic designers, artists, industrial designers, urban planners, students and even a journalist who took part in this exciting competition. We were inspired by the imagination and creativity of many of the designs. Our implementation team will now be tasked with the challenge to find the best design solution – which could include elements of the top three designs – within our modest budget. Though this is the end of the competition, it is only the first phase of the exciting journey to reinstate our building as an icon of the future Foreshore.”

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NOTES TO EDITORS

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About the Design24 judging process

Design24 entries were initially assessed by an independent curators’ panel of design, engineering, architecture and construction specialists who reviewed the entries against six predetermined criteria. The panel presented a long-list of possible winners to a second panel comprising Media24 and Naspers leadership, assisted by two technical advisors.

About the Design24 judges

The judging panel comprised members of Media24’s and Naspers’s management teams. The panel also included two technical advisors: Professor Alta Steenkamp, Director of the School of Architecture, Planning and Geomatics at University of Cape Town; and Simon Gill, a buildings engineer and leader of the Integrated Buildings Team at Arup Cape Town.

About the Design24 curators

Paul Duncan – Design specialist

Paul Duncan is a former editorial director at Conde Nast Independent Magazines and former editor of Conde Nast House & Garden (South Africa). Currently an independent media consultant, Paul was previously head of design for homeware at Woolworths in South Africa and was the curator convenor for the World Design Capital 2014. He has written many books on design and interiors, and was responsible for the abridgement and picture research for Nelson Mandela's Illustrated Long Walk to Freedom. He lives in Cape Town.

Luyanda Mpahlwa – Architect

Luyanda Mpahlwa is an award winning architect/ urban designer and principal of Cape Town based firm Design Space Africa. His scheme for the 10×10 Low Cost housing project in Mitchells Plain was internationally recognised for its contribution towards improving people's lives. Luyanda is a thought leader in urban issues, contributing to and participating in several urban forums and initiatives, as well as mentoring younger designers. He was involved with the WDC programme from the bid stages and was part of the winning Cape Town delegation to Taipei. Luyanda was also on the World Design Capital curatorial panel.

Rashiq Fataar – Urbanist

Rashiq Fataar is the founder of Our Future Cities, a non-profit organisation that inspires dialogue about the urban development of Cape Town and other cities. He is also the CEO of urbanism think tank Future Cape Town. As an independent consultant, speaker and writer, Rashiq works at the intersection of urbanism, new media and economics. He holds an Actuarial Science degree from the University of Cape Town and currently serves on the Board of Cape Town Tourism.

Simon Gill – Buildings engineer

As a building services engineer, Simon leads the integrated buildings team in Cape Town for multidisciplinary consultancy Arup. His work in Cape Town, Mauritius, Belgrade, Belfast, Moscow, Amsterdam and the UK gives him a global understanding of integrated design, incorporating mechanical, electrical, structural and façade engineering disciplines, among others. He has led teams on award-winning projects including the six star Greenstar Silo 1 office and Silo 2 residential buildings at the V&A Waterfront.

Sean Cowgill – Quantity surveyor

Sean Cowgill is a quantity surveyor and director of De Leeuw Group Cape Town. He has specialist knowledge in building and property economics, building contracts and post contract administration and cost control. As quantity surveyor and property economist, he has provided expert advice and insight on numerous commercial, residential, retail, hotel and infrastructure construction projects in South Africa, Africa and the United Kingdom.

ABOUT MEDIA24: Media24 is Africa's leading media company with interests in newspapers, magazines, digital publishing, printing, distribution, book publishing and e-commerce. It is part of Naspers, a multinational group of media and e-commerce platforms. www.media24.com

ABOUT CAPE TOWN DESIGN NPC: Cape Town Design NPC is the implementation company of World Design Capital Cape Town 2014. As an independent, not-for-profit organisation, the implementation company is responsible for ensuring that the requirements of the WDC 2014 host city agreements are met, and that the programme delivery is aligned with the vision of bridging historic divides and repositioning the city for a sustainable, inclusive future through design. www.wdcape2014.com

ABOUT THE WORLD DESIGN CAPITAL 2014 DESIGNATION: The World Design Capital is an initiative of the International Council of Societies of Industrial Design (ICSID) - an international non-governmental organisation that aims to protect and promote the profession of industrial design. The World Design Capital is a city promotion project that celebrates the merits of design. Held biennially, it seeks to highlight the accomplishments of cities that are truly leveraging design as a tool to improve the social, cultural and economic life of cities, throughout a yearlong programme of design-related events. www.icsid.org