

What's on offer at the 2018 Sanlam Handmade Contemporary Fair

The ninth Sanlam Handmade Contemporary Fair (SHMC) will be held at Hyde Park Corner in Johannesburg from 12-14 October 2018. The 2018 SHMC is set to celebrate a 'return to making', which will highlight the journey of how products are made and the unique stories of their craftsmanship.

Founded by Artlogic and sponsored by Sanlam, since its inception in 2010, SHMC was the first fair of its kind in South Africa. Over the years, the fair has continued to echo the energy of African creativity and passion for all things quality and homegrown.



Fair curator Cassandra Twala says: “We feature both emerging and established local fashion, lifestyle and homeware brands, top SA chefs, high-end wine labels, microbreweries and speciality foods. Artlogic prides itself on providing a retail and marketing platform that connects entrepreneurs and small- to medium-sized businesses with a discerning and supportive audience.”

Mariska Oosthuizen, head of brand at the Sanlam Group, continues: “In our centenary, while we celebrate the past, we look to the future and how we, together with our partners, can create a better world so people can live their best lives for generations to come. We know that SMEs and the people of this continent have the potential to transform Africa’s economy and we actively encourage South Africans to support fellow Africans by choosing content from this continent when possible.”

What’s to make of this year’s SHMC?

Five featured designers will lead each of the newly created pavilions that string together exhibitors with similar offerings. The chosen designers are to curate seating areas within each pavilion that serve as conceptual foci throughout the fair. The 2018 featured designers include textile designer SindisoKhumalo; ceramicist Michael Chandler; lifestyle brand Babylonstoren; contemporary jewellers Tinsel Gallery; and wine expert NkululekoMkhwanazi.

Presented in partnership with House & Leisure, this year's Well Made in Africa special project will invite a new guest curator and a select five African designers from the continent to participate in the fair. Making its debut this year, the Makers Corner will comprise a series of interactive making workshops within Hyde Park Corner.

Making the Masters makes a return with another panel discussion, which will be hosted in conjunction with Creative Mornings on 13 October 2018. This initiative aims to impart knowledge and years of experience from the selected speaker to budding artisans and peers.

New participating exhibitors include some of the most respected names in local design, food and wine: Houtlander, Karu, Manaka Coffee, Jackson's Real Food Market, LukhanyoMdingi, WayaWaya, Khokho, and Chocoloza. Familiar brands such as Pichulik, Bena Group, Richard Bosman, Jorgensens, Skinny La Minx, Simon and Mary as well as Steenberg Wines will also be returning to this one-of-a-kind event.

Pre-sale tickets will be available online on 20 August 2018 via www.sanlamhmc.co.za.

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