

# TAKE THE FLOOR

EACH MONTH THE WORK OF AN EXCITING NEW GENERATION OF ECO-AWARE DESIGNERS IS BEING SHOWCASED IN THE *HOUSE AND LEISURE* GREEN DESIGNERS AT WOOLWORTHS COMPETITION. THIS MONTH THE FOCUS IS ON RUGS.

*House and Leisure* and Woolworths will select the top 10 designers from the semifinalists who will take their prototypes one step further, by sourcing manufacturers able to take their designs from dream to reality. Each finalist will receive a R1 000 Woolworths gift voucher, and the three winners – who will be announced at a glam party – will each receive a MacBook to help them establish their design careers.

**THE BRIEF:** Third-year Interior Design students at the Design Time School of Interior Design, under the guidance of artist and designer Sally Arnold (left) and their lecturer, Katherine Mann, were tasked with creating ecofriendly rugs for a young contemporary home. Care had to be taken to ensure that the designs and materials were in line with the Woolworths Good business journey and would appeal to a wide market.



#### FAST FACT

The energy saved by recycling one glass bottle is enough to power a 100W light bulb for almost an hour

Woolworths is endeavouring to reduce the impact of pollution on our climate and environment, in line with its Good business journey principles. Reusing and recycling glass reduces carbon emissions and hence pollution. Woolworths is introducing products made from recycled glass to drive a more sustainable world.

Accent vase R199 (37cm), made from recycled glass, available at selected Woolworths stores.





**CARA SIEGERS,  
 'COTTON ON'**

**What makes you a green designer?** I like working with sustainably produced or recycled materials, which require little energy to process. **In what way is your design sustainable?** It is made from 100 per cent cotton T-shirt offcuts, particularly T-shirt binding. This fabric has a lot of give and a different personality when knitted. It's also weighty enough not to require a backing. **What three words best describe your design?** Contemporary, cosy, crafted. **What sparked the idea for your product?** I wanted to create a contemporary design with a cosy feel, like a jersey. **What makes your design unique?** The alternating knitting techniques create an interesting design and texture, and the stitching detail accentuates the jersey-inspired feel. **Does your design have any special features?** It is reversible and can double as a throw. **What is your favourite green website?** [urbansprout.co.za](http://urbansprout.co.za), a South African blog that focuses on green news, upcoming events and ecofriendly products.



**MICHELLE PACKER,  
 'LACED RUG'**

**What inspired your design?** The hiking trails on Table Mountain. **What materials did you choose?** Rejected and old shoelaces, and dye that I made at home out of beetroot, coffee granules and vinegar. **What would you do to make the world a greener place?** I'd have recycling centres in underprivileged communities, and more recycling bins in public areas made out of ecofriendly materials. **What gadget would you invent to make your life easier?** A small, inexpensive, solar-powered charger for cellphones, laptops and iPods. **How would you reduce packaging?** Using cardboard boxes, paper bags or wooden crates for groceries. **Who is your favourite green designer?** Katie Thompson, the creator of Recreate. I'm inspired by her beautiful and clever designs, converting old into new. **What is your favourite ecofriendly product?** Wind-up torches.



**CAROLYNN KING,  
 'TOP RUG'**

**What materials did you use in your design?** Recycled cool-drink bottle seals and underfelt. **What makes your design unique?** When the bottle seals are melted, you can't tell what they were before (and the rug is amazingly soft underfoot). **What three words describe your design?** Shack-chic, contemporary, affordable. **What makes you a green designer?** I use dead-end materials and breathe new life into them. **If you could make any item more sustainable, what would it be?** The kettle; it needs to be solar operated and have a steam catchment area. **What is your favourite green building?** The 10x10 sandbag houses in Freedom Park. The building process has empowered the community to learn new skills. **If you could relive this competition, what would you do differently?** I would love to have had a lot more time to conceptualise. >

Production: Megan Borchers Photographs: Saggi Hochholtzer, Mark Cameron, Andie Wepener Hair and make-up: Sylvie Hurford Stylist: Leanne Bonthuis/Intidala

All students are dressed by Woolworths.



**WOOLWORTHS**  
 the difference

## DESIGN COMPETITION



**PAUL DUNCAN** Head of design, homeware, at Woolworths selects the three sustainable designs that most successfully meet the brief.



1. **CARA SIEGERS** – 'Cotton On'  
'Cara re-invigorates the tradition of crocheting with this modern design and contemporary styling. Utterly commercial, this could sit happily in our Studio.W collection'
2. **MICHELLE PACKER** – 'Laced Rug'  
'Ideas of hiking inspired this design; the rug itself is made of recycled shoelaces. It's very clever and the product is appropriately robust. I can see it on a large scale'
3. **CAROLYNN KING** – 'Top Rug'  
'Plastic seals from the lids of cool-drink bottles are a part of most South Africans' childhood memories. Out of context, and overlapping on this rug, they are sleek and modern. The unexpected is surprising and interesting'

HOUSE AND LEISURE  
**GREEN**  
DESIGNERS  
AT WOOLWORTHS

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