



PRODUCTS DESIGNED BY
MICHELE GRECH-CUMBO
INFO@STUDIOMIC.CO.ZA
WWW.STUDIOMIC.CO.ZA
© STUDIOMIC

CONTENTS

Category	Product	Page
About Us		3
Services		4
Projects	Ocean Reef Hotel	6
	A Streetbar Named Desire	10
	15 Stirling Apartment	14
	Stirling Manor	21
	Stratford Apartment	26
	Pauls Ice Cream and Tjips	31
Products	Novela Shelving System	35
	Stratford Stools	46
	Ellipse Coffee Table	51
	Miro and Azzi	54
	Kwazi Coffee and Side Tables	58
	Scandi Cabinetry	65
	Lantana Planter Collection	74
	Origami Bird Restaurants	80
	Headboards	85
Off The Shelf	Afrienza African Designer Furniture	90
Platforms		132
Exhibitions		146

About Us

Founded by Michele Grech-Cumbo, a design consultant and Creative Director, StudioMIC is a multi-disciplinary design company with experience and expertise in product, interior and artistic design. While we offer in-house services such as design and project management, we also offer full turnkey solutions via our networks and relationships developed and nurtured through projects and business development.

Our projects include interior design in the residential, commercial, hospitality and the restaurant industries. Additionally, we involve ourselves with contractors and project managers in order to see our projects come to fruition. We have designed and created specialised custom products and projects for commercial as well as bespoke clients, providing design, manufacturing and project management for these discerning entities.

Our projects also include the development of new products both for our standard product ranges as well as bespoke designs for our discerning clients. We also pull standard products from our other brand, Afrienza, and our network of distributed products.

Our philosophy

StudioMIC strives to create beautiful objects with rivaling quality. We believe in service, quality and honesty. We believe in designing objects that are sustainable, impacting less on our environment and our world, while maintaining the desired outcomes. While we create objects for industry, we believe design should be helpful, social, 'co-designed' and something that is able to impact positively on everyone.

“Without good design, humankind has little to desire” ~ Michele Grech-Cumbo

SERVICES



PRODUCT AND SPATIAL DESIGN

StudioMIC provides knowledge, expertise and services for quality product design and spatial design. Architecture and interior design require effective collaborative design to create an holistic space. We offer product, furniture, interior and artistic design; encompassed by spatial design: 'the glue that joins traditional built environment disciplines together with the people they are designed to serve'.

DESIGN ENGINEERING AND MANUFACTURING

Our expertise extends into the 'designed and manufactured' environments, working closely with professionals in their trades to offer intelligent quality workmanship. We incorporate multi-disciplinary industrial and craft processes, such as woodwork, ironmongery, stone masonry and glasswork, to our range of products and offerings to clients.



IDEATION FOR PRODUCTS AND ARTISTIC CONCEPTS

We provide services for the ideation and conceptual development of object, spaces, interiors and products to be utilised and understood better by clients. By incorporating sketching skills, CAD development and graphical renders we can bring a concept to life.



BESPOKE DESIGNER PRODUCTS

StudioMIC specialises in the design of bespoke interior concepts, working closely with architects, interior designers, landscape artists and engineers to bring together concepts and product suited to a space, providing an impactful and relevant statement to the theme of a design and environment.

PROJECTS

INTERIORS, WORKS AND COLLECTIONS



StudioMIC is a multi-disciplinary design company with experience and expertise in product, interior and artistic design. While we offer in-house services such as design and project management, we also offer full turn-key solutions via our networks and relationships developed and nurtured through projects and business development.

Our projects include interior design in the residential, commercial, hospitality and restaurant industries. Additionally, we involve ourselves with contractors and project managers in order to see our projects come to fruition. We have designed and created specialised custom products and projects for commercial as well as bespoke clients, providing design, manufacturing and project management for these discerning entities.

Our projects also include the development of new products both for our standard product ranges as well as of a custom nature for our bespoke clients and offerings.

OCEAN REEF HOTEL

MAGAI DRIVE, ZINKWAZI, KWAZULU NATAL, SOUTH AFRICA



OCEAN REEF HOTEL

REVAMP. INTERIOR DESIGN. PRODUCT DESIGN.



PUBLIC SPACE DESIGN

In August 2017 we were contracted to perform a design outlook and revamp of Ocean Reef Hotel, in Zinkwazi, Durban, South Africa.

StudioMIC went full steam ahead, creating unique and custom items such as a new bar, restaurant experience, breakfast server, waiting area and lounge suite products as well as a reception desk. Other custom items we created were coffee tables, side tables, chests of drawers and a few other smaller items.

Our designs were custom designed and manufactured for the space, including bar, dining tables, reception desk, coffee tables, side tables, occasional table, breakfast server and more. Our coffee tables are part of our standard range and available from our website. The Hans Wegner chairs were sourced and used to compliment the natural and contemporary designs - adding to the sophisticated yet simple lines seen on the products.

We undertook to revamp the interior design and decor also. By way of hiring a photographer to capture the splendid natural environment offered to visitors of Ocean Reef, we hung prints of the surrounding area, on archival museum paper. We also updated the interior feel with new paint, indoor pot plants bringing nature inside as well as providing natural sisal carpeting to provide pockets of cosiness and comfort.



BAR AND RESTAURANT



RECEPTION AND LOUNGE



A STREETBAR NAMED DESIRE

JAN SMUTS, JOHANNESBURG, GAUTENG, SOUTH AFRICA



A STREETBAR NAMED DESIRE

PRODUCT DESIGN.



SEATING AND DINING SOLUTIONS

We recently had a great project at a new bar in Johannesburg, South Africa. We were commissioned to design and manufacture these beautiful bar stools, accompanied by two massive and lovely marble tables.

A Streetbar Named Desire is the new trendy hot spot of Johannesburg! Owned by prolific restaurateurs, this new spot is the place to be. The interiors were designed by Tristan and his team at Studio A, who did an outstanding job here.

We were lucky enough to be asked to design for them and their space. Really proud to be part of this build!

We did two styles of bar stool, in our typical contemporary minimalist style, designed to exude sophistication and sexiness. We designed and manufactured a fully steel outdoor or patio bar stool as well as a indoor bar stool with wooden seat. These beauties fall right into place here as they do in any space they land up in. We're really proud of them!

Subsequently, we now manufacture both styles, for order in various colours, in two heights. Bar counter height and Kitchen counter height, so that they can be used in commercial as well as domestic spaces. Our steel style can be powder coated in the colour which best suits your personality and the wooden seat can match and accompany the steel version. The wooden seat is machined from oak and left a natural matte finish. We also offer cushions for the steel versions if you'd like to lush up your seating experience.

STRATFORD STOOL IN STEEL



SEATING AND TABLE



AIRBNB 15 STIRLING

JOHANNESBURG, GAUTENG, SOUTH AFRICA



AIRBNB 15 STIRLING

FURNITURE PRODUCTS AND INTERIOR DESIGN



SLEEK AND CHIC

Early in 2019 StudioMIC was commissioned to re-establish an apartment to be used as a guesthouse and Airbnb for use at the owners discretion. The single bedroom and bathroom apartment has a lounge with open plan kitchen and a long balcony facing West for some spectacular afternoon sundowners. The brief was to provide new furniture with an updated look and feel. The interior space was to have minimal changes, aside for a new coat of paint and some mood changes.

StudioMIC endeavoured to provide a full turnkey service for the design and manufacture of furniture for the lounge and bedroom. These included: a new sofa, coffee table, television stand or occasional table, side table and indoor/outdoor occasional chair for the lounge. Additionally, a new headboard with built in lights and side tables were also included in the bedroom. Naturally, there were a few more items to consider, which were chosen from market to be placed appropriately, such as charcoal coloured sisal carpeting, wall colour finishes and indoor and outdoor occasional chairs to enjoy the evenings.

The previous look - modern neoclassic - went through a radical change in the typical StudioMIC style: clean, sophisticated and functional - with a dash of contemporary Scandi-Japanese thrown in. We designed our three seater 'Stelio Sofa' facing a dark-mossy green mood wall, with the 'Miro coffee table', 'Azzi side table' and 'Julia TV stand' as accompaniments to the lounge space. The natural-look headboard in richly coloured wood with sleek black lights and clean unobtrusive 'Kwazi side tables', aside the bed, gives the room a warm, welcoming and cosy feel - perfect for the "home comfort" feel which a neoclassical aesthetic does not provide.

Utilising engineered wood, steel and textiles the products and interior makes a bold, sophisticated statement without being overly intrusive on ones senses and sensibilities.

STELIO DAY BED



JULIA TV STAND



MIRO COFFEE TABLE WITH AZZI SIDE TABLE



MIRO COFFEE TABLE WITH AZZI SIDE TABLE



STIRLING MANOR

JOHANNESBURG, GAUTENG, SOUTH AFRICA





MID-CENTURY NATURALS

Subversion of the existing through conversion was the motivation for these pieces. The original thickly laquered surfaces of the past made way for these contemporary reanimations of mid-century systems. Designed to fit and compliment the existing interior style, without too much change, StudioMIC undertook to design objects easy on the eyes, natural and clean.

The collection of works form part of the 'Scandi' product line of contemporary custom cabinetry. With a hint at mid-century design, these pieces utilise modern techniques for manufacturing as well as make use of current-day components like soft close drawer runners and push to open hinges and fixtures - making for a seamless and sleek aesthetic.

The Scandi range of bespoke custom cabinetry and furniture is fabricated from quality selected materials by experienced and dedicated craftsmen. Designed in the unique and typical style of StudioMIC - a take on Mid-Century, Scandi-Japanese Minimalism - with emphasis on materiality, function and form, bold furniture is produced.

The Scandi concept is about creating bespoke items, unique to the individual, environment and situation. Designing products which are specific and dedicated to a space; like clients, each piece is individual and unique. Therefore, StudioMIC analysis each need of the client and their space, treating each piece of work as an entity but also as a whole to form a selection of work designed and made fit for that environment.

With a wide range of high end materials and manufacturing techniques to choose from, designs could range from the conventional to the flamboyant. Each illustrating our unique design style - with emphasis on function and pragmatism for the user.

Our favourites have been modified to form the basis of our 'Scandi Nova' range - an affordable, batch produced range suited for most spaces, including residential, restaurants, commercial, hospitality and more.

CABINETRY IN WALNUT



TV STAND IN WALNUT



COFFEE TABLE IN WALNUT, WITH HIDDEN DRAWERS



SIDE TABLE IN WALNUT



STRATFORD APARTMENT

JOHANNESBURG, GAUTENG, SOUTH AFRICA



STRATFORD APARTMENT

PRODUCT DESIGN. INTERIOR DESIGN.



PRODUCT SHOWCASE

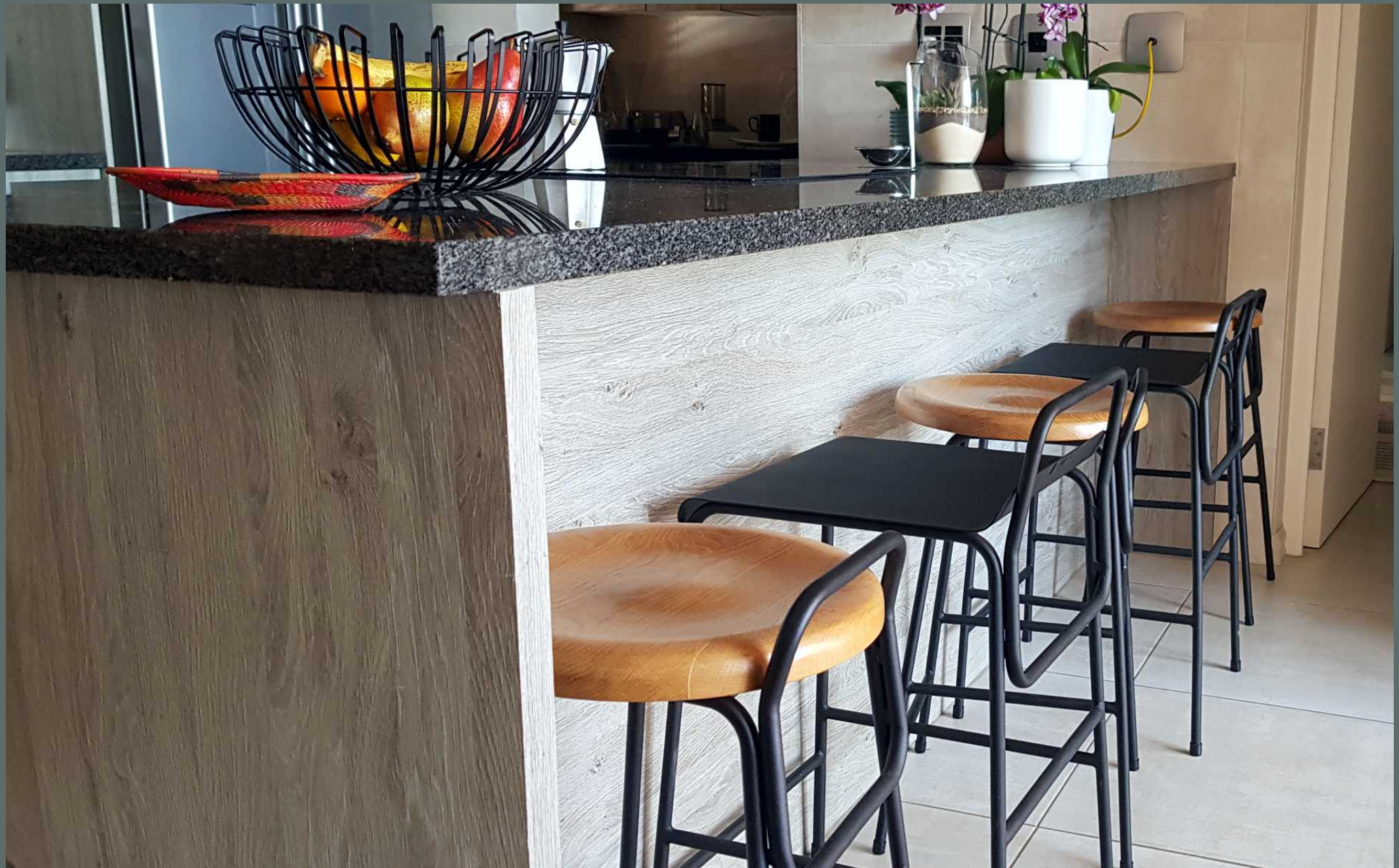
The Stratford apartment was a new complex build in 2018. The design is contemporary, with a mix of warm brickwork and painted plaster surfaces. However, the interiors are clean, white and simple - a good starting point to design furniture for.

StudioMIC designed homely, comfortable furniture with a contemporary aesthetic. Utilising mixed materials to create visual comfort while retaining a sophisticated contemporary style, the use of oak wood, Caesarstone surfaces, matte black steel and hints of colour in the form of contemporary South African artworks hung on the walls, came together to create a livable and pleasurable space.

The furniture created for the space include a large modular sofa, 'Stratford Sofa', a Caesarstone surface coffee table called 'Robusta' from our 'Crema Range', our modular shelving system 'Novela', a Queen size bed, pedestals and headboard with a natural wood feel as well as some other smaller items to add volume and character.

The space was also complimented by wooden flooring in one of the rooms, giving it a softer, warmer feel set against the ultra-minimal, stark black USM furniture from Switzerland. Other areas boasted a traditional Transvaal Riempie-bunk set behind a custom Oregon Pine and Steel coffee table. Black Eames dining chairs with wooden legs set around the dining table with our Stratford Stools adjacent to the bar and kitchen counter of the open plan kitchen. The art hung provided colour and energy, giving repose to the formality of the minimal and clean-lined furniture and interior.

Adoption of this furniture was also seen at 100% Design at Decorex 2018, where we exhibited opposite the 100% Cafe.



COFFEE TABLE AND SOFA



NOVELA MODULAR SHELVING SYSTEM



Pauls Ice Cream and Tjips

JOHANNESBURG, GAUTENG, SOUTH AFRICA





PRODUCT SHOWCASE

StudioMIC was contracted by architectural company Atmos Architecture and Design to conceptualise, design and manufacture the freestanding furniture for the Pauls Ice Cream and Tjips, located at the First National Bank of South Africa City Deep headquarters in Johannesburg.

We took on this project with passion and enthusiasm knowing that the clients, both Atmos and Pauls and Tjips were passionate about design and thus preferred a uniquely designed product collection for their space. Working closely with the clients in each of their capacities we undertook to identify their needs and desires for the final outcome.

We utilised their briefs as well as colour palettes to design a soft and 'creamy' feeling collection of furniture. The items design and produced included: Chairs and stools in both standard table height as well as bar heights, with the same designs respectively; free standing tables in both standard height as well as bar heights, to accommodate the seating; two large modular banquette table-bars to be arranged in various layouts to accommodate the space; and finally we designed a specialised and unique benching solution, however more standard seating was preferred over this item, and thus never manufactured.

Some of these items have inspired and contributed towards various collections of StudioMIC products.





PRODUCTS

PRODUCTS, WORKS AND COLLECTIONS



StudioMIC is a multi-disciplinary design company with experience and expertise in product, interior and artistic design. While we offer in-house services such as design and project management, we also offer full turn-key solutions via our networks and relationships developed and nurtured through projects and business development.

Our projects include interior design in the residential, commercial, hospitality and restaurant industries. Additionally, we involve ourselves with contractors and project managers in order to see our projects come to fruition. We have designed and created specialised custom products and projects for commercial as well as bespoke clients, providing design, manufacturing and project management for these discerning entities.

Our projects also include the development of new products both for our standard product ranges, for batch production, as well as of a custom nature, with small volumes.

NOVELA

MODULAR SHELVING SYSTEM



The Novela Modular Shelving System is a high quality shelving unit designed with the modern day, contemporary user in mind; someone with a flair for design, is price conscious, has an aesthetic attitude and appreciates good quality craftsmanship. Designed to be free standing or wall-assisted mounted, the Novela is a product for any space.

The Novela is modular, meaning users decide the configuration of their setup, both aesthetically and functionally. Users get to build their Novela in a way that suits their space, their style and their needs. The building system is simple, yet elegant to use, making the Novela appropriate for most people wanting sturdy and quality designer shelving.

The Novela is supplied with three standard shelves, made of MDF wood, and eighteen standard shelf supports, made of durable powder coated steel. Included are feet, securing components, wall mounts and Allen key. Additionally, there are custom options for the Novela, such as different coloured wood, custom cabinets with magnetic closing, coloured shelf support accents and more.





STANDARD MODULAR SYSTEM

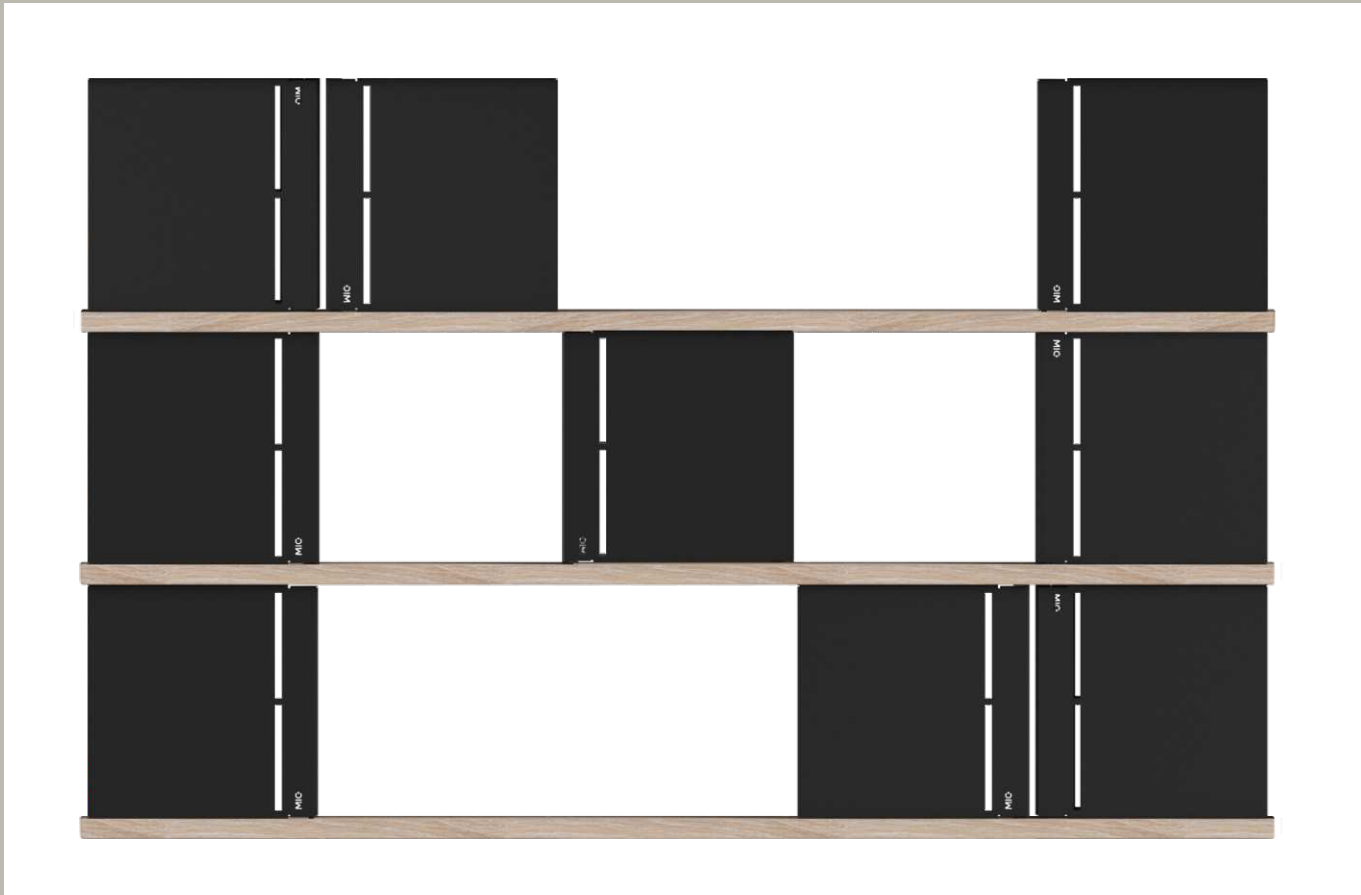
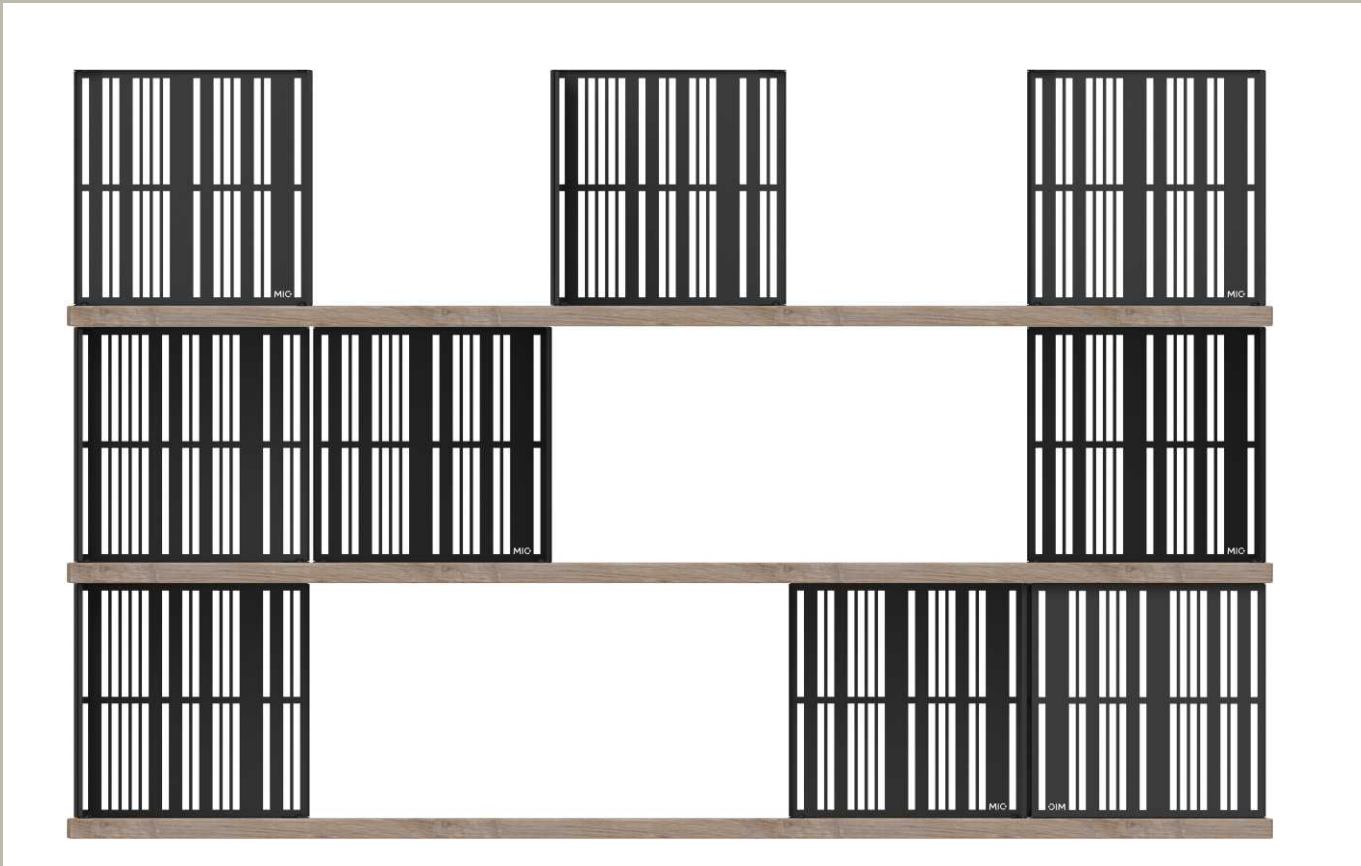
The Standard Modular System is the foundation for all other Novela Modular System styles to be based around.

This standard system is the basic Novela System which other Novela parts can be added to in order to make up Custom Modular Systems. This System is available in either the Slot or the Solid styles.

Separately sold parts such as doors can be added to create the Modular Cabinet System. A Wooden base and 450 parts can be added to create larger shelving volumes. Additional 350 shelves can be added to create extra volumes to the existing Standard Modular System or accompanied by an extra Wooden Base to create another layer of shelving.

There are many more variations of the Novela Modular System that are waiting for users to discover and utilise.

SHELVING SYSTEM OPTIONS





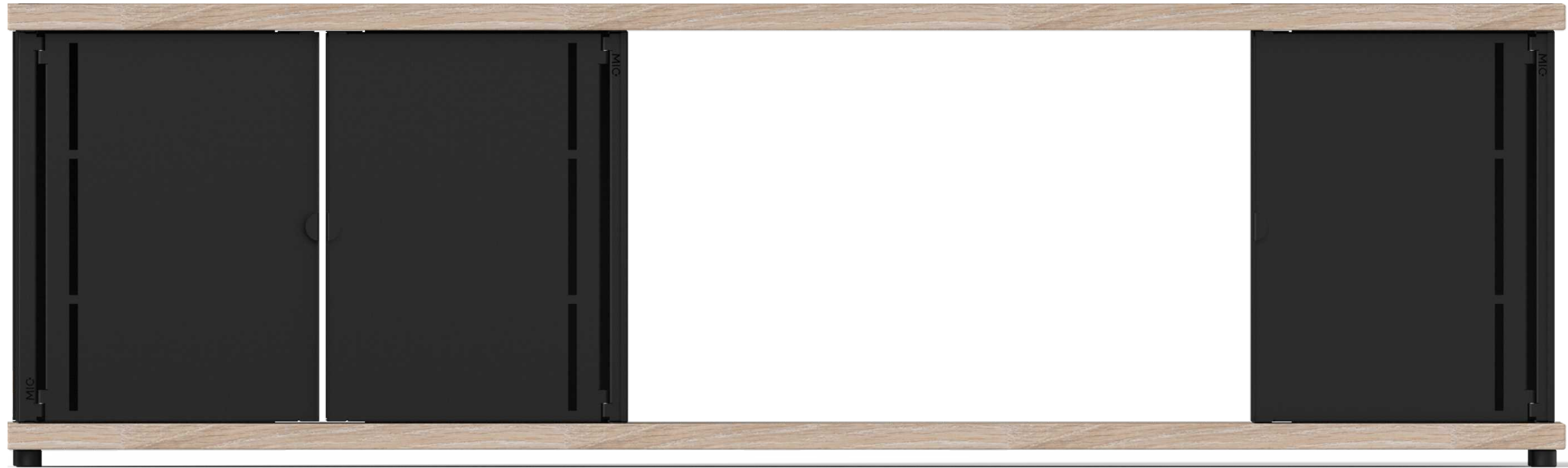
350 MODULAR SYSTEM

The basic format for the Novela comes as a standard modular shelving system. The system is sold disassembled, with easy to use instructions for assembly, which allows for effortless transportation and handling of the product.

The basic system comprises of three wooden shelves, along with eighteen steel shelf supports, feet and the components and tool to secure it all together. Wall mounting brackets can be ordered, should the user want to bolt the shelves to a wall, for added support.

The disassembled product provides users the ability to assemble their own Novela in their own style, within the constraints of the instructions. Each shelf support is located and secured into the wood shelf by a series of holes and screws, respectively. The modular system promotes creativity and logic when assembling the shelves, whereby the user puts “themselves” into their Novela, making it unique.

We want people to feel proud about their Novela, we want users to feel that their Novela is unique and we hope users put their love into the assembly of their Novela.

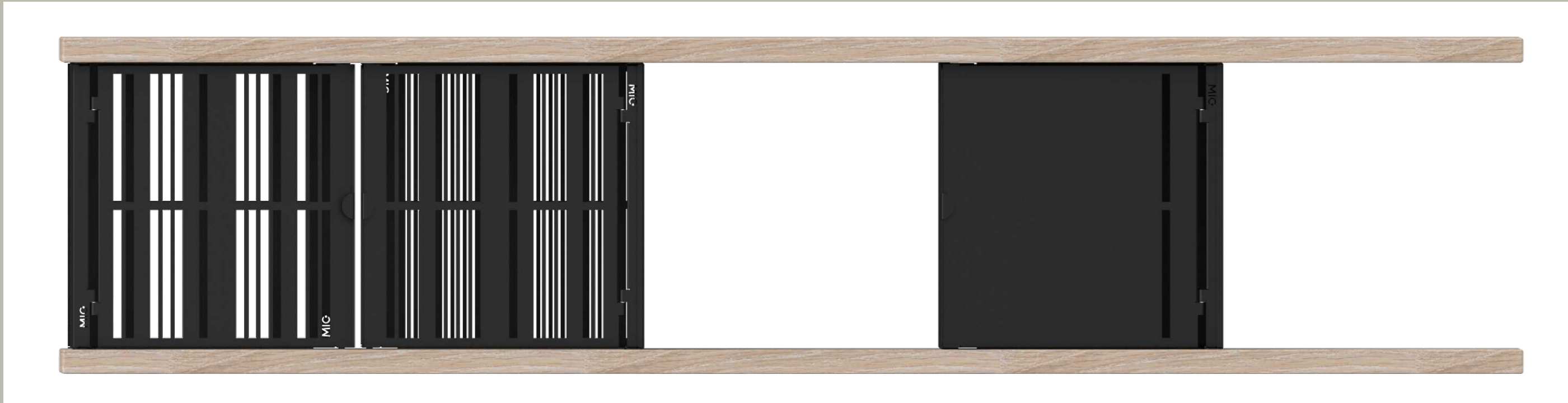


450 MODULAR SYSTEM

Available alongside the Novela 350 Modular Shelving System is the Novela 450 Modular System, a taller version of the standard shelving system. Designed to accommodate larger volumes of books as well as any higher objects that may not fit in the standard systems.

Based on the same high quality method of manufacture and the same ease of use in assembly, the custom 450 adds modularity and customising options to users. Furthermore, users can now increase their Novela's uniqueness by diversifying the aesthetic and the functionality of their existing Novela shelves.

Pragmatism is a major part of the Novela concept, thus adding the custom 450 System increases the practicality, style and feel of the Novela Modular Shelving System.



CUSTOM CABINET SYSTEM

While the Novela standard system is available as a modular set, the modularity of the Novela shelving system allows for custom shelving options. Typically, the Novela is open shelving allowing for storage of books, ornaments and other objets.

However, the Novela systems also come in custom items such as the Cabinet System. Maintaining the same ease of use and assembly, as well as quality and aesthetic, the cabinet system allows for sections of the shelf to be closed-up. These systems attach directly onto your standard system, transforming them into custom cabinets. Alternatively, the user can make up an entirely new shelf of the custom products and the, individually available, standard shelf supports.

This provides space for objets of more desirability, intrinsic value or something to just put away. It also makes an outstanding drinks cabinet.



NOVELA CUSTOM SYSTEM

An example of the Novela Modular Shelving System utilising the various different systems of shelving available. All Novela systems are modular, therefore they may be assembled together in any configuration the user desires.

Illustrated here, from top down up:

The 350 Modular System, with double, Slotted Cabinet doors and a single, Solid Cabinet door, in a custom style. It is finished off with an extra Wooden Base at the top.

A 350 Modular System, with both the Solid and Slotted styles, in a standard configuration.

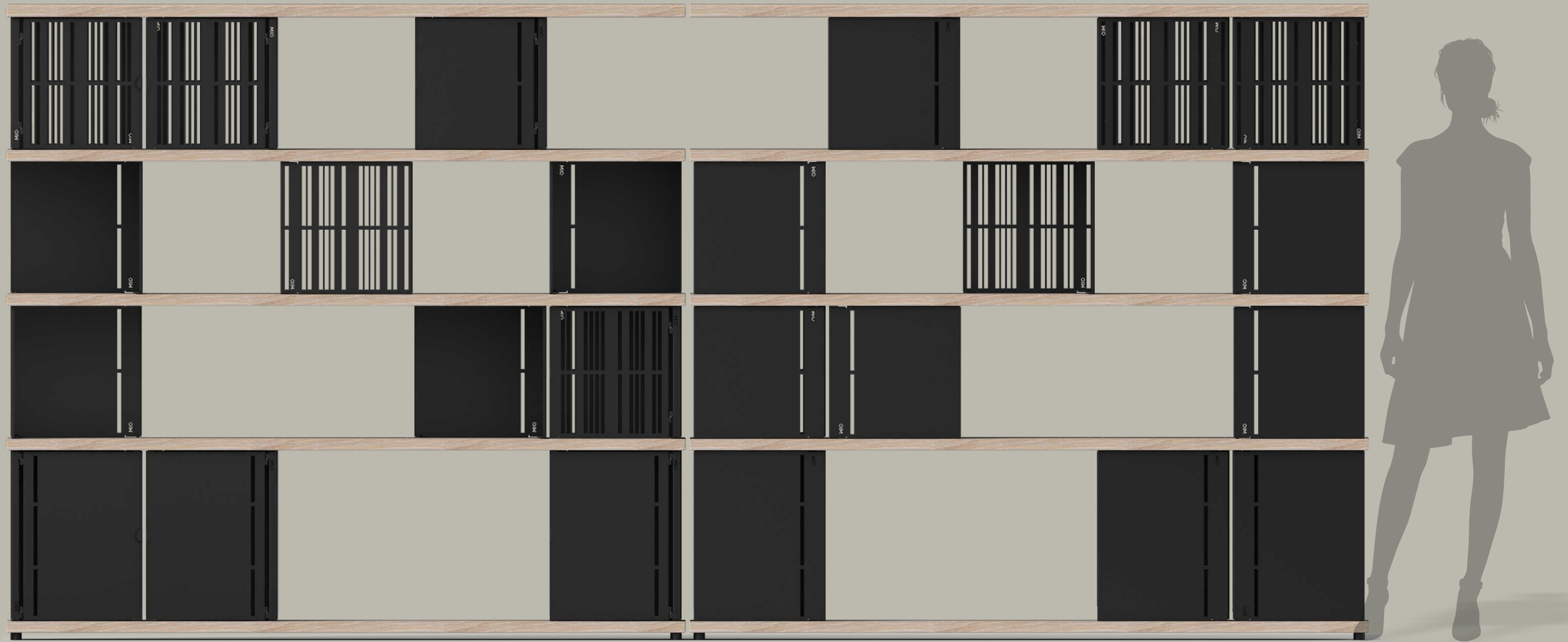
The 350 Modular System, employing shelf supports, in a custom configuration, using both Solid and Slotted styles. With an additional 350 Modular Cabinet System in the Slotted style.

The 450 Modular System, with feet attached, is at the bottom so that the weight and centre of gravity is at the bottom of the shelf, by placing large, heavy books and objects. Attached are the 450 Cabinet Systems, in the Solid style.

Each modular shelf is assembled at 90 degrees to one another, providing support in all directions. This is essential to building a strong Novela Modular Shelving System.

NOVELA

MODULAR SHELVING SYSTEM

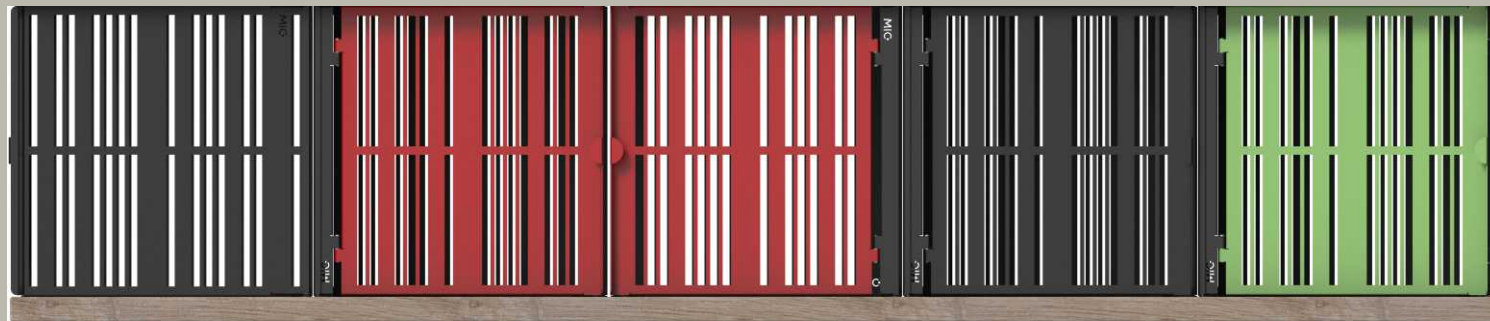
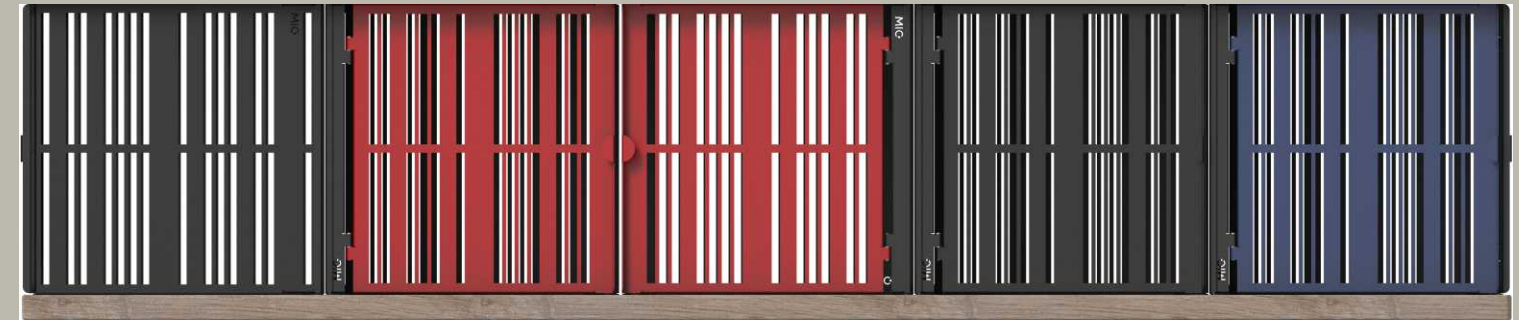


NOVELA CUSTOM SYSTEM

Two Custom Cabinet Systems, seen side by side. this configuration is ideal as a room divider or along a wall.

NOVELA

MODULAR SHELVING SYSTEM



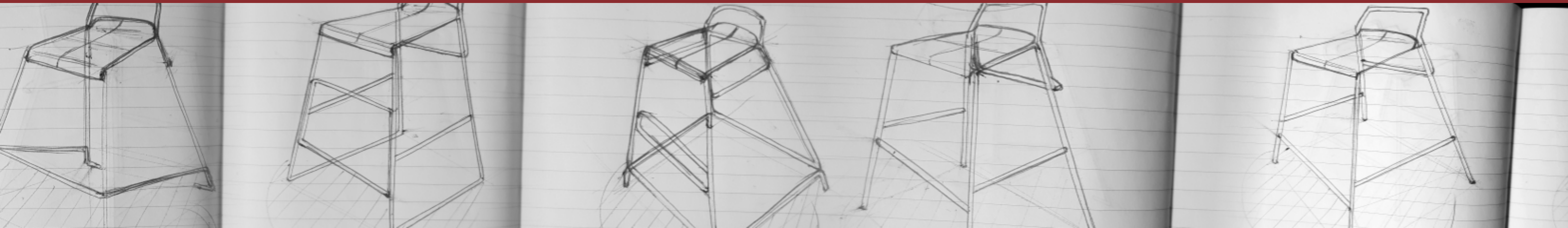
CUSTOM COLOURED ACCENTS

Special Edition Novela Cabinets are available in limited edition colours, which accentuates the products uniqueness further. These Custom Coloured Accents can be ordered by customers with the StudioMIC designers influence, expressing the individuality of the user further, while maintaining the desired outlook of the Novela range.



STRATFORD STOOLS

SEATING SOLUTIONS



The Stratford Stools form part of the Stratford Series of seating. They are a clean-lined, sophisticated seating solution for bar height and kitchen height surfaces.

Available in either a steel seat version or a wooden seat version, the Stratford Stools are contemporary and minimal in their aesthetic. They are comfortable and durable, designed for public use as well as domestic use, suitable for any environment. The steel versions may be used outdoors as well, whereas the wooden seat version is designed for interior environments.

Additionally, the Stratford Stools may be customised for any space by changing their surface colour, available from our powder coaters.

STRATFORD STOOLS

CONTEMPORARY SEATING

DESIGNER SEATING

The Stratford Stool Series is available in two styles: a fully steel versions, with a steel seat suitable for mild outdoor use, and a steel with wooden seat version designed with the interior space in mind. Designed for both commercial use and residential use, both are available in bar-counter height as well as kitchen counter height.

STRATFORD STOOLS

CONTEMPORARY SEATING





GOODMAN

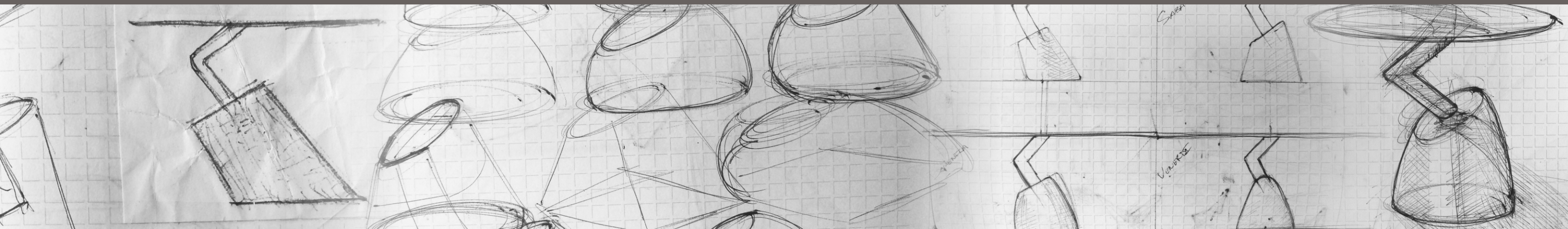
JAN DRUTS AVE

Pilsener
BEER



ELLIPSE

COFFEE TABLE



The Ellipse coffee table is an elegant coffee table, deriving from a combination of Bauhaus and Contemporary styles, being powerful yet simplistic in aesthetic.

This combination allows the Ellipse to be comfortably placed in most spaces, whether it be within contemporary-modern, International Style or European elegance.

The Ellipse comes in a range of styles namely, Venerdi, Sabato, Domenica and Lunedì, which refer to the style of the base. Furthermore, the base-styles are available in two materials; an authentic and handcrafted hardwood, finished so that the grain is exposed just so, and; a cast-concrete base left raw, natural and industrial-chic.

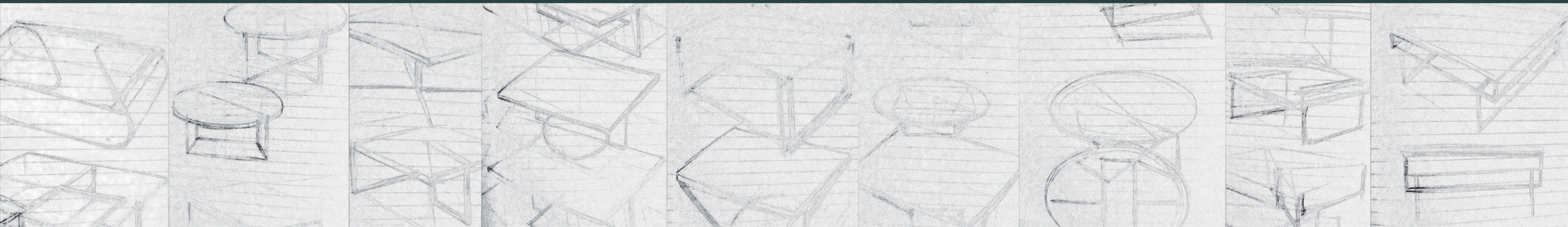
In addition, the Ellipse is available with a circular table top, ideal for those smaller spaces. Or it comes with an oval, ellipse-like table top, measuring longer across, making it suitable for larger spaces.





MIRO AND AZZI

NESTING COFFEE TABLE AND SIDE TABLE



The combination of the Miro coffee table and Azzi side table offer a unique design and function compared to the more traditional coffee table designs.

The Miro being a highly detailed round coffee table, with uniquely designed and manufactured legs - a one of a kind piece designed to be a unique talking point in design.

Forming part of the range, the Azzi is an aesthetically stunning side table, with unique designer concepts, making it ideal as a nesting table to the Miro coffee table or as a standalone side table which doubles as a surface, fitting perfectly over sofa cushions as an added feature.

Manufactured from steel and powder coated in a sleek satin, allowing light to dissipate in a diffused fashion, rendering the objects with a sophisticated mystical appearance.

MIRO AND AZZI



MIRO COFFEE TABLE

Miro Coffee Table.

650mm diameter x 450mm high.

May be accompanied by the Azzi side table to form a nesting table solution.

Manufactured from steel and powder coated in a sleek satin, allowing light to dissipate in a diffused fashion, rendering the objects with a sophisticated mystical appearance.

Elegant and timeless design - a contemporary piece for a modern home with sophisticated taste.



AZZI SIDE TABLE



Azzi Side Table.

450mm diameter x 500mm high.

May accompany the Miro coffee table to form a nesting table solution.

Manufactured from steel and powder coated in a sleek satin, allowing light to dissipate in a diffused fashion, rendering the objects with a sophisticated mystical appearance.

Elegant and timeless design - a contemporary piece for a modern home with sophisticated taste.

KWAZI

SIDE TABLE AND REMOVABLE TRAY



Designed to be flexible and functional, the Kwazi Table is a side table fit for any space. Its contemporary sleekness offers sophistication and adaptability to the environments it's placed in.

The Kwazi Table is a matte black steel delight, with clean lines and a strong presence. Combine this with the wood or stone insert for a touch of natural pleasure and the Japanese concept of Wabi Sabi.

The surface and base are separate, allowing the table to become a tray when the need is there. Whether it sits next to a bed, sofa, or at a restaurant table to hold condiments, it has presence, function, and personality.

The Kwazi may also be customised in various colours as well as different surface options, in wood or stone - thereby complementing any space, residence, or restaurant.

KWAZI COFFEE TABLE

SIDE TABLE WITH CUSTOM OPTIONS

Kwazi coffee table.

800mm diameter x 350mm high.

Steel legs and frame, black powder coated.
Engineered wood or veneer tops.

A warming, elegant design suitable for any lounge and waiting area. Clever, clean and cool.





KWAZI TABLE

SIDE TABLE WITH CUSTOM OPTIONS



AN ELEGANT TABLE SOLUTION

Kwazi Tables suit bedsides, restaurants, offices and lounges. They are versatile, sexy and sophisticated.

KWAZI TABLE

WITH BLACK MARBLE SURFACE





NATURAL WOOD

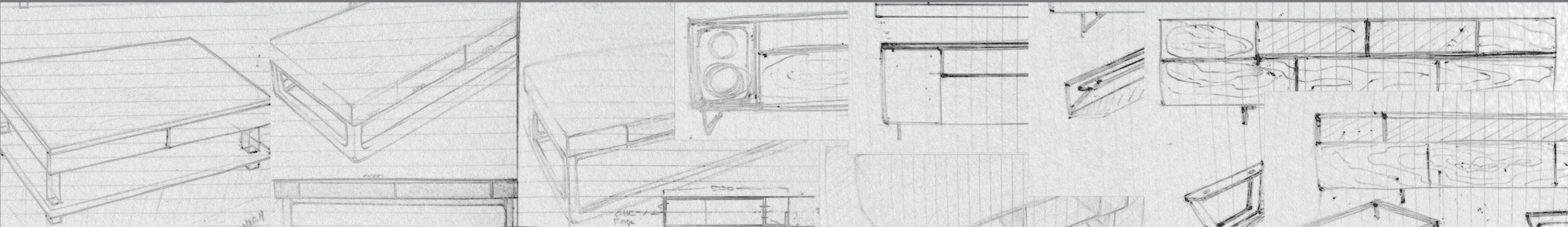


BLACK STONE



SCANDI

BESPOKE CUSTOM CABINETRY



The Scandi range of bespoke custom cabinetry and furniture is handcrafted from quality selected materials by experienced and dedicated craftsmen. Designed in the unique and typical style of StudioMIC - a take on Mid-Century, Japanese-Scandi Minimalism - with emphasis on materiality, function and form, bold furniture is crafted.

The Scandi concept is about creating bespoke items, unique to the individual, environment and situation. Designing products which are specific and dedicated to a space, no two products are the same.

With a wide range of high end materials and manufacturing techniques to choose from, designs range from the conventional to the flamboyant. Each illustrating our unique design style - with emphasis on function and pragmatism for the users.





A BESPOKE CUSTOM-MADE CABINET

Made from quality Walnut hardwood, this custom piece was commissioned for a client to house their appliances. It was measured and designed specifically for these items and this space.

The design has given the environment an updated Mid-Century Modern aesthetic while providing functional and usable space for objects and products.



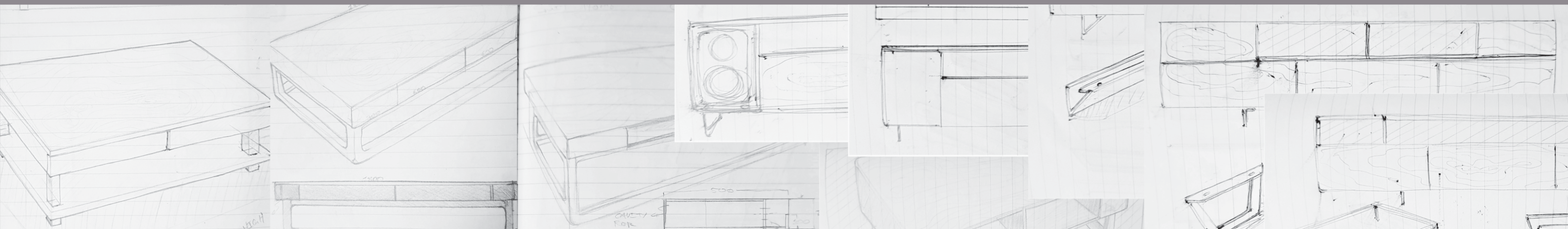


A BESPOKE CUSTOM-MADE CABINET

This coffee table was designed to accommodate the appliance cabinet, creating a homogenous space for the client. Designed in the same style, with the same materials, these items come together to transform the space into a sleek contemporary environment.

SCANDI: NOVA

CONTEMPORARY CABINETRY



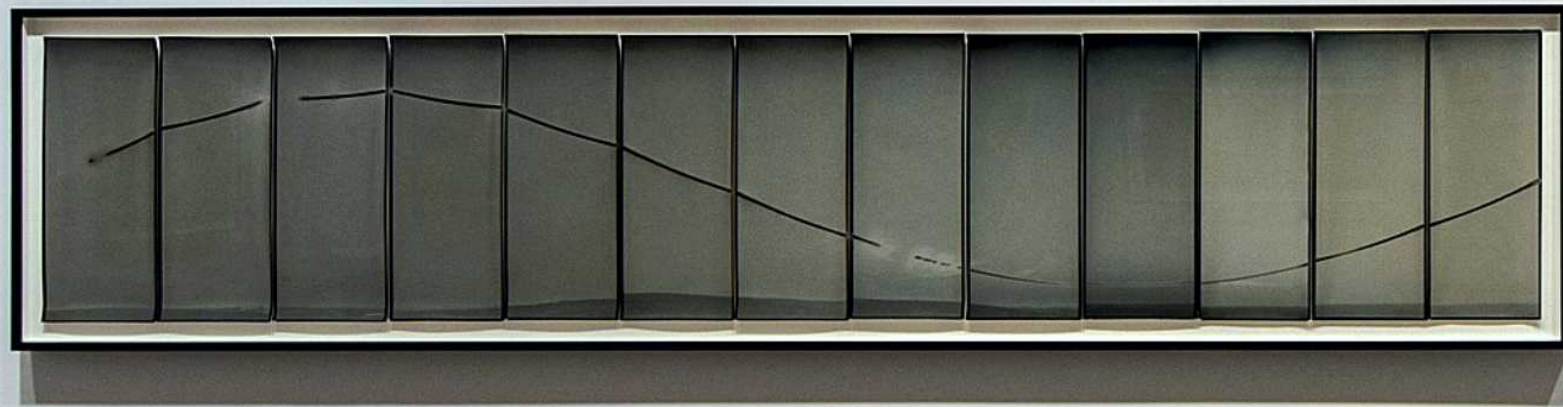
The Scandi NOVA range of cabinetry and furniture is designed and manufactured with the new, upcoming professional in mind.. Designed in the unique and typical style of StudioMIC - a take on Mid-Century, Japanese-Scandi Minimalism - with emphasis on materiality, function and form, bold furniture is designed and created.

The Scandi NOVA range is designed to offer a unique designer feel, with emphasis on professionalism and sophistication at its heart, all the while being affordable for the new user wanting beautiful and unique products for their space. The Scandi NOVA introduces customers to the world of design - a world previously occupied by over priced products.

With a wide range of engineered materials and manufacturing techniques to choose from, designs range from the conventional to the flamboyant. Each illustrating our unique design style - with emphasis on function and pragmatism for the user.

SCANDI: NOVA

AFFORDABLE DESIGNER CABINETRY



A CONTEMPORARY CABINET CONCEPT

Made from quality Walnut hardwood, this custom piece was commissioned for a client to house their appliances. It was measured and designed specifically for these items and this space.

The design has given the environment an updated Mid-Century Modern aesthetic while providing functional and usable space for objects and products.



CONTEMPORARY CABINETRY

Features such as push-to-open doors allow the cabinet to be handleless, creating a sleek aesthetic and experience. It also allows the overall design to be bold and appreciated without being decorative. The Scandi NOVA offers customers options for design, such as draws or cupboards, push-to-open systems or soft-closing mechanisms. StudioMIC also offers a repertoire of colour choices.



LANTANA

PLANTER COLLECTION



The Lantana Planter Collection are a contemporary and playful series of planters designed to be mounted onto any flat surface. With a contemporary aesthetic and a timeless appeal, these planters will keep growing in beauty - just like the plants they house.

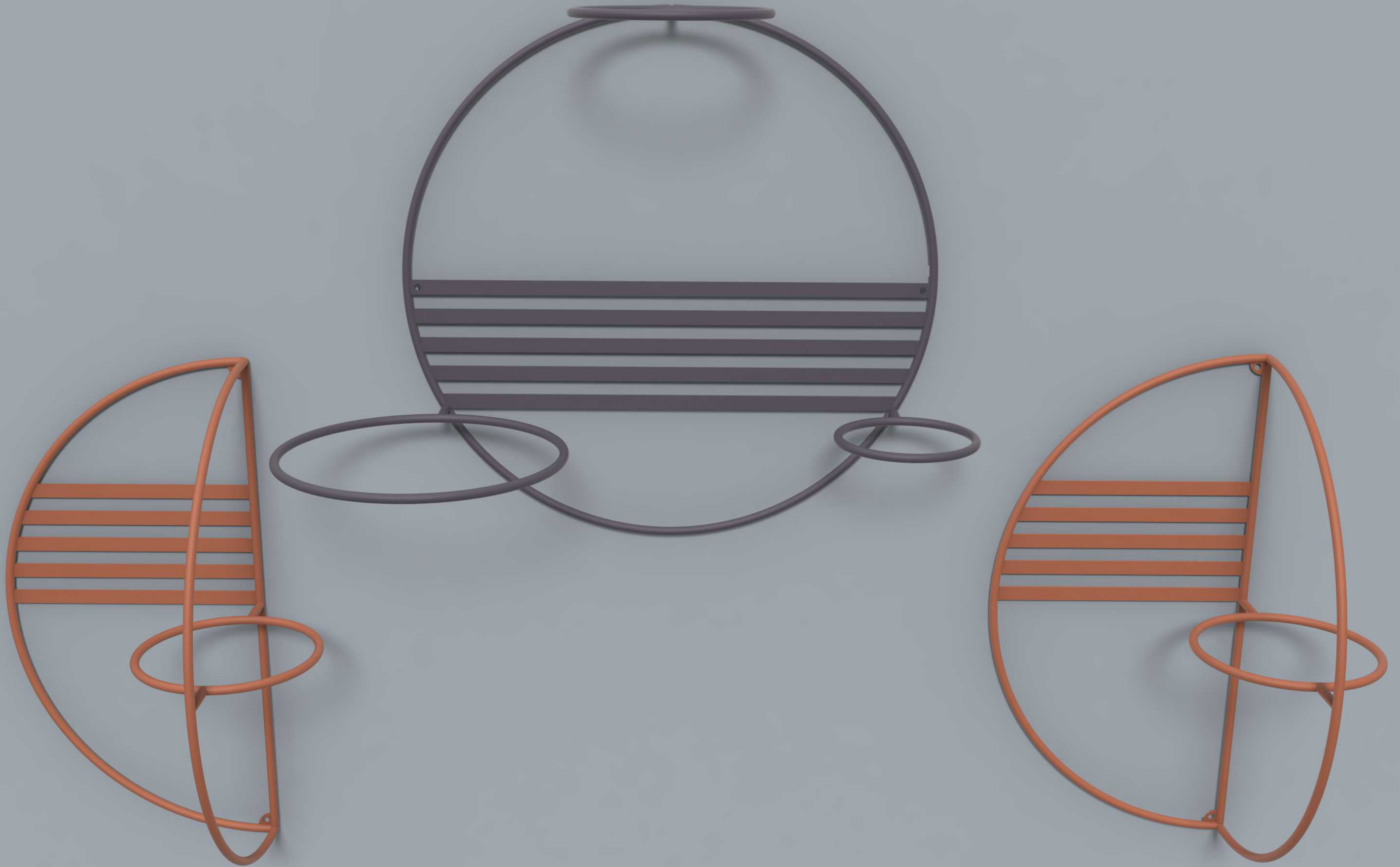
There are two versions available, offering users flexibility and variation in their needs. Our 'Full Round' version provides users with three spaces to place pots into, of varying sizes: 300mm, 200mm and 150mm diameter rings. Additionally, our 'Half Round' offers a striking and elegant form which places a single 200mm diameter pot, and plant, at the centre of attention. Additionally, they are available in various seasonal colours, complimenting and contrasting each other - depending on the space they occupy.

Together or solo, these planters cling to the wall with might and majesty, embellishing their living counterparts with practicality and comfort in their environment. The planters will adorn any space powerfully and happily, complimenting the environment in which they have been placed.



PLANTERS

LANTANA COLLECTION



FORMS

Various colours and a couple forms give growth to the beauty of these planters.

FULL ROUND

THREE POT VARIANT



HALF ROUND

SINGLE POT VARIANT



PLANTERS

LANTANA COLLECTION

SIZES



FULL ROUND

Supplied as an assembled product. The user only needs to hang the planter and add their pots to the rings. The rings are a standard size which fits most pots, and plants, StudioMIC does not supply pots.

The Full Round Diameter is 600mm and 300mm deep.



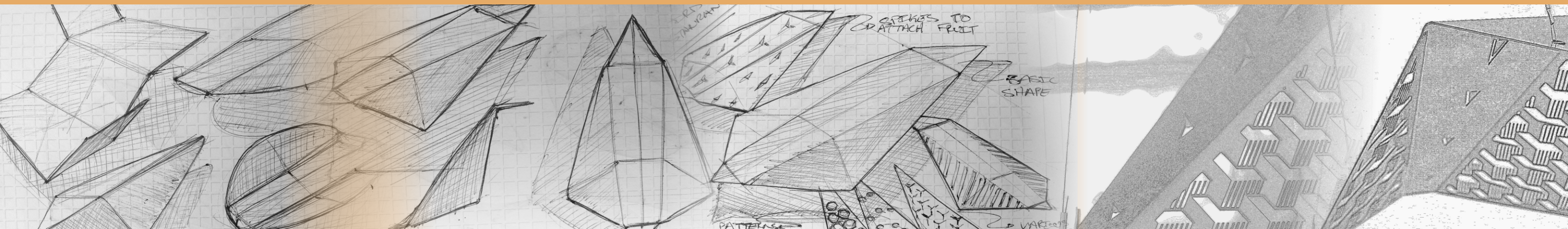
HALF ROUND

Supplied as an assembled product. The user only needs to hang the planter and add their pots to the rings. The rings are a standard size which fits most pots, and plants, StudioMIC does not supply pots.

The Half Round height is 600mm and 300mm deep.

OBR

ORIGAMI BIRD RESTAURANT

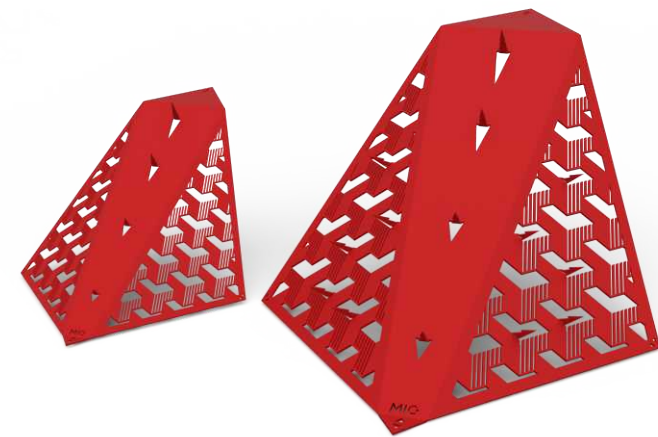
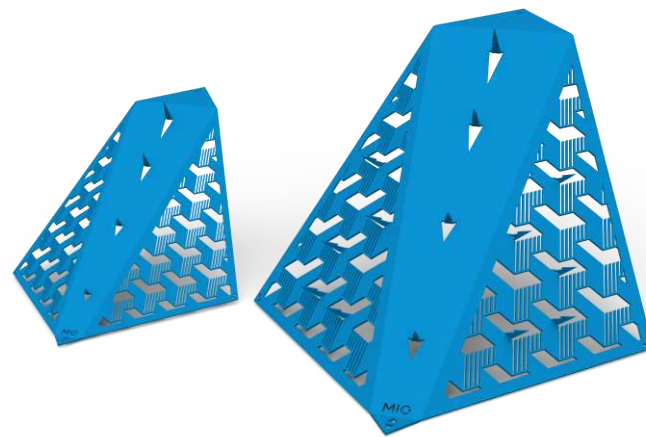
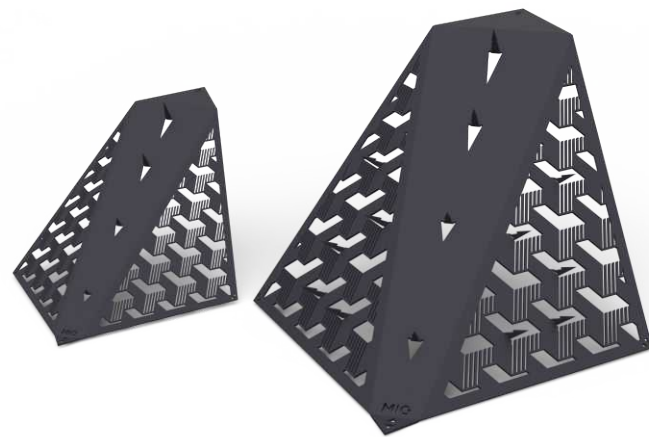
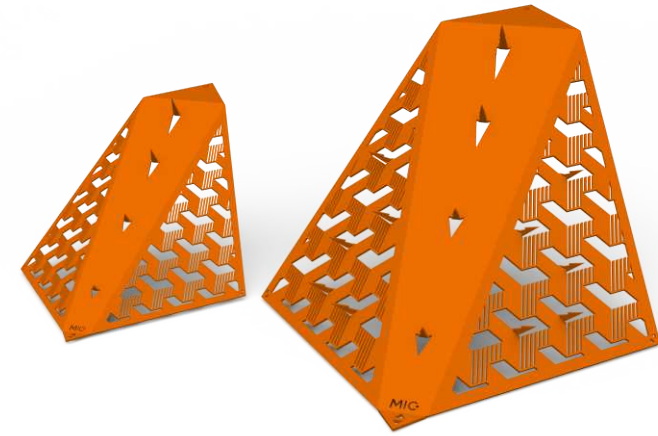
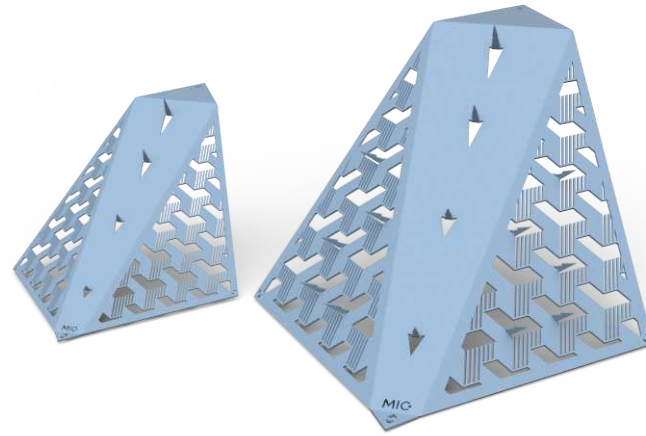
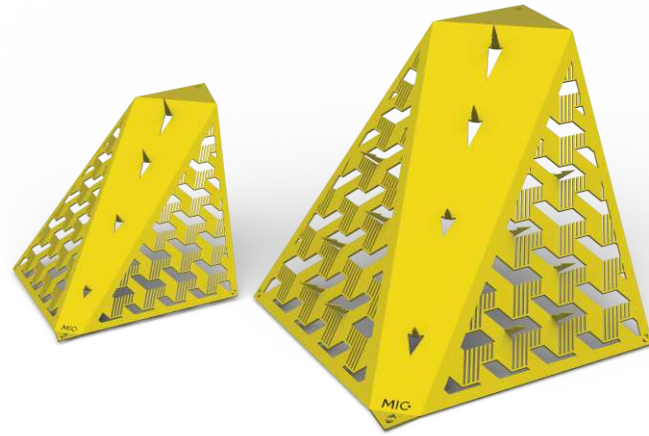
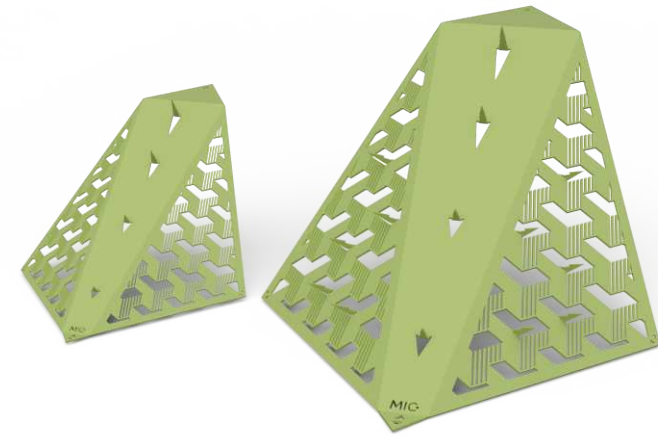
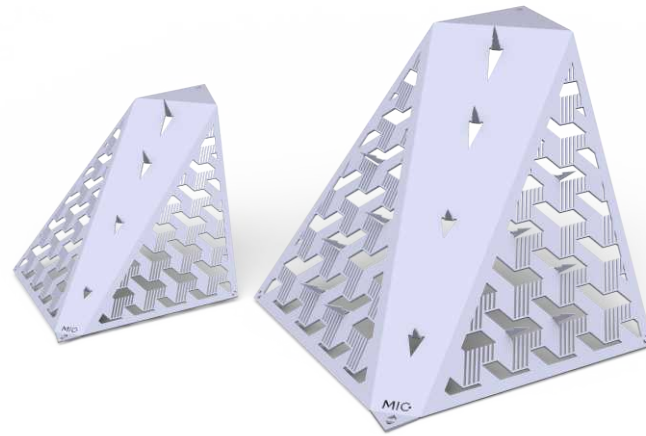
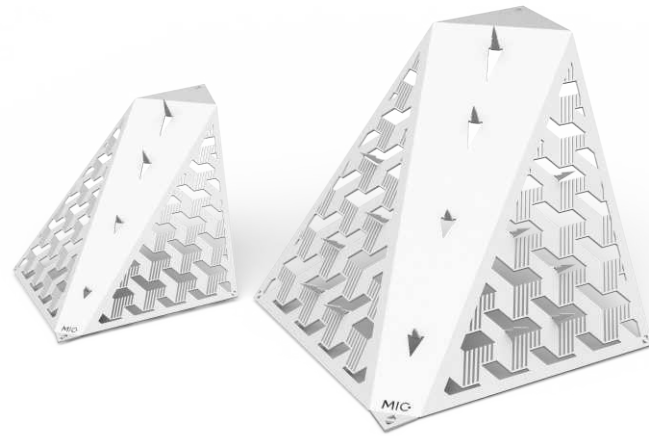


The Origami Bird Restaurants, also abbreviated to OBR, are a range of striking bird feeders for fruit eating birds. Taking influence from the Japanese art of paper folding as well as the powerful form of a bird just before landing, the OBR's reveal a proud and powerful form for gardens, homes, offices and corporate spaces.

Manufactured to high standards, the OBR's are a quality product, with both the user in mind as well as the patron. The OBR's are both practical and sculptural, adding both a sense of beauty to a setting as well as an aesthetic pragmatism to feeding bird and welcoming them into a space, from a sculptural standpoint.

The OBR's come in a variety of colours, all suited to compliment the form of the product, ranging from powerful-bright colours to subtle-elegant colours. Furthermore, the OBR's are available in two sizes: the larger, fitting in well with broader spaces and dense foliage; and the smaller, suited to a more conservative area. Although, the OBR's look outstanding when both sizes are presented together in the same space.



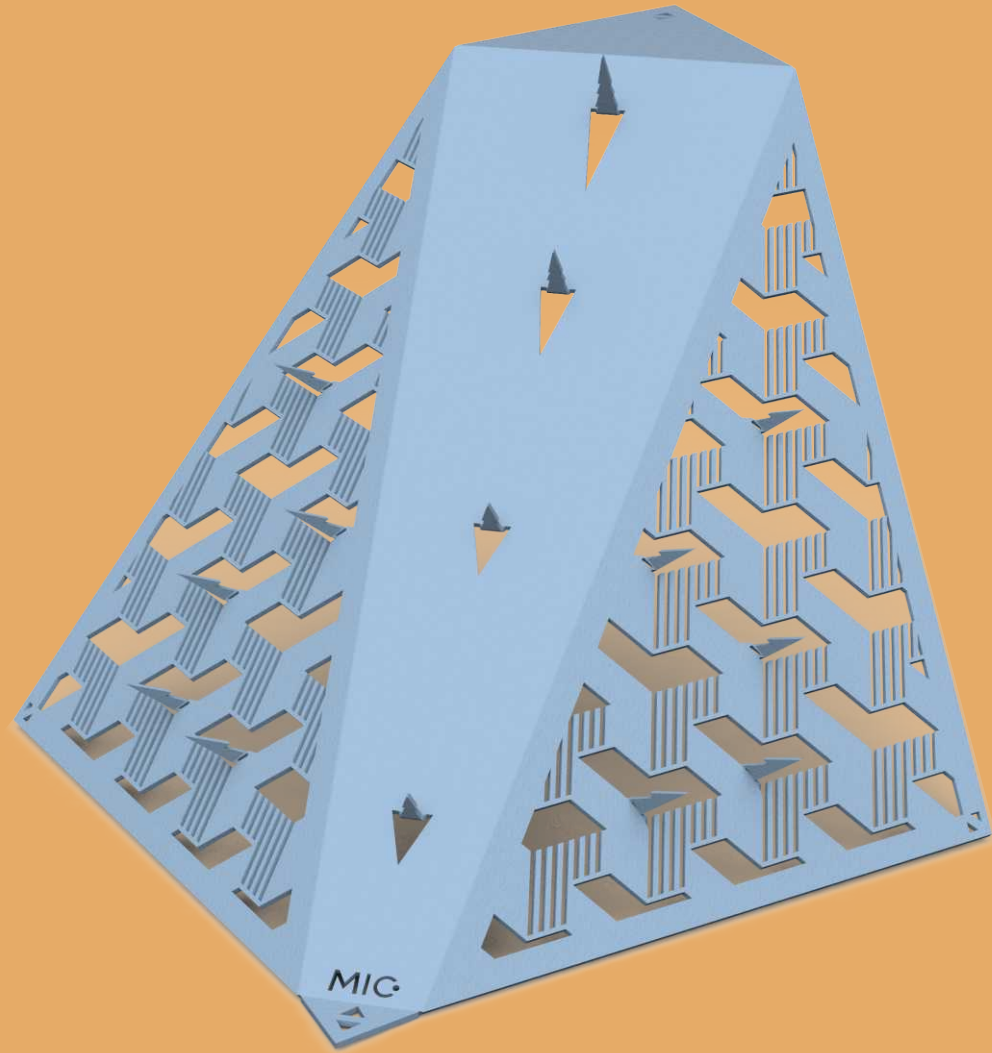


COLOUR RANGE OF OBR

The OBR's come in a select, standard colour range. With emphasis on nature and its interaction with birds. During seasonal changes, OBR colours may periodically change, forming part of the custom range. Colours may vary in texture and hue from what is shown here.

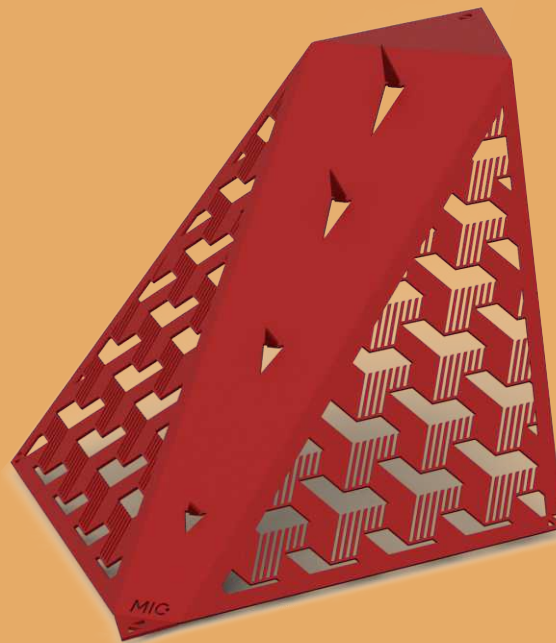


SIZES



OBR 600 - LARGE

Supplied as an assembled product. The user only needs to hang the OBR and lift the spiked tabs up, in order to attached fruit to it. It is recommended that the tabs are moved into their final position once in order to avoid stress on the joint.



OBR 400 - SMALL

Supplied as an assembled product. The user only needs to hang the OBR and lift the spiked tabs up, in order to attached fruit to it. It is recommended that the tabs are moved into their final position once in order to avoid stress on the joint.

HEADBOARDS

WALL MOUNTED

Our simple yet beautiful headboard are available in a variety of various colour options and textures. They are also available both with or without lights in order to accommodate any space and environment.

They are designed with a wall mounted french-cleat system which make the headboards easy to install, assemble and disassemble. They are ideal for both residential and hospitality, with their beautiful look and simple installation.

Manufactured from high quality engineered board with a melamine, veneer or Fenix front, to suit a variety of aesthetics and environments.

Custom version come with backlit LED systems as well as CNC milled patterning into the boards directly.







OFF THE SHELF

ACCESSORIES, ART, OBJECTS

Various brands make up the StudioMIC portfolio. Part of our designer African range is the Afrienza brand. StudioMIC has designed a range of contextual designer furniture, with long-standing South African manufacturer Goodwood Boards. The Afrienza brand offers an entry-level, affordable brand of high quality designer furniture all locally designed, produced and distributed by Africans.

Furthermore, StudioMIC is a distributor for a range of standard products for the interior and architectural spaces. These include products such as accessories, art, mirrors, carpets and flooring.

We work closely with companies to provide quality products which compliment our standard ranges. Either as accessories to our own products or as standalone products easy purchased through StudioMIC.

AFRIENZA

AFRICAN DESIGNER FURNITURE

The Afrienza brand of furniture offers a range of quality designer furniture: designed, produced and assembled in South Africa. Afrienza focuses on utilising creative designer skills alongside the quality of a skilled South African manufacturing company.

By optimising special manufacturing techniques, the items produced, result in a highly affordable range without compromising material or craftsmanship quality - forming the basis of the Entry Level offering. Additionally, the Afrienza brand offers two further tiers, namely Custom and Bespoke, being made up of more exclusive product offerings, material choices and specialty designer products.

These are manifested by using steel, stone, veneer and other niche materials. Furthermore, they also comprise of more exclusive designs for the more discerning customer.

Afrienza strives to offer a wide variety of products for the local and international markets, offering quality design and manufacturing across the entire brand portfolio.

Designed and distributed by



GOODWOOD BOARDS®





CABINETS AND STORAGE SYSTEMS

Julia TV cabinet.

1800mm x 500mm x 500mm high.

Oak veneer wood on an engineered substrate. Alternative version in engineered wood with grain.

Steel legs and frame, powder coated in sleek satin black.

Elegant and timeless design - a contemporary piece for a modern home with sophisticated taste.





Maverick TV cabinet.

1800mm x 500mm x 500mm high.

Engineered wood or veneer, in dual tone cabinet. Incorporated drawer, for storage, and shelf.

Flap down cabinet front with integrated bottle rack and glasses storage. Ideal for the whiskey and wine connoisseur.



Scani Nova.

1800mm x 500mm x 500mm high.

Oak veneer wood on an engineered substrate. Alternative version in engineered wood with grain. Steel legs and frame, powder coated in sleek satin black.

Elegant and timeless design - a contemporary piece for a modern home with sophisticated taste. Inspired by the timelessness of Scandinavian design, incorporating the naturalness and warmth of an African context. The Scandi Nova range is available in a dual tone colour range with functional storage space and shelving set behind a double opening door.





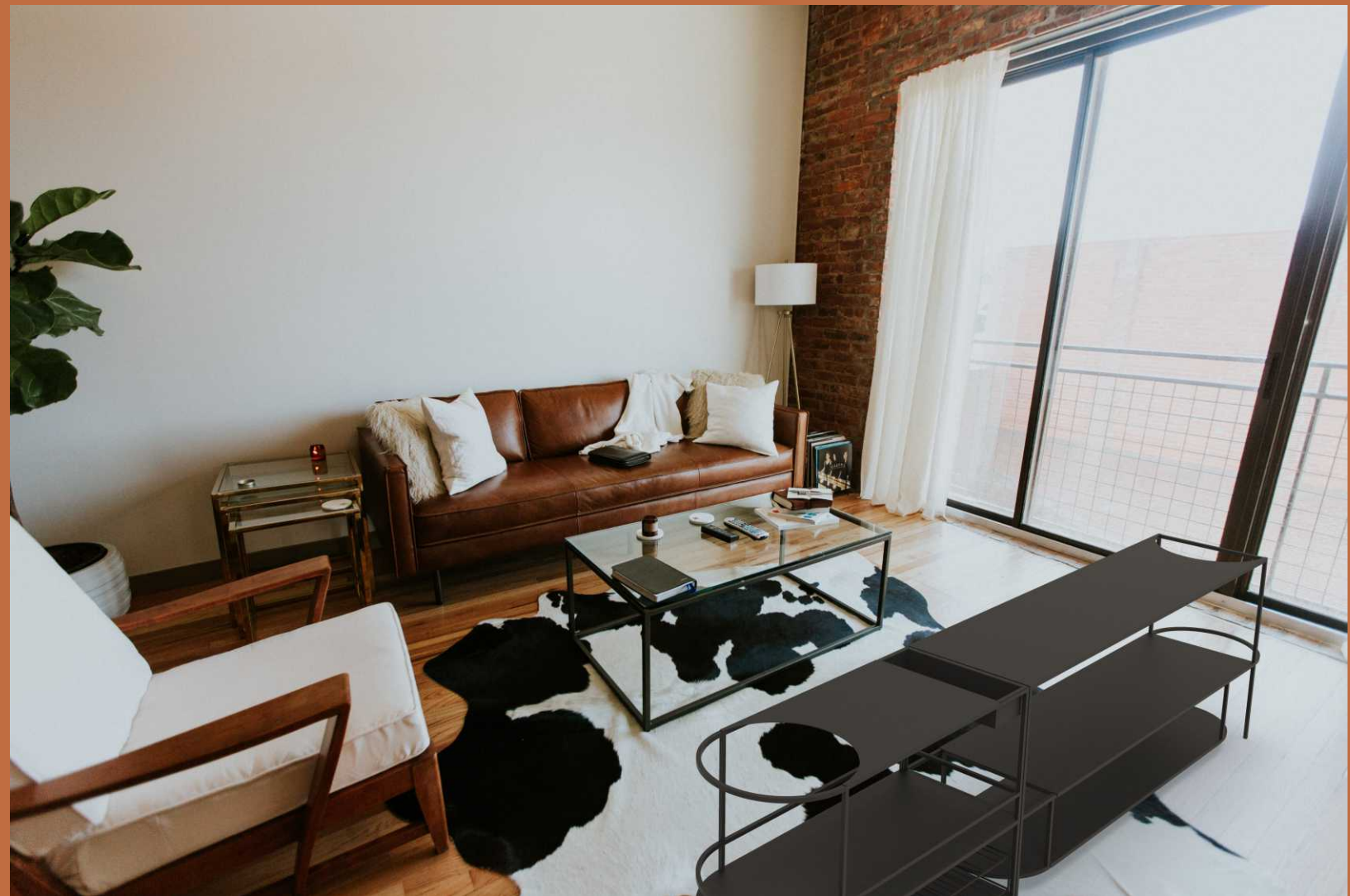
Layla Drinks Trolley and Occasional Shelf.

Drinks Trolley | 900mm x 350mm x 920mm high.

Occasional Shelf | 1100mm x 350mm x 920mm high.

The Layla is an all steel drinks trolley and matching occasional shelf. Powder coated in a durable indoor and outdoor powder coating, with a sleek satin finish in limited colours.

The drinks trolley and occasional shelf form one seamless design when together but are separate products. The Layla drinks trolley comes standard with wheels for easy maneuvering around the entertaining area. Ideal for the whiskey and wine connoisseur, as well as the occasional enthusiast, looking for ideal storage of their preferred drinks and anything else needed for storage on the occasional shelf.



TABLES AND PEDESTALS

Kwazi coffee table.

800mm diameter x 350mm high.

Steel legs and frame, black powder coated.
Engineered wood or veneer tops.

A warming, elegant design suitable for any lounge and waiting area. Clever, clean and cool.





Kwazi side table.

450mm diameter x 500mm high.

Engineered substrate of various finishes and colours. Steel legs and frame, powder coated in sleek satin black. Removable surface for use as a tray.

Sleek and simple, functional beauty for any space.



Miro Coffee Table.

650mm diameter x 450mm high.

May be accompanied by the Azzi side table to form a nesting table solution.

Manufactured from steel and powder coated in a sleek satin, allowing light to dissipate in a diffused fashion, rendering the objects with a sophisticated mystical appearance.

Elegant and timeless design - a contemporary piece for a modern home with sophisticated taste.



Azzi Side Table.

450mm diameter x 500mm high.

May accompany the Miro coffee table to form a nesting table solution.

Manufactured from steel and powder coated in a sleek satin, allowing light to dissipate in a diffused fashion, rendering the objects with a sophisticated mystical appearance.

Elegant and timeless design - a contemporary piece for a modern home with sophisticated taste.

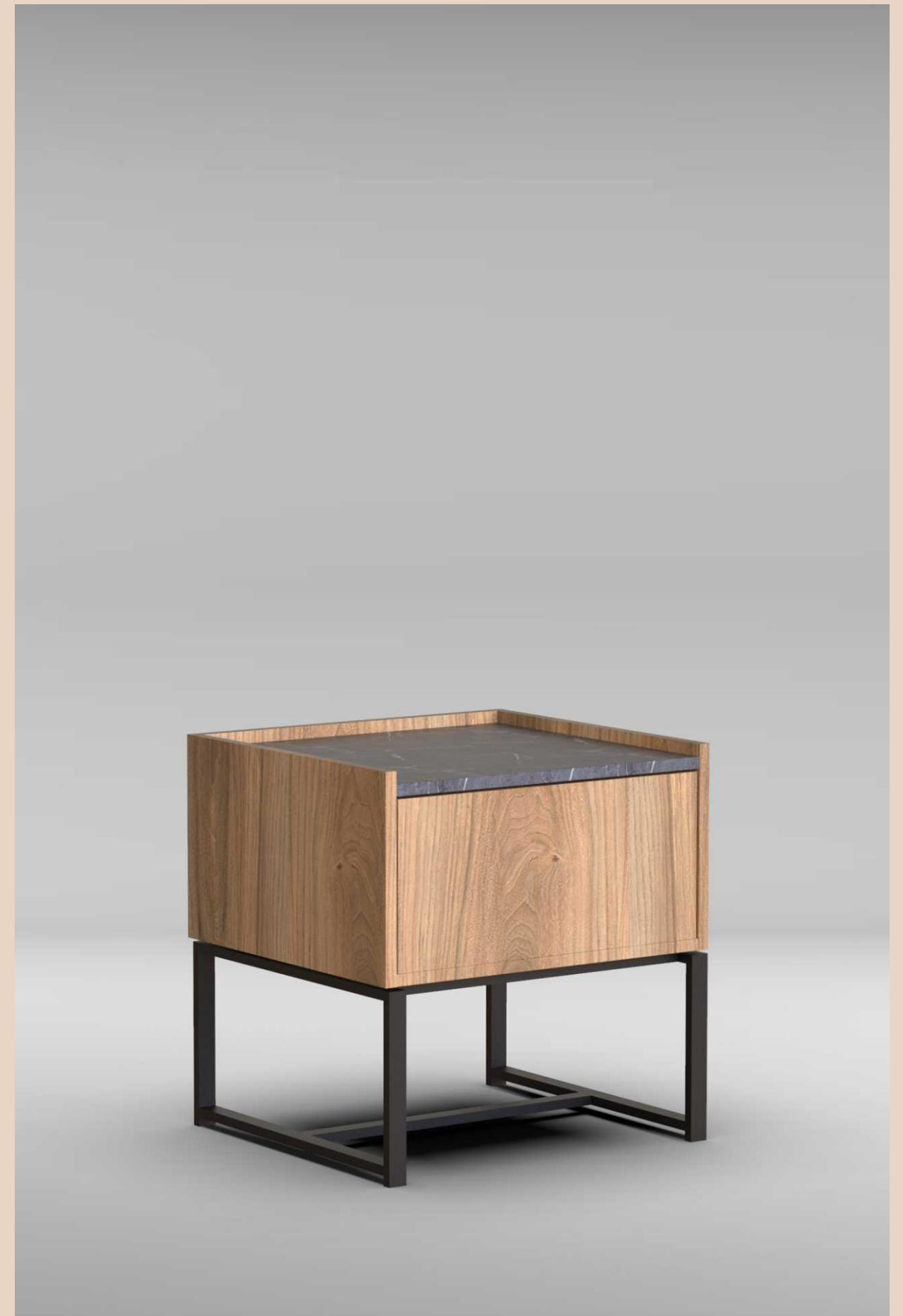


Little Secret pedestal.

500mm x 450mm x 500mm high.

Engineered substrate of various finishes and colours.
Steel legs and frame, powder coated in sleek satin black.
Secret hidden drawer for keeping those nice, secret things hidden away.

Sophisticated design for sleek, contemporary spaces. A unique and clever hiding system, to keep your valuables out of sight and out of mind.



Ubuhle pedestal.

500mm x 480mm x 500mm high.

Engineered substrate of various finishes and colours. Dual tone option for a varied aesthetic.

Pull out drawer for storage as well as an open shelf for quick access and keeping nighttime essentials.

Designers features manufactured with intelligent techniques and aesthetics. Elevated sides, above surface height, to prevent valuables falling.



KITCHENS

DESIGNER AND CUSTOM BUILD

Our kitchens are custom, designer and made to last. Merging function and the beauty so to create a unique and timeless design, ready for the avid chef through to the simple home entertainer. Our designs employ quality materials and high end manufacturing to provide a lasting solution ideal for the home, office or public workshop.

We offer a variety of kitchen designs and solutions suitable for any space. Furthermore, we provide custom designer knowledge and computer aided design software in order to build the perfect custom kitchen to suit any unique environment.

Using hardware and materials of quality origin, the products are made to last and guaranteed to provide a quality experience. We utilise high end CNC machining and processing of the materials in order to confirm the accuracy of all our components as well as our manufacturing quality.

Our expert designers and wood craftsmen boast over 20 years in the kitchen design and manufacturing industry.

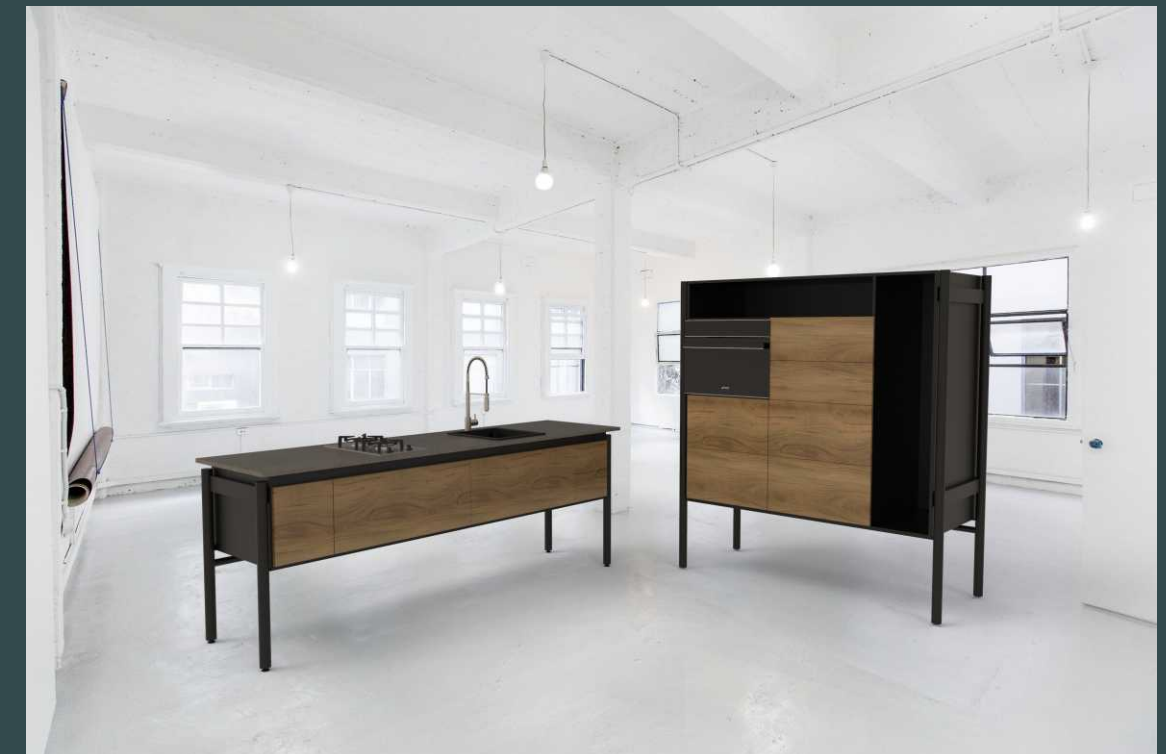


Series 3 | Galley Kitchen.

2000mm x 650mm x 900mm adjustable height.

Engineered substrate of various finishes and colours. Steel legs and frame, powder coated in sleek satin black. Sleek designer drawer systems with wood coloured and textured internals.

Sophisticated design for sleek, contemporary spaces. A unique and clever cooking solution for modular, custom spaces with limited room.



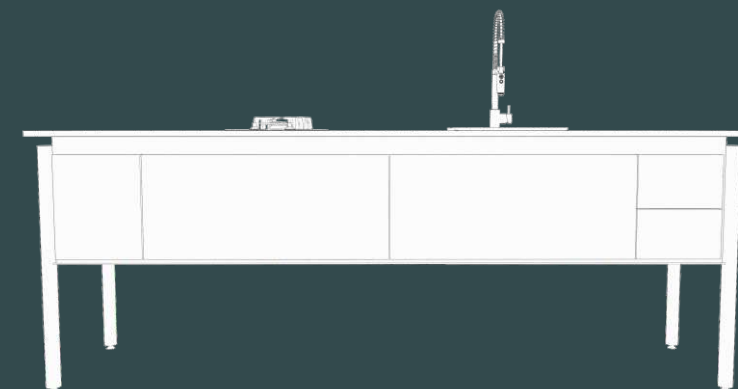


Series 3 Galley Kitchen | Free Standing Kitchen

Each Series 3 Galley Kitchen is made of a variety of materials, coming together to form the unique aesthetics and functionality. Designed to be minimal in appearance, the Series 3 offers everything a typical kitchen does, yet it does not aim to be typical.

As a standard option it comes with a built in sink and gas stove, a variety of drawer modules, with varying capacity, are added offering space for a chefs basic needs. The design is also available as a free standing working surface and storage unit, providing an additional workspace for the user.

The Series 3 allows for some customisation on request, including material choice, colour options and basic dimensional adjustments or appliance choice.



Dimensions

L	2000mm
H	900mm
D	600mm



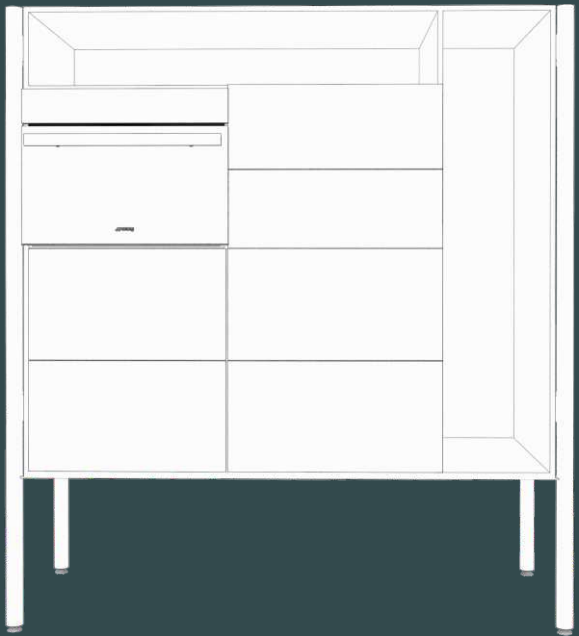


Series 3 Galley Kitchen | Additional Storage

The Series 3 Galley Kitchen offers further options in the form of a free-standing storage cabinet. Following the same aesthetic detail, the timeless design offers additional drawer and cupboard options in order for a larger variety of utensils and kitchen items.

Manufactured in the same styles as the Series 3 kitchen, the storage unit may also be acquired as a standalone, separate item adding more options and value to any kitchen space.

The storage unit offers additional custom options such as including a built in oven, mini fridge or adding more drawer or cupboard space, while maintaining the overall dimensional balance and proportions.



Dimensions

L		1800mm
H		2000mm
D		600mm



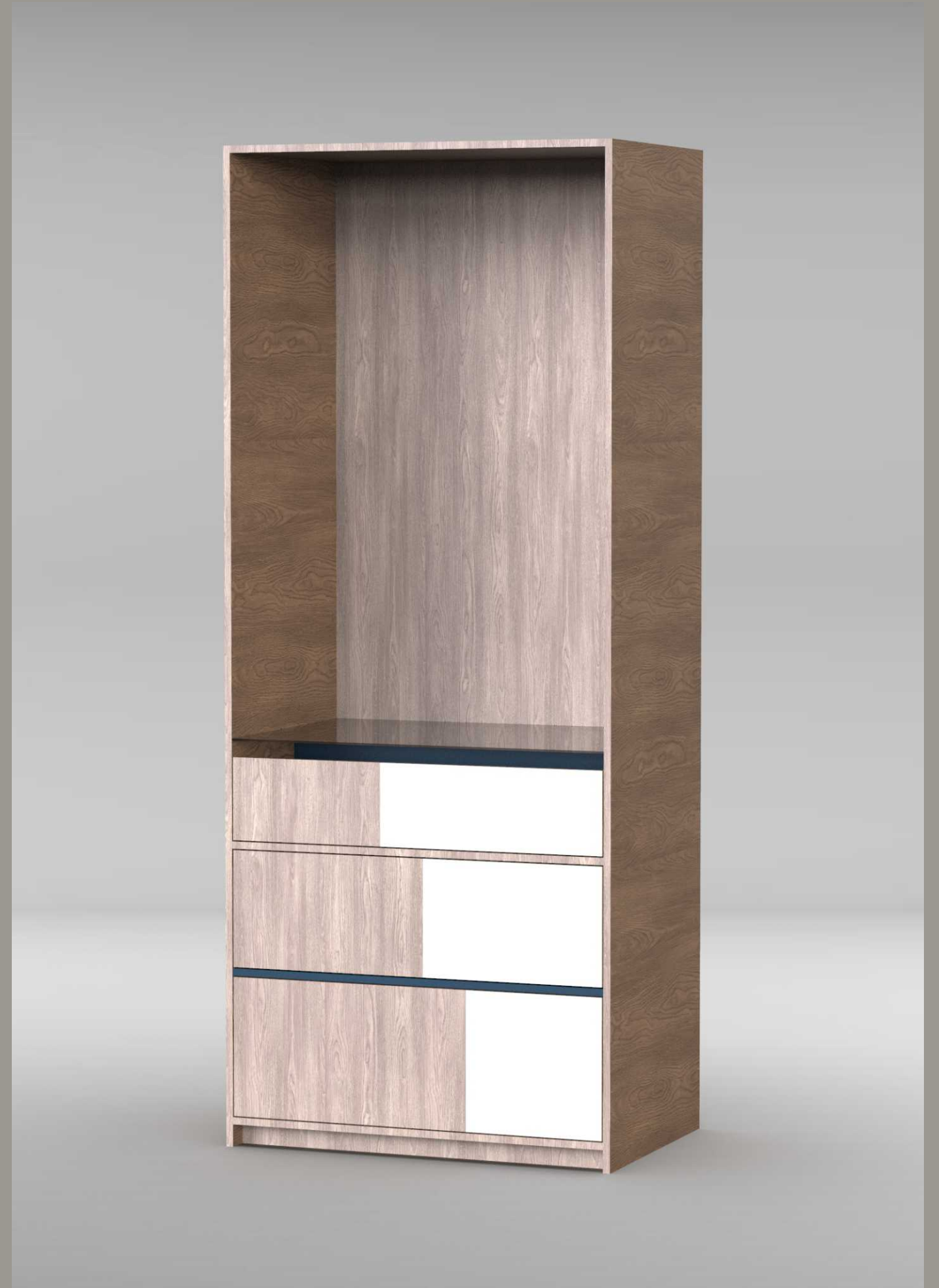
WARDROBES AND CUPBOARDS

Enza Wardrobes.

Engineered substrate of various finishes and colours, manufactured and designed to be freestanding and measured to fit into almost all spaces. Each wardrobe section is modular for added functionality: each wardrobe joins up to fit into any space.

Contemporary, timeless design makes it ideal for any home. Intelligent features include integrated hidden cupboards for keeping your valuables out of sight and safe. Dual and triple tone available for special projects and unique stylistic aesthetics.

Inspired by traditional designs and artworks to create an eye catching and talking piece for any bedroom, lounge and kitchen.



Enza Credenza.

900mm x 600mm x 1100mm high.

Engineered substrate of various finishes and colours. Dual tone option for a varied aesthetic. Pull out drawers for storage with differentiating heights for various storage needs and uses.

Ideal as a standalone furniture item or as part of the Enza Wardrobe collection. The modular design allows for multiple designs to be attached side by side, or to the sides of the Enza Wardrobes.



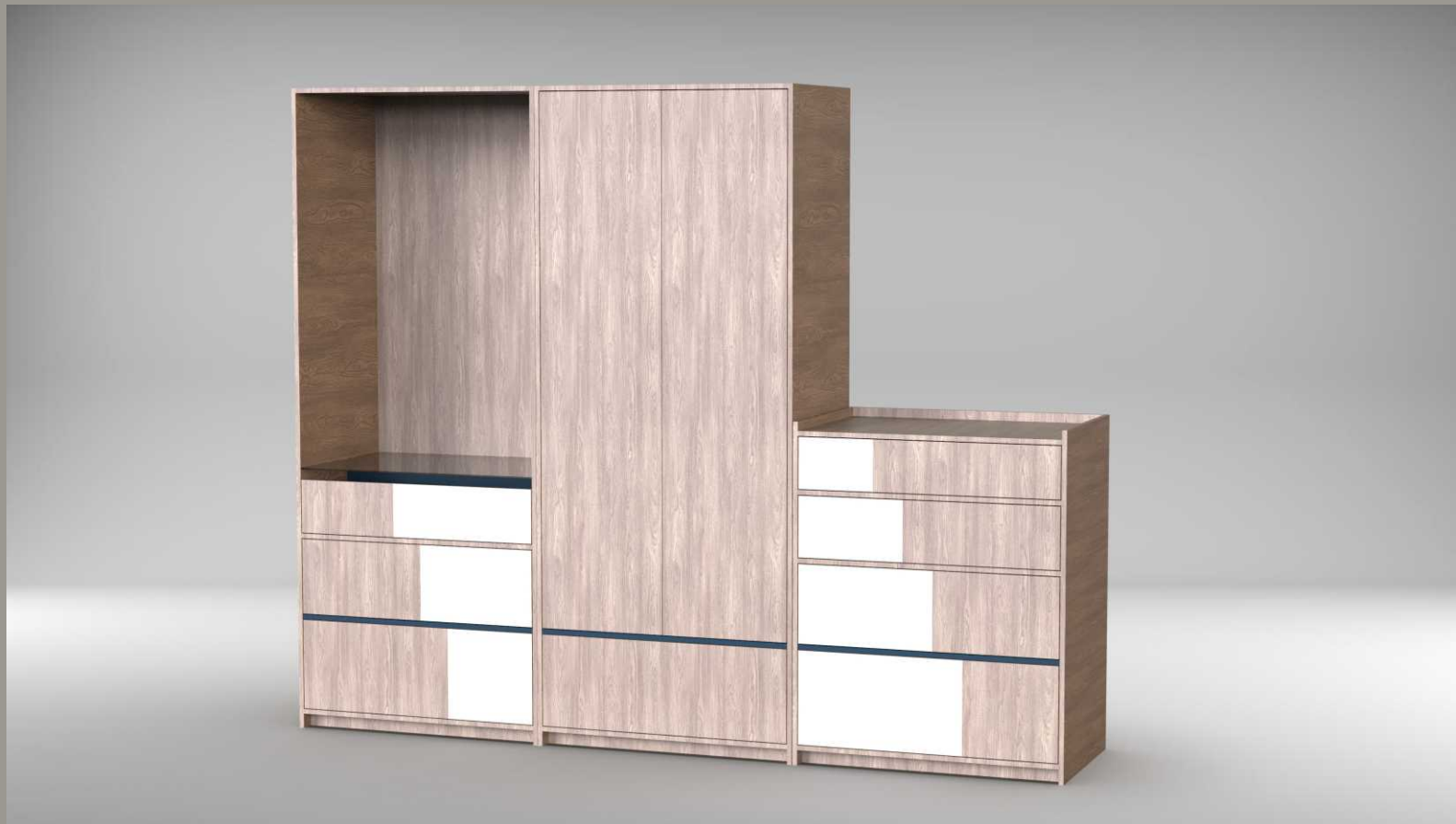
Enza Wardrobes | Umfana and Intombi.

900mm x 600mm x 2000mm high.

Engineered substrate of various finishes and colours. Dual tone option for a varied aesthetic.

Pull out drawers for storage with differentiating heights for various storage needs and uses.

Ideal as a standalone furniture item or as part of the Enza Wardrobe collection. The modular design allows for multiple designs to be attached side by side, or to the sides of the Enza Wardrobes.





TABLES AND DESKING

Razzo Collection | Roli and Renzo

2000mm x 900mm x 750mm high.

Engineered substrate of various finishes and colours. Available in an engineered substrate, a natural veneer of choice or a stone option of variety.
A steel base, powder coated in a sleek, satin finish is available in two variations.

Ideal as an indoor or fully covered outdoor dining table, seating 6 to 10 people. Paul outdoor chairs available separately.

An outdoor verison is available with specific materials at request.



Razzo Collection | Roli

2000mm x 900mm x 750mm high.

The Roli incorporates two large steel plates as legs, with table top set and fixed on top of base. The base is a sleek, satin finished powder coating ideal for indoor use or covered outdoor. The Roli top is available in engineered wood of various colours and finishes, a veneer with various wood options or a stone top to various specifications.

An outdoor version is available with specific materials at request.



Razzo Collection | Renzo

2000mm x 900mm x 750mm high.

Designed as a lighter, more spaciouly designed option for the Razzo Collection, the Renzo is a steel tubular version with a sleek, satin finish powder coated for durable indoor and covered outdoor use.

Available in engineered substrates of various options, veneer colours and finishes or in a variety of stones.

An outdoor verison is available with specific materials at request.





Gino Writing Desk.

1400mm x 650mm x 750mm high.

A formal, yet contemporary writing desk to complete the perfect study and office. Designed to fit within the all apartments, homes or living spaces - the Gino writing desk offers a double drawer system with a paper tray in the center. Another added feature is the center pull out drawer for keeping your pens and stationary safe and out of sight.

Made from engineered wood, of various choices, and boasts a modern dual tone colour design for added sophistication. Set on top of a sleekly powder coated satin finish. This product offers a solid and inspiring space to work.



SEATING



Stratford Stool Collection .

Kitchen Stool	460mm x 480mm x 600mm high.
Bar Stool	460mm x 480mm x 900mm high.

The Stratford Stools form part of the Stratford Series of seating. They are a clean-lined, sophisticated seating solution for bar height and kitchen height surfaces.

Available in either a steel seat version or a wooden seat version, the Stratford Stools are contemporary and minimal in their aesthetic. They are comfortable and durable, designed for public use as well as domestic use, suitable for any environment. The steel versions may be used outdoors as well, whereas the wooden seat version is designed for interior environments.

Additionally, the Stratford Stools may be customised for any space by changing their surface colour, available from our powder coaters.





Parlour Chair Collection .

Tall Stool	480mm diameter x 900mm high.
Bar Chair	460mm x 480mm x 900mm high.
Dining Chair	480mm x 500mm x 450mm high.
Low Stool	480mm diameter x 450mm high.

These indoor and outdoor Parlour chairs, with their distinctive soft flowing lines and gracious curves, evoke a sense of creaminess and elegant aesthetic. While remaining delicate, they are contemporary with a subtle feminism and resemble a strong, bold attitude.

The steel chairs are powder coated in durable outdoor paint or spray painted to blend into the desired environment, evoking a sense of vanilla-vibrancy.







ACCESSORIES AND EXTRAS

Headboards.

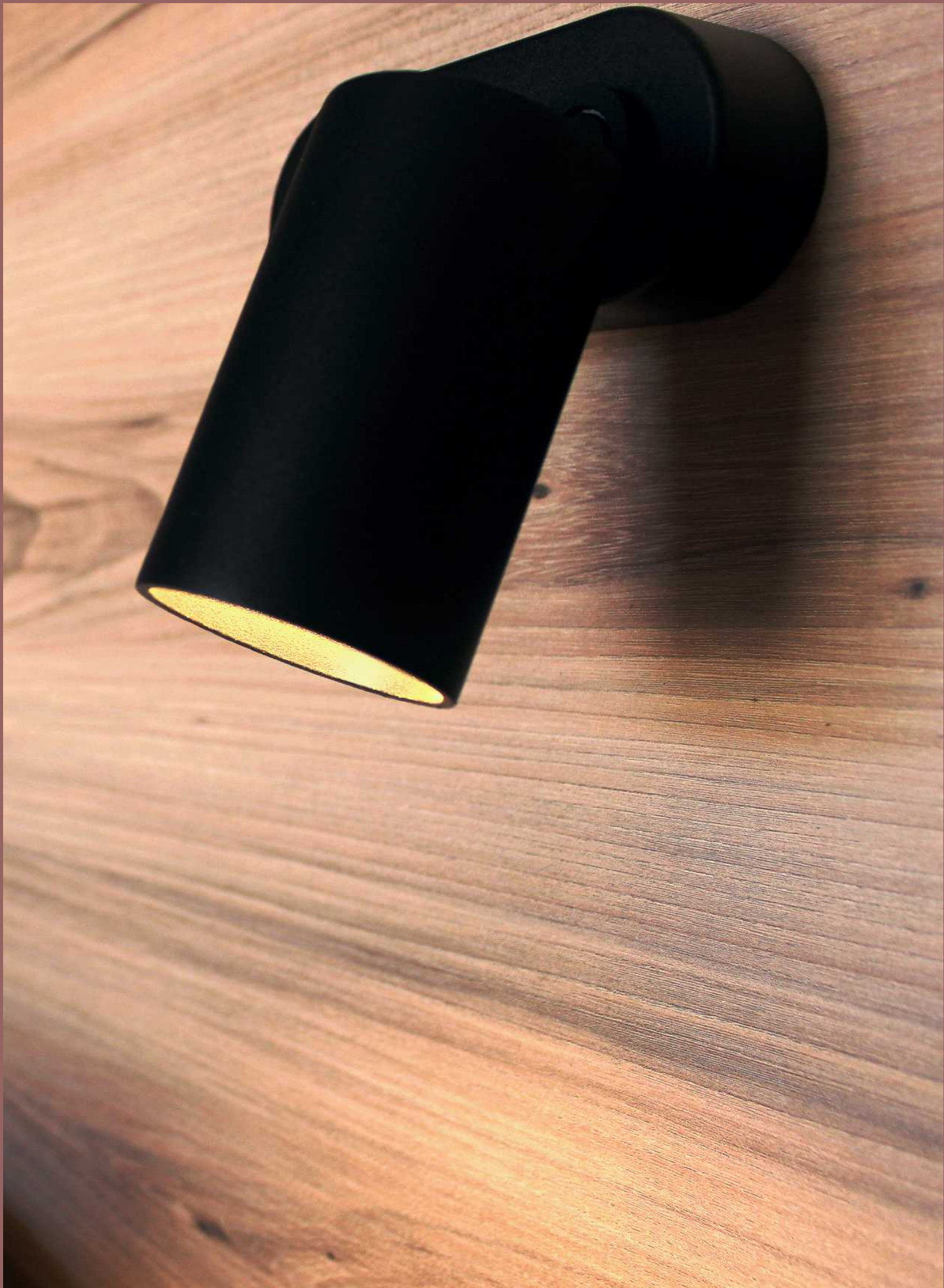
Single	1350mm x 650mm.
Double	2200mm x 650mm.
Queen	2500mm x 650mm.
King	2700mm x 650mm.

Our simple yet beautiful headboard are available in a variety of various colour options and textures. They are also available both with or without lights in order to accommodate any space and environment.

They are designed with a wall mounted french-cleat system which make the headboards easy to install, assemble and disassemble. They are ideal for both residential and hospitality, with their beautiful look and simple installation.

Manufactured from high quality engineered board with a melamine, veneer or Fenix front, to suit a variety of aesthetics and environments.

Custom version come with backlit LED systems as well as CNC milled patterning into the boards directly.





Cactie Coat Stand

350mm diameter x 2000mm high.

Every home needs a place to hang up clothes, hats and other prized objects, not suitable to be placed on the floor. The Cactie is the perfect place for any fun and joyful space, bringing a little bit of inspired nature into any environment. Fun, quirky and cool this is an ideal option for a small apartment, big home, office area and restaurant.

Made of high quality steel and powder coated in a durable satin finish of limited, seasonal colours. The Cactie is complimented by a wooden base with wooden end caps to add a touch of nature as well as protect the valuable items that will be hung.

An all steel, outdoor version is also available as an optional element for when the need arises.



RUGS

FROM INDIA TO GREECE AND BEYOND



Our wide range of carpets are available in various styles, finishes, textures and sizes. The range encompasses styles which are contemporary modern, minimalist, traditional and more.

We offer products such as Genuine Flotaki's, sisal, jute, coir and polyester rugs. We offer colour options from many of these choices and have a vast range of options to choose from.

Our size range varies from 1.6m x 2.3m to 3m x 4m, as well as wall to wall options for specific products.

Contact StudioMIC for options.

FLOORING

ROLL OUT VINYL FLOORING



CALAIS-08_9313



COLORADO-D-09_3075



VERBIER-93_6298



TUNDRA-92_6279



SORBONNE-94_13337



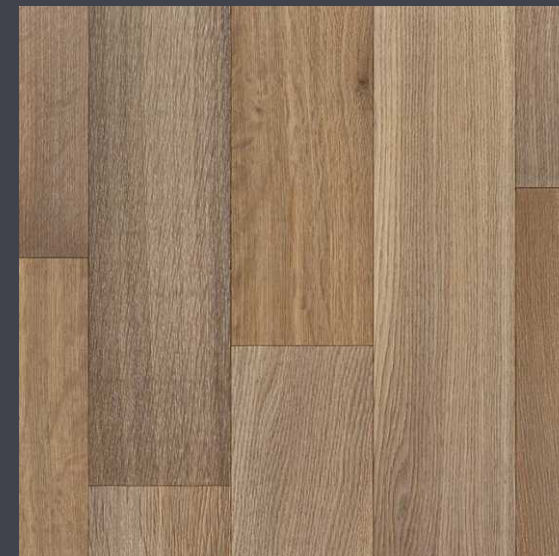
CALAIS-44_2895



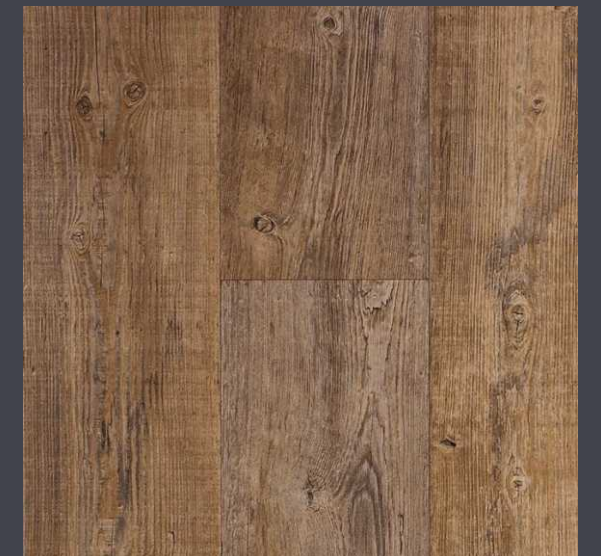
RUSTIC-OAK-91_5560



BOURBON-56_10926



BOTICCELLI-95_2816



ARGENTINA-93_1969



CALAIS-82_2902



ROYAL-OAK-90_5543



ARDECHE-92_1952



BRERA-75_14109

Vinyl is all the rage - it looks great and is more durable than most flooring solutions you will find. No more worries about getting your floor wet! Also, our range of designs will both excite and encourage you to use this product in your next project.

PLATFORMS

COMPETITIONS, CONCEPTS AND COLLABORATIONS



"I have been up against tough competition all my life. I wouldn't know how to get along without it." ~ Walt Disney.

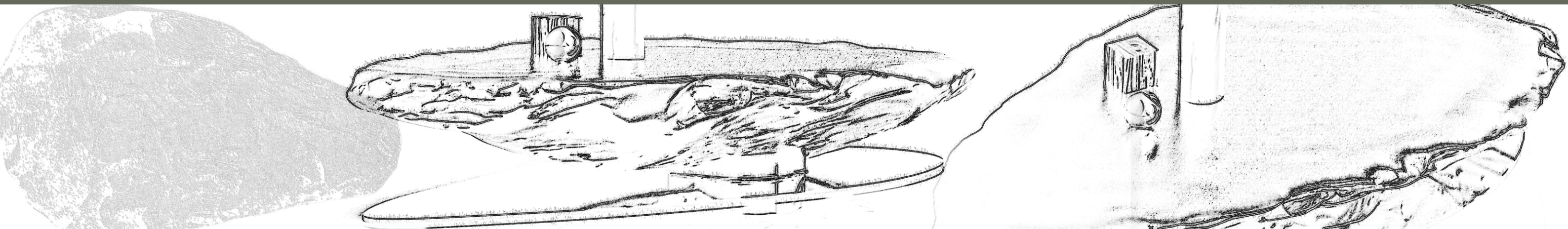
This portrays our desire to enter competitions constantly to strive for better work, critical reviews and enhance our vision of the world.

However, not only do we compete - which drives our creative and competitive spirits, but we also enjoy cooperating, collaborating and creating together with other designers, interior designers and architects.

"Competition has been shown to be useful up to a certain point and no further, but cooperation, which is the thing we must strive for today, begins where competition leaves off." ~ Franklin D. Roosevelt.

ACHEULIAN

PALEOLITHIC HAND-AXE COFFEE TABLE



The Acheulian is a custom made, limited edition, coffee table styled to illustrate and glorify the form of Neolithic hand-axes. Designed to exemplify the shape of the hand-axes, the Acheulian is modelled identically to an actual Paleolithic hand-axe.

The Acheulian is cast from in a durable pigmented concrete material and left natural along the sides and the bottom. The natural aesthetic and texture offers a close representation to the original object, the hand-axe, providing users with a metaphorical understanding of what the object is. Additionally, the top surface is polished, slightly, to reveal the natural grain and pigment found in the concrete material. This is a figurative illustration, to users, of 'wear' points on the original object, from years of use, have been carried over into this contemporary version of all Paleolithic hand-tools.

The base is fabricated from durable steel and powder coated in a textured, light diffusing dark grey. This, both, compliments the natural concrete materials aesthetic and does not distract the overall form of the coffee table. It also offers a darker visual backdrop for the Acheulian coffee table to rest on.



ACHEULIAN

PALEOLITHIC HAND-AXE COFFEE TABLE



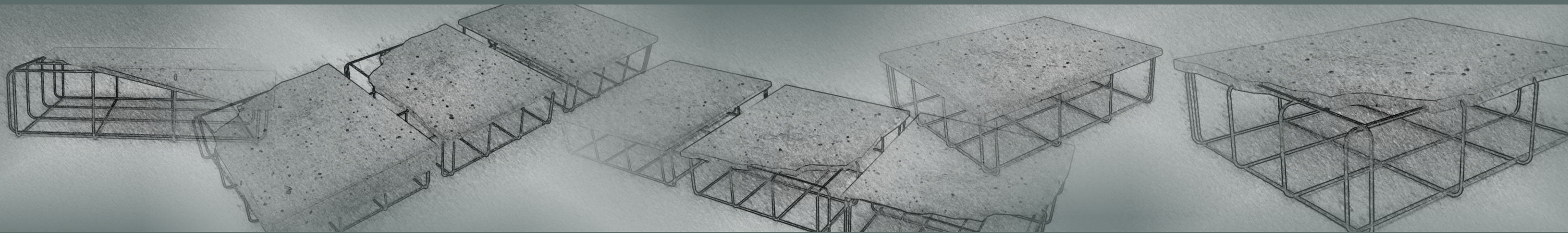
HAND-AXE COFFEE TABLE

Acheulian (/əˈʃuːliən/) is an archaeological industry of stone tool manufacture characterized by distinctive oval and pear-shaped "hand-axes" associated with early humans. Acheulian tools were produced during the Lower Palaeolithic era across Africa.



TENSION

PPC IMAGINARIUM 2019



Tension is turmoil, it is terrible and it is tremendous. Every morning we wake up to the rising tide of tension, thoughts of the day before us. Trembling of when the time comes for the river to separate and wash its people from the land.

Njalo ntambama we thank the land that tension never rose in the morning. Terrified of its rising fury. We take the earth, into our hands, and let it sift through our fingers like that of the raging waterfall. Thanking it, that this is still our place.

Elke aand we fall asleep with reverence in our heart. We close our eyes still thinking true, that we will still get along. But we wake up from fright, with dread in our hearts and venom on our lips.

Tension is that struggle, the struggle of us all, the build up of tension in our country. The questions we ask and the feelings they bring. Do they belong here... do we belong here? Is this land ours... is the land theirs? They must go... we will stay! This is mine... This is ours! The build up of tension is elastic, bounded by the pull of an entire nation.



TENSION

DEGRADATION OF A CONCRETE COFFEE TABLE

PPC IMAGINARIUM 2019

Where the beauty and versatility of concrete is celebrated.

Industrial Design
CATEGORY

Michele Grech-Cumbo
FINALIST

[Signature]
Daniel Van Der Merwe
Imaginarium, PPC Ltd

[Signature]
Nompumelelo Nsibanyoni
Head: PPC Ltd Strategic Marketing



Tension is a coffee table and a metaphor for the surmounting pressure we find ourselves in from every aspect of life in South Africa, yet like the steel in concrete, the rebar reassures our strength in each other. However, we find ourselves facing an unyielding force of the prevailing political struggle. With these waves of corruption, erosion and degradation are endured but not withheld completely.

The cracking, chipping and fragmenting in Tension speaks of our people and our country - expressing degradation and illustrating a potentially unwanted future. We have a constant pressure of the rising tension, the weight of it like that of pouring concrete. Yet there may be a bright future, illustrated by the clean lines bordering the concrete, where our people may come together to make this nation whole.

The tension we may experience in our country is held at bay by the strength of our people, just like the tension in the rebar offering its strength to support the concrete. An emotional and physical bond, like that of concrete, strong and durable but not entirely unyielding. The concrete shows wear and cracking thus illustrating the slow corruption: a fault within our nation.

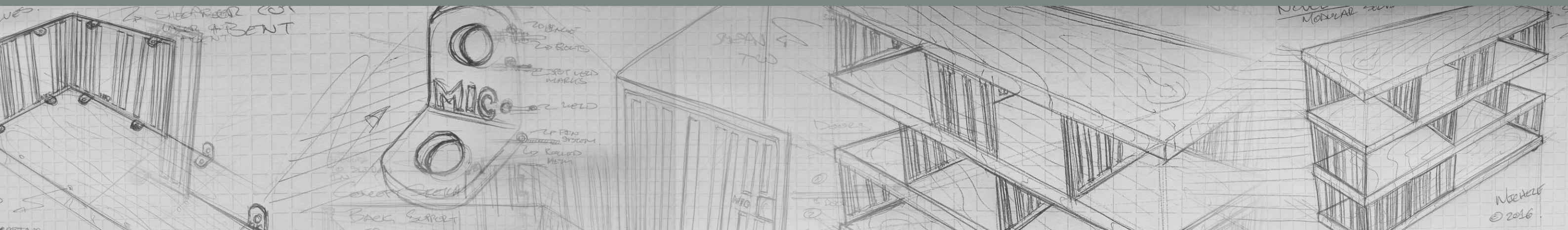
Tension is a coffee table about South Africa, for South Africans and constructed within South Africa. It personifies its meaning through the materials, design and how it is manufactured. Demonstrating our feelings and thoughts, provoking concepts in leadership as well as the brotherly-bond we should share with the people of this great nation.

Further to the point of the art piece, the degradation as seen in the concrete slab is a metaphorical representation of the corruption, or rot, within our political, financial and parastatal sections of South African society. This rot illustrates the sad situation South Africa, as a country and a people, are going through during these unfortunate times of corruption and stagnation. Furthermore, the symbolism extends to the owner of the piece, whereby their faculty to maintain this piece may be construed as their intention to maintain South Africa's wellbeing as well.

However, like the tension that the rebar provides the concrete, here it is representational of the diligent, hardworking people of South Africa holding the rot at bay, providing strength and facility to a country on the brink of crumble and destruction. This rebar gives strength and support. However, a keen eye will notice the slow hairline cracks developing around the support reiterating the metaphor of a failing society. All may not be lost, we can band together once more, as we have done to grow a prosperous future for all.

SOLVE

ELLE DECO 2017



SOLVE is a competition that allows young and emerging designers, architects and trendsetters a platform to launch their careers. ELLE Decoration will back the top 6 finalists by featuring their designs, concepts and innovations in the pages of the magazine. However, the sponsor, Adams & Adams (South Africa's leading intellectual property firm), will financially back the top 3 finalists with a cash injection to make their dreams come true and protect their ideas for years to come. All the finalists ultimately become winners as the feature is set to open many doors in the industry, and could assist with pushing them into entrepreneurship. The focus will be on making these ideas commercial – both locally and internationally.

"I was enormously impressed by the high standard of designs submitted for the Solve 2017 New Talent Design Competition. The theme of sustainability was embraced and young designers from all over the country either submitted innovative sustainable solutions for every day problems or used recycled materials to create beautiful designs. There is incredible talent amongst our young designers and it was very difficult to decide on the semi-finalists. I am very excited about the next round of judging for the top three!" – SOLVE judge, Mariëtte Du Plessis

SOLVE FINALIST

NOVELA MODULAR SHELVING SYSTEM



This year's ELLE Decoration SOLVE competition brief was for SUSTAINABLE DESIGN.

We are on the brink of a paradigm shift. Sustainability is no longer limited to saving the planet, but has become the essence of how we survive and thrive in a dynamic, competitive market. We must acknowledge the impact that design and the built environment has on our access to finite resources and design responsibly. It's no longer about who is going green, but who is doing it best. This is the reason sustainable design is at the core of SOLVE 2017.

Designer and founder, Michele Grech-Cumbo, runs a design studio specialising in the interior and corporate spaces. Inspired by problems that have yet to be solved, Michele's studio, namely StudioMIC, designs objects which practically and aesthetically solve these issues. Not focusing on a specific category, Michele designs interior products utilising a practical outlook, with a contemporary, elegant feel.

"StudioMIC focuses on a range of quality designer products for the home, office and corporate environments. We strive to create products for the product design, industrial design, interior and architectural spaces. Our focus is on aesthetically pleasing yet functional design, taking inspiration from mid-century simplicity and pragmatism. We synergise function and beauty together with quality and craftsmanship to produce the products we deem worthy for our clients.

We offer professional design knowledge, consultation and realistic production insight of bespoke, custom products. We also provide services for ideation, consultancy, conceptualisation, prototyping and more."

The Novela Modular Shelving System is a high quality shelving unit designed with the modern day, contemporary user in mind; someone with a flair for design, is price conscious, has an aesthetic attitude and appreciates good quality craftsmanship. The Novela proves to be sustainable due to the high quality materials and craftsmanship undertaken in its design and production. Ensuring the product is long lasting and, thereby reducing its ecological footprint. The modular system allows for flatpack transport, reducing its logistical footprint. Additionally, various materials of the Novela are recyclable, thereby aiding in its overall sustainability.

RAPIDSAVER

RAPDASA 2016 OVERALL COMPETITION WINNER



"3D CONVENIENCE"

Additive Manufacturing (AM), or better known as 3D printing, is one of the fastest growing emerging technologies internationally. This competition, presented by the Rapid Product Development Association of South Africa (RAPDASA), aims to promote awareness of AM and attempts to gauge the country's capability to design and engineer for AM.

This year's design competition invites entrants to design a "Gadget" using 3D printing to illustrate 3D convenience. The competition is divided into five categories. Entrants to the competition may enter any of the categories and there are no limits to the number of entries.

RAPDASA WINNER

RAPIDSAVER UPCYCLED LOW COST LIFE PRESERVER



RAPIDSAVER is a blow moulded, or 3D printed, product used as an alternative life preserver for impoverished or rural fisherman and others working in an environment around water. The RAPIDSAVER is hollow and naturally buoyant, brightly coloured making it easily visible and difficult to misplace or lose. It is small enough to fit into a hand, pocket or bag but durable enough to withstand hard use. Designed with a slightly rough texture, the RAPIDSAVER is easy to handle when dry or wet and it is ergonomically designed to be handled in hot or cold environments.

Designed to be highly visible, durable and cost effective, the RAPIDSAVER can be transported more cost effectively than regular life preservers - due to its size and weight, it is also more cost effective to produce. RAPIDSAVER utilises fewer resources and harmful products than a regular life preserver in its production, as well as adding more durability and transportability than its predecessors.

Using exactly 3 standard, 2 litre or larger, empty soda bottles - which provide enough buoyancy for an adult male* - attached to the RAPIDSAVER in order to create a life preserver. The empty bottles simply screw into the RAPIDSAVER, which is moulded with threaded inserts identical to that of a Coca Cola bottle lid, creating an air tight seal. Each thread works individually and is water tight with no rubber seals needed.

The RAPIDSAVER also helps the environment by Upcycling plastic soda bottles and reusing them for a second life span. Reducing the environmental impact plastic waste has on our environment. Additionally, it may promote the education of recycling and waste management. Furthermore, it offers potentially anyone with a maritime safety device - solving major issues worldwide.

The RAPIDSAVER comes with 3 large holes for the user to attach rope and other devices to it, which may include a whistle, light or body-sling for the person being rescued.

*www.pfdma.org/choosing/buoyancy

SANIBONANI

PUBLIC SEATING 'FOR US ALL' 2016



The proposed theme for 2015/16 competition is "Future Public Spaces". Public services offered by the government such as airports, health institutions, municipalities, and other government departments that interact with the public in one way or the other. The competition theme seeks to provide seating/waiting solutions for public institutions.

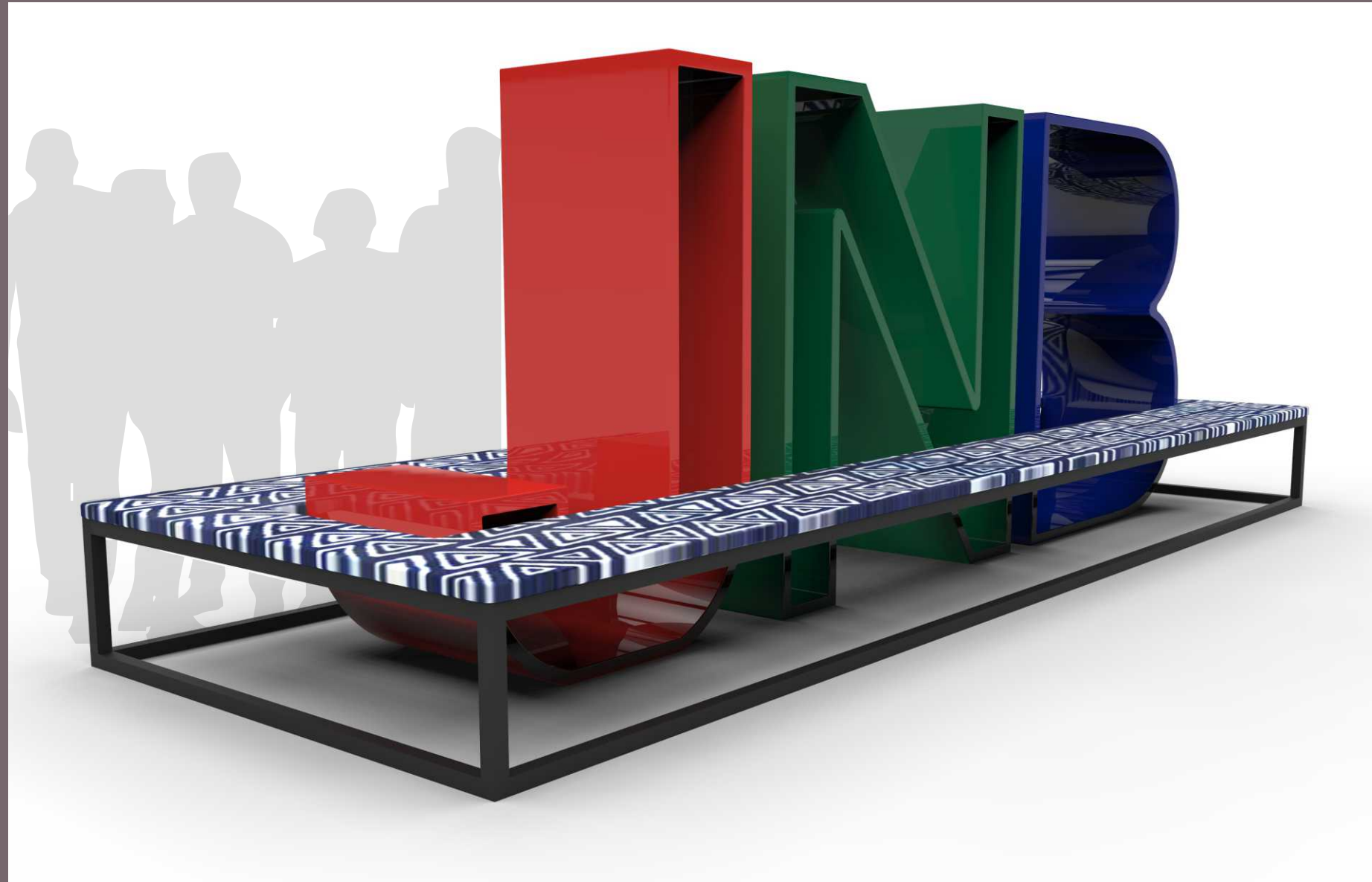
The theme for this year's competition therefore, asks for user friendly and comfortable furniture designs that can be produced locally and has local material. The competition will provide a solution to various public spaces that will be manufactured locally and promote industrial growth in the furniture manufacturing sector.

The existing infrastructure in the public spaces is aging and the government has plans to build and renovate these public spaces. This is the time to start redesigning these many public spaces. This is the time when South Africa must decide the vectors that will serve the lives of people for 20, or even 50 years. The ideal designs for furniture used in such public spaces are important, and there is need to design new values that are in harmony with the changes in society.

Essential points for public furniture are safety, peace of mind, and ease of use, but another important aspect is diversity and coexistence. So with this theme of "Public Space", we are looking for designs with the core concept of "furniture suitable for the coexistence of a variety of people", rather than designs for specific people or conventional categories. Given the diversity of requirement of furniture in different public waiting areas the competition has been opened to both established and student designers. The competition is also aimed at benefiting the industry and influencing the products manufactured in the industry, by using the design skills.

DTI PUBLIC SEATING

1ST RUNNER UP AND DESIGN INDABA EXHIBITOR 2016



“Sanibonani Seating - For Us All” is a motto synonymous with shareable public seating.

Designed to be used by anyone and everyone, Sanibonani is a durable public seating system crafted from locally sourced material and produced to a high specification of quality and longevity.

Using a combination of various types of wood, coupled with a steel structure, this public seating is ideal for use in spaces such as airports, metros, train stations and other indoor public areas.

Its design is energetic, bold and characteristic mirroring the characteristics of the South African people and their cultures. The colours are vibrant and lively; they reflect the vast array of colours of the South African National Flag as well as the city and state flags of various South African locations.

Furthermore, the classic design may play homage to the many South African cultures and their Arts. For example it lends itself to decoration by decal of the Ndebele Tribe artwork and painting.

The piece is eye-catching, culturally evoking and sensual - making it a piece ideal for picture taking, “selfies” and foreigner and local intrigue.

Epitomising what is, essentially, South African by nature.

EXHIBITIONS

PRODUCT, INTERIOR AND ARCHITECTURAL



STUDIOMIC EXHIBITION 2018

100% DESIGN AND DECOREX 2018



STRATFORD STOOL

100% DESIGN 'FUTURE SPLASH' EXHIBIT



100%**design**®
south africa

FUTURE SPLASH

Curated by Platform Creative Agency
in association with

Robin Sprong

BESPOKE WALLPAPER | SURFACE DESIGN

SARAH CORYNEN

Our Stratford Stool was chosen as one of the curated showcase pieces for the "Future Splash" exhibit.

Curated by Platform Creative Agency in association with Robin Sprong Wallpaper and Sarah Corynen at the 100% Design South Africa entrance way.

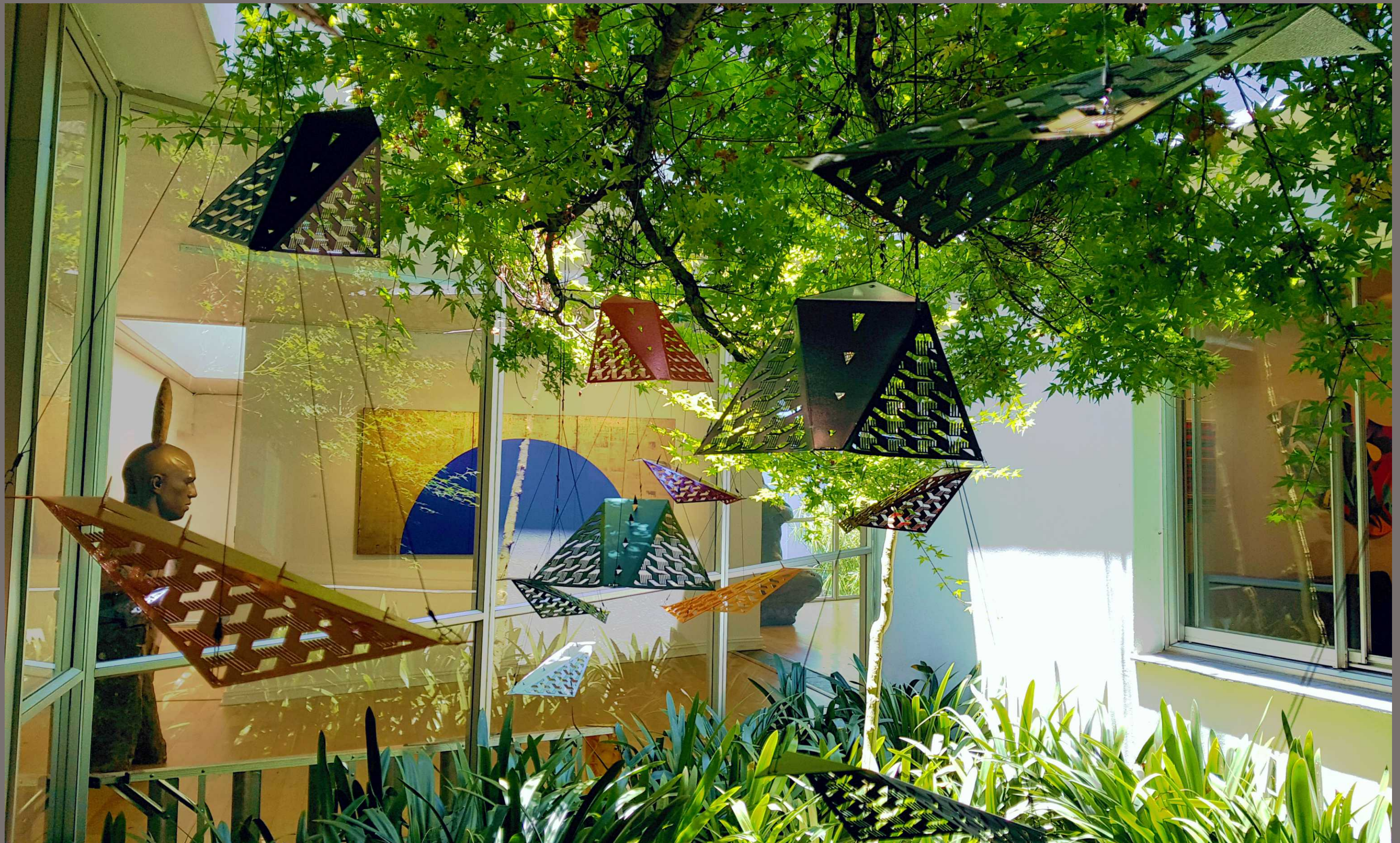
The Stratford Stools form part of the Stratford Series of seating. They are a clean-lined, sophisticated seating solution for bar height and kitchen height surfaces.

Available in either a steel seat version or a wooden seat version, the Stratford Stools are contemporary and minimal in their aesthetic. They are comfortable and durable, designed for public use as well as domestic use, suitable for any environment. The steel versions may be used outdoors as well, whereas the wooden seat version is designed for interior environments.

Additionally, the Stratford Stools may be customised for any space by changing their surface colour, available from our powder coaters.

OBR - FLOATING FLOCK OF FOWLS

"OFF THE WALL" A GROUP SCULPTURE EXHIBITION 2017, EVERARD READ GALLERY, JOHANNESBURG





MICHELE GRECH-CUMBO
DESIGN DIRECTOR
+27 (0)83 287 6668
@STUDIOMIC_DESIGN
INFO@STUDIOMIC.CO.ZA
WWW.STUDIOMIC.CO.ZA
© STUDIOMIC

