

AFRICAN OPTIONS! 3 MAY — 24 MAY

Amsterdam's new Contemporary Department Store, presents African OPTIONS!, an eclectic mix of contemporary design and craftsmanship. OPTIONS! collaborated with creatives from various fields who are connected to and inspired by Africa.

OPENING EVENT & PREVIEW THURSDAY 3 MAY FROM 17-20 HRS



Heath Nash - Bottleform Light Photo credit: Anneloes de Groot photography

CREATIVE AFRICA

Africa is booming! The Economist reported that over the ten years to 2010, six of the world's ten fastest-growing economies were situated in sub-Saharan Africa. The artistic vibe in many African cities attracting a growing interest from audiences in- and outside Africa. With events like Design Indaba (Cape Town), the continental walhalla for design lovers and Bamako Recontres (Bamako), a photography biennial manifested as as one of the foremost artistic happenings.

AFRICAN OPTIONS!

brings together a host of local and **global** creatives who are connected to Africa. A presentation of the hottest African design & craftsmanship.

OPTIONS! BY AMA

This African theme started with an inspiring collaboration between OPTIONS! and Ama Koranteng-Kumi (ZAM magazine) who travelled to Ghana to select some beautiful handmade necklaces. Glass beads from the Krobo in Ghana are fuelled by fires into beaded perfection, individually sculpted and hand-painted. OPTIONS! by Ama is an ode to the beauty, diversity and artistic craft from the African continent. Furthermore Koranteng-Kumi enthused her creative network to participate in OPTIONS!

OPTIONS! FROM AFRICA WITH LOVE

Mariette de Haan combines a passion for Africa with a love for creative interior design. Her showroom/gallery From Africa with Love aims to be a platform for the work of some of today's most talented South African brands and designers such as Porky Hefer, Gemma Orkin, Recreate, Isle of Trees, Magpie, Abode, Skinny laMinx, Xandre Kriel. Also in her collection is Heath Nash, a Cape Town based designer concerned with exposing the often unseen beauty in everyday materials, most notably plastic waste.

OPTIONS! BY EDITIONS IN CRAFT

Editions in Craft, was founded in 2008 by curators Renée Padt and Ikko Yokoyama, based in Stockholm, Sweden. It is an international platform for artists and designers to explore the technical and artistic possibilities of traditional crafts and specialized manufacturing worldwide. Coiled is an ongoing and unlimited series of vases made by women from KwaZulu-Natal, South Africa . Each vase is handmade and unique, and different in shape, colors and patterns. The crafters include: Lobolile Ximba, Bonangani Ximba, Fokosile Ngema, Sbongile Ximba, Celani Noyjeza, Princess Ngonephi Ngcobo, Tholiwe Sitole, Kishwepi Sitole, Alexia Mashazi, Beauty Ndlovu and Thokozani Sibisi. They worked together with the design cooperative BCXSY by designers Boaz Cohen (Israel) and Sayaka Yamamoto (Japan). Their work can be described as an interplay between the value of material, form, history and meaning.

MORE AFRICAN OPTIONS!

Afaina de Jong – architect

Presentation of the Book "For the People, By the People". This is the century of city lovers. A visual story about how people influence change in the city. De Jong sheds a new light on what architecture and the city can be in the 21st century with a DIY attitude at the heart of the city making process.

Raul Balai – El Bastardo

Wall painting in the shop and special edition T-shirts. Since 2010, artist El Bastardo has been working on his theme 'Mutantes', digital prints of a new global race.

Bouba Dola – exclusive printed Tshirts and VJ at opening

Farida Sedoc – fashiondesigner

Hosselaer is an exclusive street-wear brand. Inspired by Amsterdam Folklore and mixed in with Afrobeat swagger Hosselaer created a collection of tshirts with Vlisco fabrics that rocked the runway with big tunes to conduct the strut.

Poema Jones – designer

Accessories designs from an afrocentric, colourful perspective.

Not for publication:

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