TIME KEEPERS

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Behind the Seen

October 2010, Wanted

Designing Woman

When Zahira Asmal was just 17, she designed a dress of her own. Such was her talent that her parents wanted her to become a designer. But Asmal had other ideas. "I want to be a designer," she declare. In fact, she went on to study in the United States and then returned to South Africa to start a business.

Asmal conceptualised the project "Designing South Africa" two years ago, while working as the communications manager for the Lisbon ExperimentaDesign biennale, a major international design event. "I was working in the field of design and wanted to make it happen," she says. "I've been working on this project for two years, and it's coming to fruition now.

The project will launch during the Design Indaba in Cape Town, the biggest design event in Africa. It will be a shop window for the achievements of South African designers globally.

Asmal believes South Africans already have a lot of talent, but they need more exposure. "I want to take South African design to the world," she says. "I want to take it beyond the borders of South Africa.

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