



Joburg's popular fair rebrand welcomed by new and returning visitors alike

Johannesburg, 10 November 2014: This past weekend the Hyde Park Corner rooftop was home to over 100 talented craftsmen and women for the fifth annual Sanlam Handmade Contemporary (FoodWineDesign) Fair.

From furniture designers to ceramicists, garage winemakers and celebrity chefs, the diverse range of talented local artisans attracted more than 12 000 visitors over the course of the weekend.

“There is a fast-growing trend to return to the artisanal and so we spent a lot of time searching for the perfect exhibitors to showcase well-made, ethically produced, desirable products, with a story behind them. We are overwhelmed by the positive feedback we have received so far and are pleased that the rename has been so well received,” says Fair Curator, Roberta Thatcher.

Commenting on the success of this year's Fair, Carl Roothman, Chief Executive of Sanlam's Investment Retail Business says: “It's always inspiring to see local talent being supported and celebrated, especially local craftsmen who invest their time, creativity and money into what they do. This Fair allows for exactly that, and we are very proud to be a part of it.”

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NOTES TO EDITORS

About the Sanlam Handmade Contemporary (FoodWineDesign) Fair:

In November 2010, Artlogic produced the first Sanlam FoodWineDesign Fair on the rooftop of Hyde Park Corner. The Fair, which celebrates its fifth year anniversary, is an upmarket event that

showcases and celebrates the best that South Africans are producing in these three fields. Following an international trend for shows in the creative spheres to take place in unusual and custom made spaces, the venue of the Fair creates a fittingly bespoke experience.

The Fair is the first event to combine food, wine and design – all lifestyle areas that converge on high quality production and craftsmanship. Each producer is hand-picked and the number of participants is limited to focus on the best and most unique.

Follow the Sanlam Handmade Contemporary FoodWineDesign Fair on:



ABOUT THE SANLAM GROUP

Sanlam is a leading financial services group listed on the JSE Limited and the Namibian stock exchange. Since its inception in 1918, Sanlam has transformed itself from a life insurance company to a fully diversified financial services business with assets of more than R560 billion and a global footprint. Areas of expertise include insurance, financial planning, retirement, investment and wealth, with comprehensive and tailored financial solutions to individual and institutional clients. For further information, visit www.sanlam.co.za or follow us on @sanlam

About Artlogic:

Artlogic began in 2007 following the sell-out success of William Kentridge's version of The Magic Flute, produced by Artlogic's Director Ross Douglas. Having successfully produced a number of one-off events, Artlogic embraced a new strategy – creating annual events. The first event was the 2008 FNB JoburgArtFair, which now in its seventh year, is the African continent's largest contemporary art fair. As a logical extension of this audience's fine taste for good design and a quality lifestyle, the Sanlam FoodWineDesign Fair was born. Now an annual event presented by Sanlam, the Artlogic team commit to showcasing only the best talent South Africa has to offer. For more information about Artlogic visit www.artlogic.co.za

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