

for immediate release

December 9, 2009

landline or wireless?  
**ZENZULU™**  
handwoven telephone wire baskets

Vancouver – At p+a furniture we definitely prefer these wire compositions! ZENZULU™ is renowned for the fusion of contemporary design with traditional craft skills and the creation of innovative, premium quality handmade South African products. Designer Marisa Fick-Jordaan initiated ZENZULU™ more than 12 years ago to create a platform for artisans and weavers from the KwaZulu-Natal province in South Africa to showcase their work. Marisa’s interest in transitional craft forms led to the start of a telephone wire weaving project in an informal settlement outside Durban. Initially, mentoring a growing group of master weavers using a coiled basket technique, she saw the possibilities of fusing traditional techniques with cutting edge design and modern industrial materials.

“By creating and maintaining a sustainable craft design business ourselves, we have helped to create hundreds of sustainable micro-enterprise craft businesses, through participation and mentoring.”

– Marisa Fick-Jordaan



Large spiral bowl

Large swirl bowl

Lace bowls



Large safari stripe cone bowl

Inside of safari stripe cone bowl

Jaheni swirl bowls

Refer to ZENZULU's backgrounder attached and visit their website, [www.zenzulu.co.za](http://www.zenzulu.co.za), for more information on the line, which is available through p+a furniture.

High resolution photographs available upon request.

Penner & Associates' store, p+a furniture, delivers an innovative retail experience with a fresh approach that encourages informed choices for sustainable home+work+play environments. Fresh sheet attached.

A leading sustainable interiors firm in Canada, Penner & Associates Interior Design provides full service award-winning design for commercial, institutional and residential projects.

– 30 –

Shelley Penner 604 255 2049 x5  
media@pafurniture.ca



ZENZULU™ is a design led craft business, renowned for the fusion of contemporary design with traditional craft skills and the creation of innovative, premium quality hand made South African products. Initiated 12 years ago by designer Marisa Fick-Jordaan, under the auspices of the BAT SHOP, a retail and wholesale outlet which has from the outset focused on innovative product development, intensive skills training of crafters, and the targeted marketing of craft and craft-art products from the KwaZulu-Natal province.

Marisa's interest in transitional craft forms led to the start of a telephone wire weaving project in an informal settlement outside Durban. Initially, mentoring a growing group of master weavers using a coiled basket technique, she saw the possibilities of fusing traditional techniques with cutting edge design and modern industrial materials, with the aim to grow local and international markets for high-end, hand made décor products. Challenges presented themselves, with only two skilled weavers in the required technique, one basket mold, limited material supply and design concepts that proved to challenge even the most masterful of weavers. Funding for skills development was secured, a mold manufacturer sourced, a wire manufacturer coerced into making shades of fashion colours to specifications. This culminated in a series of workshops to teach unemployed women from both urban and rural areas how to weave these new designs. Turning the attention to growing the ZENZULU™ product line, by utilizing the skills of a group of skilled Zulu beaders and a handful of young Zimbabwean refugees. This led to the expansion of the product range to include fashion accessories, and an extensive range of holiday ornaments, combining glass beads, wire and telephone wire.

ZENZULU™ product designs are regularly updated and manufactured to the highest quality standards, eco-friendly and fairly traded, ensuring sustainable incomes for more than 350 home based craft producers in four different communities. This design symbiosis has become a South African design classic, receiving numerous accolades and awards, including an *Elle Decoration International Design Award* in 2002. Over the past two years, ZENZULU™ vessels have been showcased in *Design Made in Africa*, an international travelling exhibition of Contemporary African Design, selected by Li Edelkoort for her *North meets South* exhibitions in Paris and Stockholm, and featured in The Conran Shop's *Harare to Higgovale* exhibitions in London, New York, Paris and Tokyo.

ZENZULU™ décor products, fashion accessories and holiday ornaments are sold in local and international high-end boutiques, stores and galleries and feature in many corporate and private interiors around the world.

“By creating and maintaining a sustainable craft design business ourselves, we have helped to create hundreds of sustainable micro-enterprise craft businesses, through participation and mentoring.”

– Marisa Fick-Jordaan

## fresh sheet

Launched in 2008, p+a furniture's line of residential and contract furnishings offers solutions that exemplify a simple and modern aesthetic, while being inherently sustainable. p+a furniture is designed to create beauty in the built environment, incorporating modular and flexible design elements that seamlessly integrate into many interiors. In addition to p+a-designed lines, the company carefully selects other products that enhance the p+a aesthetic, and share similar values of sustainability and social equity.

p+a furniture builds upon the innovation of designers at Penner & Associates, a leading sustainable interiors firm in Canada. Shelley Penner is Director of Practice at Penner & Associates, and, President and Owner of p+a furniture. p+a's Vancouver store opened in May 2009, with the online store launched in the Summer of 2009.

## centro + the green hotel room concept

The award-winning centro line was designed for a multi-family project in British Columbia and became the inspiration for the green hotel room concept being developed by Penner & Associates. A play on cantilevers, the centro line is expanding to introduce new elements for in-room work and relaxation, and space-efficient storage, with the purpose of enhancing the hospitality experience, well-being and comfort of guests.

The company will also design exclusive p+a furniture packages specific to hotel and resort developments. Packages will include elements essential to hospitality accommodation — materials, finishes, furniture, fixtures, equipment — and can extend to common and amenity areas. The design process considers refurbishment cycles to renew the aesthetic in a cost-effective and sustainable manner.

## materials

Manufactured in Calgary, p+a furniture casegoods make efficient use of responsibly-sourced materials. p+a furniture contributes to LEED® credits and points.

p+a furniture casegoods

- are regionally manufactured, if you are within 800 km (500 miles) of our Calgary mfg facility
- utilize certified veneers and solid wood from sustainably-managed forests
- contain no added urea formaldehyde in the composite woods and adhesives
- have a high percentage of post-industrial recycled content in the composite woods
- have post-consumer recycled content in the metal components
- utilize water-based, low-VOC stains and finishes
- have a UV-cured top coat on wood veneers for superior durability
- use natural and rapidly renewable materials
- are packaged efficiently with reusable, recycled content and or recyclable materials

## giving back

p+a contributes in-store gift certificates to Gather & Give's "home essential kit" transition program for Metro Vancouver individuals in need.

Experience the p+a aesthetic and design process at the Vancouver store, 159 West Hastings Street at the Flack Block. Research and shop online at your convenience at [pafurniture.ca](http://pafurniture.ca)