

# THE CLOUD/ SA DESIGN SOCIAL DISTANCING OPPURTUNITY

The social distancing guidelines and regulations **create a unique opportunity to continue to engage with our creative partners** and to keep Designed Interiors bold and beautiful whilst expressing the Spirit of the Rainbow Nation in a unique and engaging way.

This proposed collaboration offer **solutions that will endure for the length of the current challenge**, and once we no longer need to limit the number of patrons, the pieces will be recycled into future designed interiors.

The pieces were conceptualized by **Tracy Lynch**, Creative Director of the Nando's Design programme and design curator for Clout, And are brought to life by **the best SA designer/maker studios**.



This collaboration is a **showcase of unique pieces** especially designed as a response to the Covid challenge.



## CONCEPTS TO BUILD CONFIDENCE IN A TIME OF UNCERTAINTY

Attention to detail has always been our focus, design plays a role in all we do.

During this challenging time everything we do **should be very considered, it must feel intentional, customers are feeling vulnerable, lets build their confidence, lets show how much we care.**

The materials we use to create the social distancing pieces must be **easy to sanitize, this is crucial**. Rope, cardboard and tape are absorbent materials, we need **surfaces that can be wiped clean** constantly.