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MAKEOVER

Antiques Reloaded

In a drive to break into a younger market, SAADA, which has just celebrated its 50th anniversary, is rebranding. It'll now be known as **South African Antique, Art & Design Association** in line with a decision to emphasise the relationship between art, design and antiques. 'The perception does exist that antiques are frumpy and dusty. We want to show people how relevant and relatable they can be and how much scope they offer for self-expression,' says CEO Paul Mrkusic. The new identity will preface this year's show, which promises to be bigger, better and sexier than ever. ■ SAADA  www.saada.co.za



NEED TO KNOW

THE SHOW WILL FEATURE A WIDE VARIETY OF PIECES FROM SAADA MEMBERS AND WILL TAKE PLACE AT THE WANDERERS CLUB IN ILLOVO, 12 TO 14 SEPTEMBER, FROM 10AM TIL 6PM.

■ SAADA ☎ 011 880 0815