

Q&A WITH ROOM 13

February 12, 2014



Who & what is Room 13?

Room 13 Design is a boutique graphic design studio based in Cape Town, founded in 2003, focusing on print design. The Room 13 Collection is a new offering / extension of the design studio. It was born from a dream we have always shared to start our own product range which at the moment consists of textiles and wallpapers.

Tell us about your new textile range and what inspired it?

It's been a collaborative design effort between designers and art directors, Nina and Michelle van Reenen over the past few years. We have collected mountains of files filled with inspiration, which over time turned into drawings, collages and patterns - and have now finally been applied to cushions, table cloths, textiles and wallpapers. We have reduced our designs to 5 ranges and will be adding more over the next couple of months. Each range has a different story and inspiration behind it.

How many designs are there in the range and what are they?

We are launching with 'Rain', 'Sanddollar', 'Botanical', 'Miss Havisham' & 'Deserted'. The beauty lies in the fact that each range is different from the others, comes in different colour ways but all work well together. For instance, the Botanical and Miss Havisham patterns work wonderfully together.

Are there any other projects that you are working on?

We are in the research and development stages, but we will be looking to print on different surfaces in future - glass, tiles and perspex.. watch this space.

Where can we see more of the range and where can we purchase?

Our cushions and table cloths are currently being sold at the South African Market (SAM) in Bree Street. We are launching an online shop in the next month: www.room13collection.co.za.