

## WITNESS CLIVE RUNDLE TURN AN INSTALLATION INTO MOTION AT ADDICTLAB

**Come see SA & Soccer climb itself out of a wall (we're not kidding)  
Imagine three models climbing out of the wall.  
S'true!**

**Date:** 4 June 2009  
**Time:** 7:30 pm  
**Venue:** Addictlab's exhibition space @ Design Quarter, located on the corner of William Nicol & Lesley Ave, Fourways.

This once-off, fantastic fashion installation is designer Clive Rundle's approach on the subject of South Africa's brand, as it links to the upcoming World Cup, for Addictlab's latest publication, titled: "Ad!dict Inspiration Book".

The large scale and site-specific installation allows a viewer to catch a glimpse of the movie that plays inside the elusive fashion designer and constructionist's head during his design dreaming process. It is a collaboration between Clive Rundle, Addictlab and Savannah Erasmus, the producer of Clive's fashion shows.

Over the last 20 years, CLIVE RUNDLE has become renowned for his uncanny ability to embrace chaos and reconcile the unimaginable with the imaginable, the ugly with the beautiful. His design dreaming process culminates in intricate structures that broach and embrace global issues - a kind of intelligence that harmoniously integrates multi-cultural diversity. A bit like architecture in motion. See [www.cliverundle.co.za](http://www.cliverundle.co.za)

ADDICTLAB is the self-managed cultural platform which is changing the global advertising, design and ideation industry through a 1-million-hits-a-month website and highly sought after publications. See [www.addictlab.com](http://www.addictlab.com).



*path communication*  
Intra-personal and public relations for  
extraordinary individuals and organizations  
083 774 1808 [jacqueline@pathcom.co.za](mailto:jacqueline@pathcom.co.za)