

The Local



Quarterly 2 / 4

April 2019

Local Expression.

As a modern African manufacturer we have developed a range inspired and influenced by African design - Grafica. The local expression is attitude and Africa made one; an homage to the fabric of our cities.

The bold commercial collection of 3 tufted tile designs delivers a robust, graphic pattern to hard-working floors. The African designs are inspired by our cultural landscape and is our modern expression of Africa's abundant creativity.

B.



01

Crates



A stack-style design inspired by our local make-shift, can-do culture. Crates embodies the iconic marketplace form in a pattern rooted in humility and hard work.

02

Blocks



Urban life in Africa is an organised chaos - a vibrant grid of energy where cultures converge for the daily hustle. Blocks pays tribute to all the hustlers. Keep hustling.

03

Skew Lines



Africa is a place of contrast, a clash of perspectives, woven together to create the bold synergy that we call home. An expression of our local anything goes attitude - this is Skew Lines.

The Grafica Story.



Belgotex's homage to African design is an exploration of Africa's abundant creativity, inspired by the make-shift and can-do culture inherent to urban life on the continent. Grafica is the local expression of attitude and Africa made one.



01. Crates



02. Blocks



03. Skew Lines

As an African manufacturer that pays special attention to detail, when it came to developing a new commercial range inspired by African design we avoided the typical clichés, and looked instead to the everyday objects that make up our cities.

Life moves pretty fast, and it was only when we stopped to look around us that we noticed how the greatest inspiration were those seemingly commonplace, everyday scenes that make up the fabric of city life.

From street vendors trading their wares on top of make-shift tables to the patina of weathered buildings, we took in all this and more as we traversed the streets while finding connections in the interconnected grid.

Then, inspired by all that colour, texture and myriad graphic elements we created a product comprising three distinct ranges: blocks, crates and skew lines.

To help translate our creative process we commissioned a shoot that would best present our homage to African design, and the result was an exercise that further explored African creativity.



01. Crates.



A street vendor unpacks her wares from a collection of colourful plastic crates, then uses the empty receptacles to form a make-shift table on top of which she sells fresh produce. A man wearing blue overalls stops to buy an orange, then slinks behind a steel mesh fence that reveals a construction site through its diamond grid pattern.

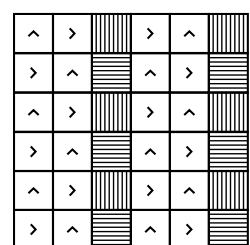
Crates.

Crates.

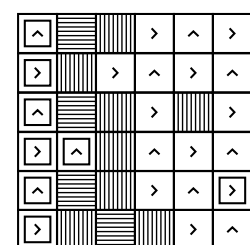
A stack-style design inspired by our local make-shift, can-do culture. Crates embodies the iconic marketplace form in a pattern rooted in humility and hard work.

Product Colourways

- Heavy Load
- Light Load
- Pick Mix
- Make Hay
- Hard Worn
- Happy Stack
- Fresh Goods
- Juice Box
- Stack On



Patterned



Tessellated Mix

Extended Specifications

Use Classification	Heavy Commercial
Construction	Pattern Colour Placement
Product Description	Heavy Commercial SDN, Tufted Loop Pile, Bitumen Tile SCP
Recycled Content	Pile Yarn (certain colours) Backing (NexBac Eco/EcoBac on request)
Yarn Type	Stainproof SDX (Solution Dyed Nylon)
Pile Height	± 6mm
Total Thickness	± 3900 g/m ²
Total Mass	± 4305 g/m ²
Standard Size	50cm x 50cm



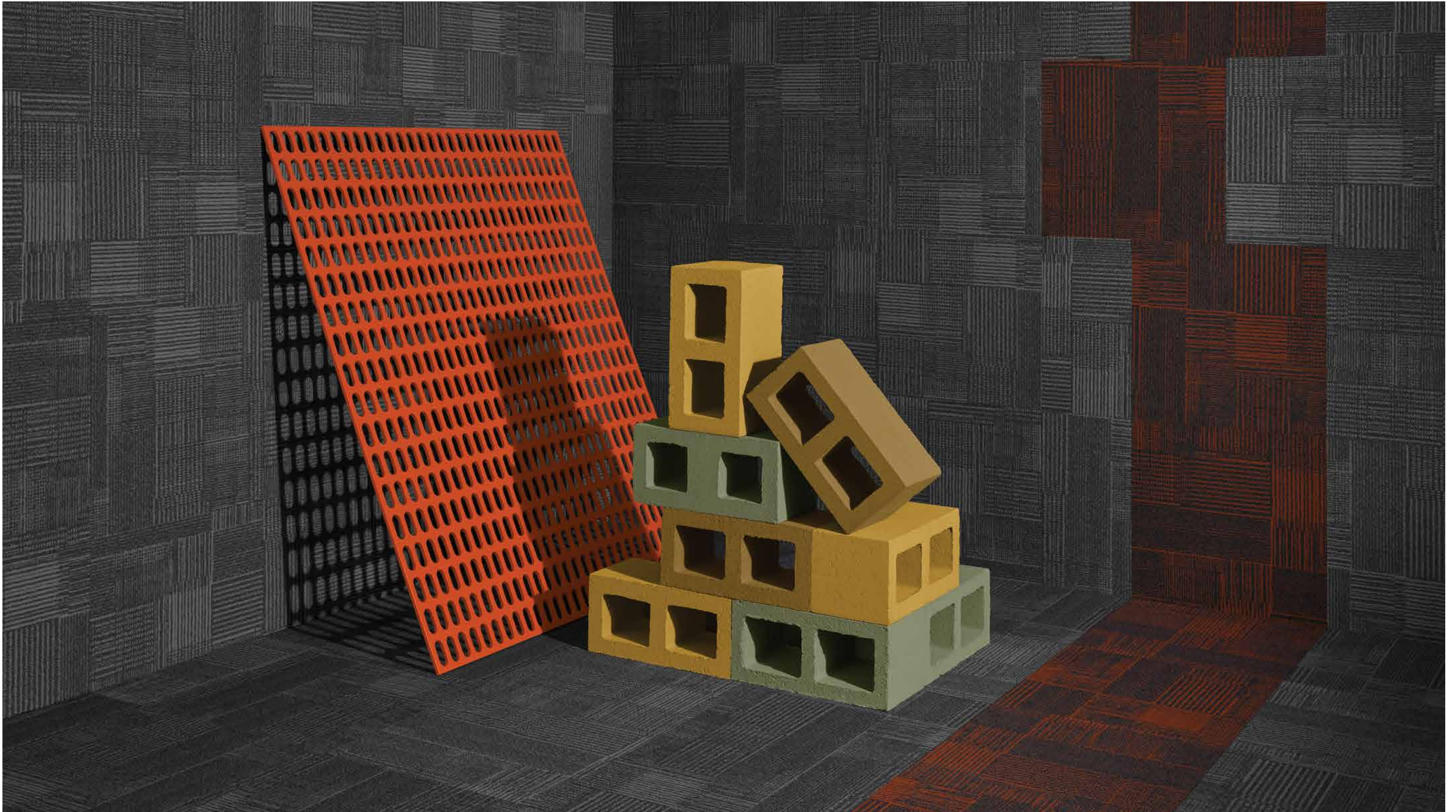
Crates: Make Hay & Hard Worn



**"There are many colourful flowers
on the path of life, but the prettiest
have the sharpest thorns."**

African Proverb

02. Blocks.



City blocks, apartment blocks and the individual building blocks that when laid together give rise to our urban areas. These square and rectangular shapes are everywhere, either stealing the sky or keeping us grounded.

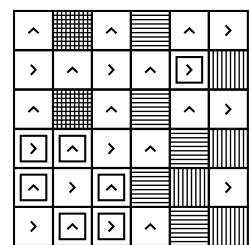
Blocks.

Blocks.

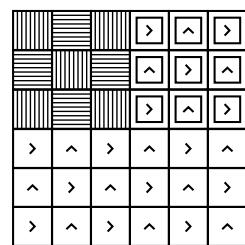
Urban life in Africa is an organised chaos - a vibrant grid of energy where cultures converge for the daily hustle. Blocks pays tribute to all the hustlers. Keep hustling.

Product Colourways

- Back Alley
- Cross Paths
- Side Step
- Easy Now
- Throw Out
- Look Up
- And Go
- Stop Quick
- Slide Over



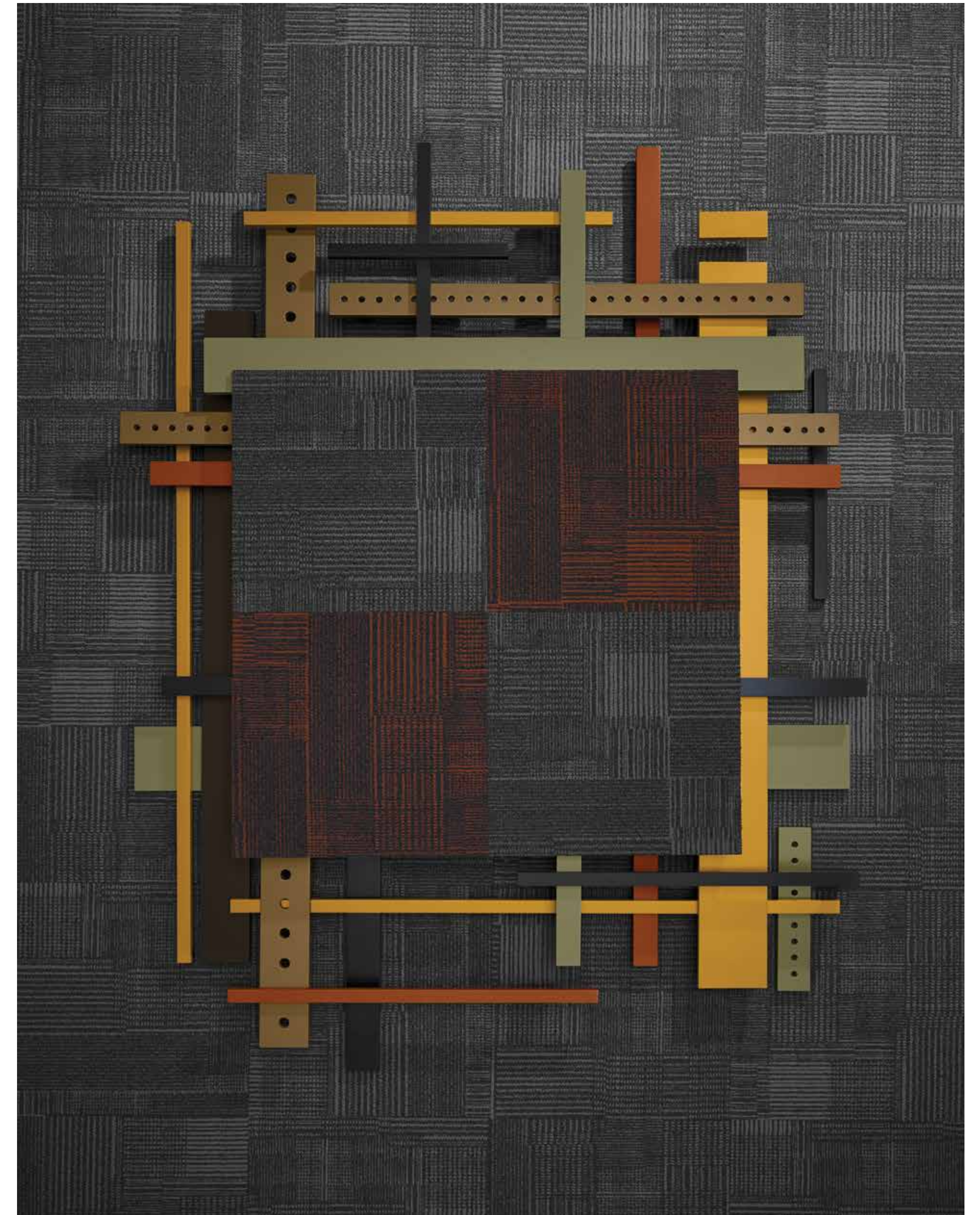
Tessellated Mix



Tessellated Mix

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Blocks: Back Alley & Thrown Out



03. Skew Lines.



**Curiosity leads to exploration,
which results in innovation.
We dutifully follow the
communication that a
particular road marking
conveys. We stop to question
how a stack interchange of
overpasses casts a specific
shadow on the asphalt below.**

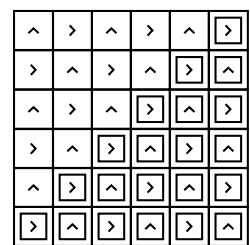
**Skew
Lines.**

Skew Lines.

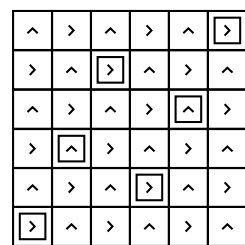
Africa is a world of contrast, a clash of perspectives, woven together to create the bold synergy that we call home. An expression of our anything goes attitude – this is Skew Lines.

Product Colourways

- Dark Topic
- Fierce Logic
- Culture Clash
- Big Smoke
- Rusty Links
- Live Wire
- Every Dazed
- Hot Steps
- Sand Box



Tessellated Mix



Tessellated Mix

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Skew Lines: Every Dazed

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Belgotex™

Cape Town Design Centre: Showroom B, The Matrix, 8 Bridgeway, Century City.
Johannesburg Showroom: 1 on Jameson Ave, Cnr. Glenhove Rd & Jameson Ave, Ground Floor, Melrose Estate.
Durban Showroom: 31 Solstice Road, Umhlanga Ridge.

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