

International design magazine features Cape Town

Cape Town is the featured cover of the UK *Wallpaper** magazine, one of the foremost design publications in the world, showing the Cape Town Stadium, South Africa's cover model wearing fashion by Cape Town menswear designer, Stiaan Louw and the tag - 20 reasons to be in South Africa.



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The November edition spotlights ten countries - Australia, China, Germany, Italy, Mexico, South Korea, Switzerland, US and SA - and highlights the 'Top Twenty' reasons why each of these destinations are design hubs. The edition also features a series of ten covers, one for each of the countries chosen.

Subsequent to the collaborative media hosting of Tony Chambers, editor of the magazine, by Cape Town Tourism and Designing South Africa, the edition features the Designing South Africa project, alongside the best SA has to offer in design and architecture. Designing South Africa has spent the past year detailing everything built for the [2010 FIFA World Cup](#) and examining the benefits of the games for both South Africa, and the entire global design community.

"Hosting media is one of Cape Town Tourism's key strategies in building awareness of our city and creating Cape Town fans who spread positive word of mouth about the city. The media hosting we undertook during the World Cup has yielded exceptional coverage of Cape Town internationally. Adding *Wallpaper** to the list of publications who are featuring Cape Town as a desirable global destination will continue the top-of-mind consciousness of the Cape Town brand after the World Cup," says Mariette du-Toit Helmbold, CEO of Cape Town Tourism.

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