

DESIGN
INDABA



BEST OF BOWWOW
WINNER!



Bowwow is an international competition that commissioned designers to re-imagine the iconic Magis Puppy, originally created by Eero Aarnio.

All 50 entries were exhibited at the 2009 Design Indaba. Caste Aside, the winner designed by interior design company Inhouse, was selected to represent South Africa in the international Bowwow competition, contested by 32 nations.

