



# WallpaperStore to pop up in Cape Town

Curated interior and lifestyle design marketplace WallpaperStore will be popping up in Cape Town in mid-September at the V&A Waterfront's [Silo District](#), just in time for the opening of the Zeitz Museum of Contemporary Art Africa.



The pop-up store will be housed inside the Guild Store, as part of an exclusive partnership with The Guild Group, and will showcase some of the best names in the business, such as Fornasetti, Artek, Bitossi, Tom Dixon, Georg Jensen, Hay, L'Objet, Nousaku and Vitra, among others.

“We want to shift the perception of African design to one of belonging,” says Trevyn McGowan co-founder and CEO of The Guild Group. “Showcasing this WallpaperStore selection, alongside our own offering at Guild Store, continues our mission to place Africa and its creativity in the global frame.”

[Guild Store](#) is a design platform with a strong emphasis on collaboration. The product mix includes the Guild collab collection, which features work by Porky Hefer, Conrad Botes, Andile Dylwane, Rich Mnisi and Buki Akib, alongside product from ceramist Clementina van der Walt, design books, custom Converse sneakers by local artist Dada Khanyisa, and a selection from local stores Maison Mara and Bastille.

WallpaperStore is a design store delivering the best in lifestyle, living, interiors, tabletop, lighting, workspace, grooming, technology and travel worldwide. It is a partnership between e-tail experts The Level Group and *Wallpaper* magazine.

The WallpaperStore pop-up will be open between mid-September and early December, with a special selection of Guild Store product, focusing on exclusive African designs that fit the Wallpaper aesthetic. This African Capsule Collection will also be sold online, internationally, by WallpaperStore at the same time.