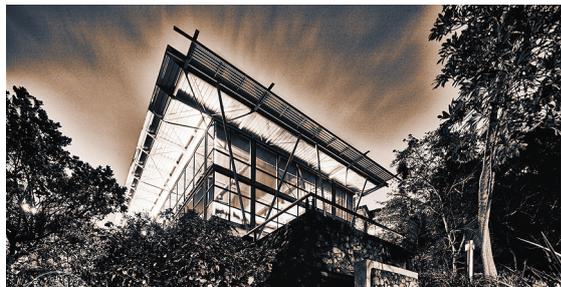


Soul of architecture in new marketing campaign

Safintra's positioning as a world-class roofing and steel company is being strengthened with the launch of an innovative marketing campaign that is introduced in this edition of Walls & Roofs. With this campaign, which is called *Great South African Architecture*, the company aims to engage with leading South African architects and professionals in the roofing and other creative industries to convey its message.

The campaign will promote Safintra's roofing clients by giving exposure to the world-class work they have produced in a series of twelve advertisements due to appear during the course of 2011-2012. Projects that are featured in the campaign showcase Safintra's renowned brands and products.



Commissioned Safintra Roofing

Des Strydom, national project co-coordinator and creative force behind the concept, explains that presenting roof sheeting in an exciting fashion is a challenge. "Despite roofing being an everyday necessity, it simply isn't visually exciting unless it is presented in a unique way."

Strydom says the challenge was to find a unique fresh approach to market their products. She was inspired by David Libeskind, a Polish architect, who said: "If architecture fails, it is pedestrian and lacks imagination and power. It only tells one story, that of its own making: how it was built, detailed and financed." Libeskind is of the opinion that great buildings, like great literature, poetry or music, can tell the story of the human soul. They are not inanimate objects. "They live and breathe, and like humans have an inside and outside, a body and a soul."

Strydom says the purpose of the campaign is to find and project the soul of the buildings in which Safintra had played a part. "I had the great privilege of finding my 'soul capturer' in the form of Dennis Guichard, an internationally recognised architectural photographer. I was fortunate enough to attend a few exhibitions featuring Guichard's work and to get to know him prior to embarking on this adventure."

Guichard has been commissioned exclusively for Safintra's campaign, which will roll-out over the next twelve months.

Guichard has over 19 years post-graduate experience in architecture and mega-project design management. His sensational style of architectural photography is currently taking the world by storm. With an A-list portfolio of exclusive clients worldwide, Guichard is one of only two photographers in the



Dennis Guichard & Eve Morris of HT Photography

George Elphick and Nick Proome, both from Elphick Proome Architects, and Des Strydom from Safintra Roofing (Pty) Ltd.

world who had been accepted into the prestigious FIFA-authorized 2010 Fine Art project. This project includes a limited-edition collection of thirty high-impact and abstract collectable photographs of the ten stadiums which played host to the 2010 FIFA World Cup™ in South Africa.

Guichard's Yas Island photography was extensively featured in an exclusive limited-edition hardcover book, which was distributed to VIP guests at the 2009 Etihad Airways Abu Dhabi F1 Grand Prix. His images have appeared in print and on billboards all over Abu Dhabi for Aldar Properties' recent Hoyamal campaign. His photography has also been featured in numerous international magazines.

"Further, and in recognition of the professionals who created outstanding buildings, images of the professional teams involved are an integral part of the campaign," Strydom says. "The Durban-based portrait photographer Eve Morris of HT Photography has been commissioned for this."

The final result marries all these images into a campaign that recognises the value of the strong partnerships that Safintra has forged with its clients. Marc Arnould, COO of Safintra Roofing (Pty) Ltd in Durban, states: "We are proud to have originated this idea in Durban and to have a national roll-out of this campaign. The campaign conveys the message that Safintra Roofing is all about professional relationships, world-class brands and great South African architecture."

Professionals wishing to have their work showcased in the Safintra campaign should contact Des Strydom at deseres@safintra.co.za.

For more information visit:

www.safintra.co.za • <http://safintraroofting.blogspot.com>

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