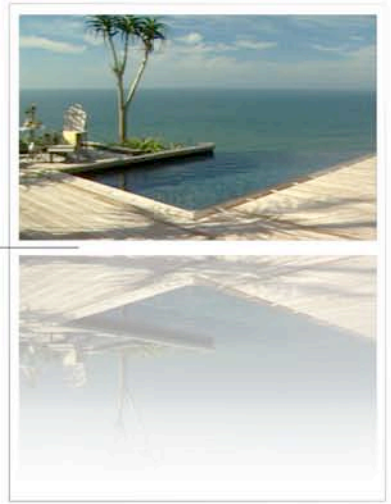




Designer
lifestyle

Designer lifestyle

The PRODUCTION PARTNERSHIP presents a new television series aimed specifically at South African audiences entitled DESIGNER LIFESTYLE. This program, brings together a talented cast of professionals, whose unrivalled expertise will ensure the delivery of what will be South Africa's premier Home & Lifestyle program.



Designer Lifestyle is a 26 part series, hosted by Vanessa Marawa, winner of Survivor SA 2006. This decor, gardening and lifestyle program will showcase some of South Africa's most stylish homes and gardens providing a fresh slant on South African lifestyle.

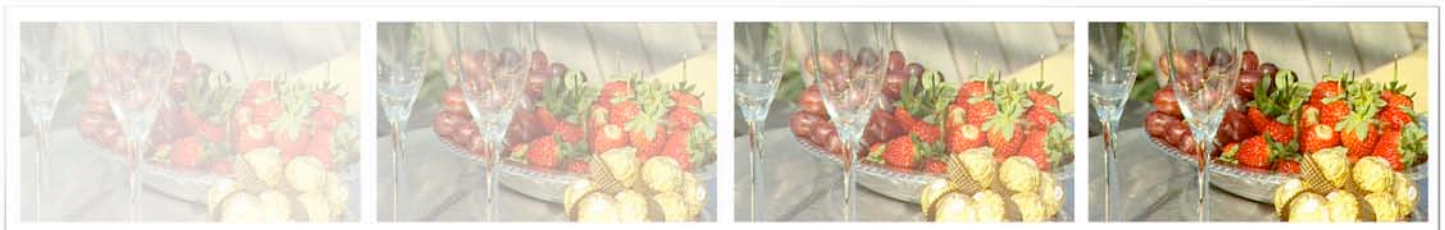


The program has been formulated to appeal to a broad market, and is certainly not limited to homeowners. The series although very informative will be delivered in a highly entertaining manner focussing on LIFESTYLE that is both uniquely and typically South African.

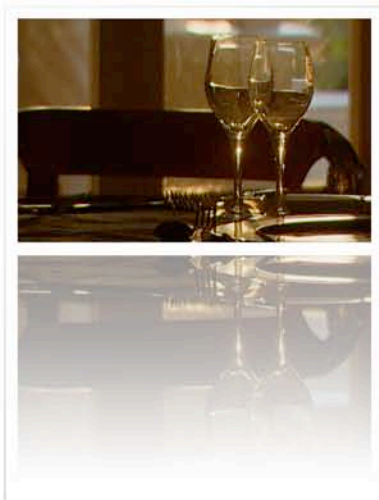
Aside from the bulk of the content which will be décor and landscape driven, the program will include expert advice from highly qualified individuals in the financial sector on how best to maximise the potential of your home.

The highly skilled production team will travel the length and breadth of South Africa in order to give a comprehensive picture of how South Africans live.

From the picturesque cosmopolitan city of Cape Town to the authentically African flavours of KwaZulu-Natal and the smaller historically rich towns throughout this culturally diverse country, the program will endeavor to give South Africans a unique perspective of themselves.



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The suggested program structure will be as follows:

1. Opening Sting (30 seconds - Includes Sponsors Logo)
2. Presenter Introduction to the episode (30 seconds)
3. Landscaping Segment (10 Minutes)
4. Décor Segment (10 Minutes)
5. Lifestyle Segment (5 Minutes)
6. Financial Segment (1 Minute)

OPENING STING:

A montage of images depicting some of the most visually stunning homes and gardens to be found in South Africa.

PRESENTER INTRODUCTION:

Vanessa Marawa opens the program with the weeks line-up and what the viewer can look forward to in that episode.



LANDSCAPING SEGMENT:

This segment will be presented by Jan Blok, arguably South Africa's leading landscape designer, where a specific project will be reviewed.



DÉCOR SEGMENT:

A leading interior designer will be interviewed about a particular project he or she has worked on recently. The project itself will be covered extensively on camera.



LIFESTYLE SEGMENT:

This segment covers a wide spectrum of criteria, including events, people and places of interest from around South Africa.



THE FINANCIAL SEGMENT:

This part of the program will give practical financial advice to the viewer when it comes to the home environment.

“THE PRODUCTION PARTNERSHIP”

Rob Oakley – Producer / Director:-

Rob Oakley has been in the broadcast television industry for over 20 years working for programmes such as Carte Blanche, Top Billing, BBC Food, Eastern Mosaic and City Life. He has also been contracted to shoot a number of overseas fashion shows, travel programmes in countries such as London, Ireland, Berlin, Hong Kong, USA and many African countries.

Rob Oakley is also a co-producer of an ongoing series covering travel lodges, spa's, tourist attractions and places of interest for SAA's in-flight magazine program.



Andrew Cassells – Producer / Post Production:-

Andrew Cassells, the founding member of Reeltime Studios has been involved in the Film and Television production business for more than 17 years. Reeltime Studios has significant production experience in both broadcast television, and corporate programmes for leading International companies such as Murray & Roberts and BHP Billiton.

Andrew Cassells was an Executive Producer on the acclaimed independent motion picture “Shooting Bokkie” and has for the past 8 years provided professional production services to a variety of clients including, Anant Singh’s Videovision Entertainment, South Africa’s leading film production and distribution company.

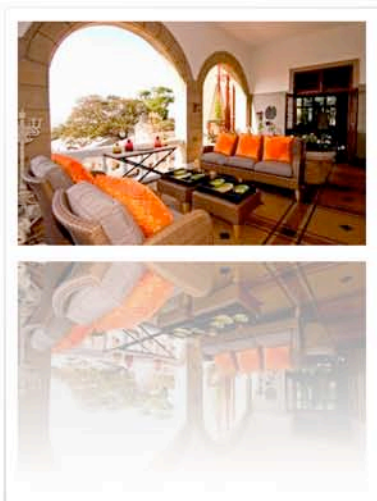
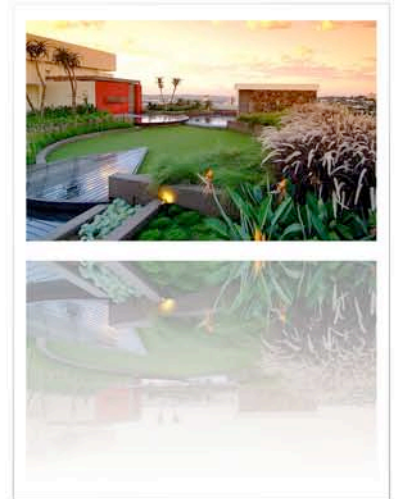
Designer lifestyle

“THE DESIGN TEAM”

Jan Blok – Blok Design - Gardening Segment

Established in 1995, Blok Designs is the forerunner of innovative garden design in South Africa. Founder, Jan Blok is repeatedly lauded as the country’s leading, most intuitive garden designer, an artist with the design talent to see beyond the obvious, and the vision to transform the ordinary into extraordinary

Blok Designs sculpts contemporary or classic landscapes which enchant and enhance.... Glorious green vistas which compliment the underlying architectural lines of the dwelling and the lifestyles of those who live, work and play in it.



Megs & Kyla – Decorators on Display / Décor & Lifestyle Segment / Script & Research

Decorators on Display is an event held over a period of four days at an estate / gracious home, showcasing some of South Africa’s finest Decorators and Landscapers. In its 7th year, Decorators on Display enjoys a substantial following, attracting between 5,000 – 7,500 attendees, the majority of which fall within LSM 9-10. The show will be going national from 2009 with events held in Durban, CT and Pretoria.

The show is co-owned by Megs Tweedie, the founder of the event, who has played a substantial role in its growth to date, and Kyla de Vlieg, who held the position of Business Development Manager for Garden and Home Magazine prior to joining forces with Megs.

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Vanessa Marawa - Links Presenter

Vanessa has been a model for 12 years representing top agencies such as ICE, STORM and PACE. Her successes include being the Face of Neutrogena as well as making it onto the covers of True Love, Cosmopolitan and My Week. Her most recent television appearances have been on The Weakest Link(models episode), which she won as well as Survivor SA of which she was also the winner. Her acting talent is evident in two recent feature productions, "Charlie Jade" and the award winning "Oil on Water" which showcases her on camera ability.

CONCLUSION

Designer Lifestyle, the cutting edge television series will reflect the colorful and diverse nature of South Africans and it is our sincere belief that the combined skills attached to this proposal guarantee a final product that will be of the highest standard, ultimately building a loyal and substantial following amongst South African viewers.



CONTACT DETAILS

Rob Oakley - 082 443 7616 (oakpics@mweb.co.za)
Andrew Cassells - 082 562 4166 (andrew@reeltime.co.za)
Megs Tweedie - megsandkyla@decoratorsondisplay.co.za
Kyla de Vlieg - megsandkyla@decoratorsondisplay.co.za