

# Simone Borcharding

Creative Direction  
South Africa

View the full portfolio at <http://www.thecreativefinder.com/simoneborcharding>

## Professional Experience and Curriculum Vitae

stylist | writer | space maker

I like to create visual and word stories based around the interesting people and spaces I come across.

I've worked as Decor Editor of Home & Tuis magazine ([www.homemag.co.za](http://www.homemag.co.za)), an eco-designer at Recreate ([www.recreate.za.net](http://www.recreate.za.net)), an interior designer and project manager on a couple residential renovations, and on the set of several international commercials.

I studied media, sociology and interior architecture.

I dig cats.

## Previous Clientele

Home & Tuis magazine

GHD

MTV Europe

Recreate

## Awards and Accolades

Please kindly get in touch for more information.

## Awards and Accolades

Please kindly get in touch for more information.

# Simone Borcharding

Creative Direction  
South Africa

View the full portfolio at <http://www.thecreativefinder.com/simoneborcharding>

Please kindly get in touch for portfolio works.



# Simone Borcharding

Creative Direction  
South Africa

View the full portfolio at <http://www.thecreativefinder.com/simoneborcherding>



# Simone Borcharding

Creative Direction  
South Africa

View the full portfolio at <http://www.thecreativefinder.com/simoneborcherding>



# Simone Borcharding

Creative Direction  
South Africa

View the full portfolio at <http://www.thecreativefinder.com/simoneborcherding>



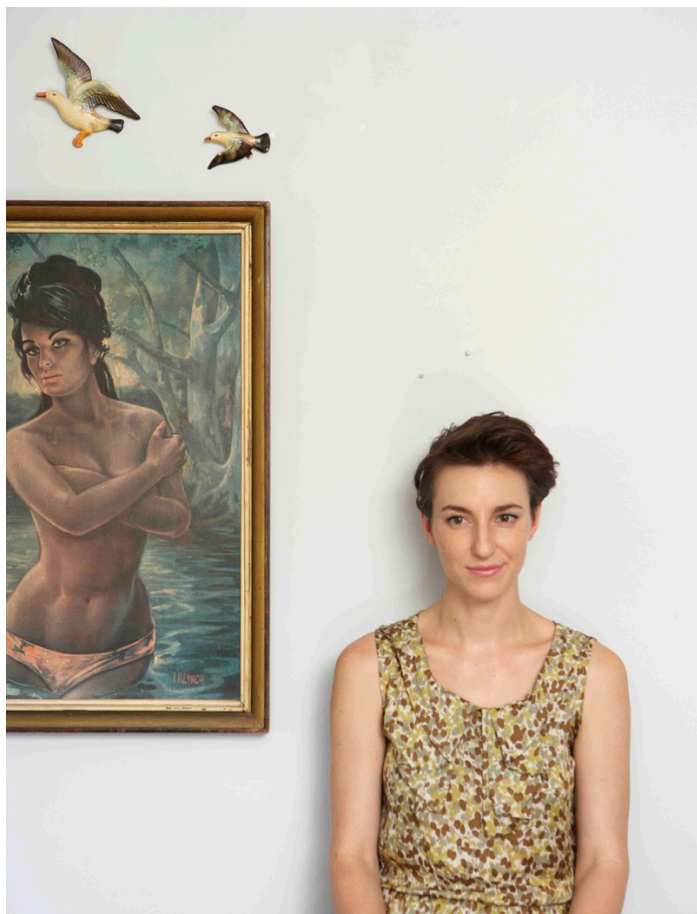
15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Simone Borcharding

Creative Direction

South Africa

View the full portfolio at <http://www.thecreativefinder.com/simoneborcherding>



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213



# Simone Borcharding

Creative Direction

South Africa

View the full portfolio at <http://www.thecreativefinder.com/simoneborcherding>



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Simone Borcharding

Creative Direction

South Africa

View the full portfolio at <http://www.thecreativefinder.com/simoneborcherding>



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213



# Simone Borcharding

Creative Direction

South Africa

View the full portfolio at <http://www.thecreativefinder.com/simoneborcherding>

## editor's choice

Photographs: Francois Oberholster and supplied • Styling: Simone Borcharding  
• Suppliers on page 127

### *The inspiration*

With the first Hobby-X showcase in Jo'burg this month, I feel all fired up to get started on a few projects of my own. And these craft-inspired creations will also get your creative juices flowing...



#### 1 Twin textures

Crochet and fabric Lolita cushion R470, Marigold

#### 2 Cork it!

Display pretty flowers in this recycled paper cork vase (R159, Weylandts).

#### 3 Game for a look?

Racquet mirror R350, Saks Corner

#### 4 Out and about

Do your crafting on the go by carrying it in this woven basket (R599, Weylandts).

#### 5 Contemporary crochet

This throw (R1,499, Weylandts) brings back memories of my mother crocheting little squares for charity blankets.

#### 6 Basket case

This table lamp (R759.95, Boardmans) turns the concept of a basket on its head by using them as lampshades! 🏡

March 2011 **tuus** 15

# Simone Borcharding

Creative Direction  
South Africa

View the full portfolio at <http://www.thecreativefinder.com/simoneborcherding>



I love looking at all the things I collect up on the walls or  
displayed around the space.

# Simone Borcharding

Creative Direction  
South Africa

View the full portfolio at <http://www.thecreativefinder.com/simoneborcharding>



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213