

Participants of the conference

# The Future of Design Education

23-25 February 2020  
in Johannesburg, South Africa

 Design  
Foundation





## Antoine Abi Aad

### **Head of Department of Graphic Design and Visual Communication at the Lebanese University (Lebanon)**

Antoine Abi Aad (Ph.D. and MA University of Tsukuba in Japan, DES Académie Libanaise des Beaux-Arts in Lebanon), is a designer, Assistant Professor, Head of Department of Graphic Design and Visual Communication at the Lebanese University (Lebanon). He is also a frequent guest lecturer and has given talks and workshops at numerous institutions, including the Universidade de Brasilia (Brazil), International Design School (Jakarta), Institute of Business and Design (Moscow), Hong Kong Design Institute, IIT Bombay, Green-side Design Center College of Design (Johannesburg), Nara University of Education (Japan), and Yale University (New Haven).

Having taught 1600 students since 2004, Antoine's true dedicating is for research and experimentations. His passion is for letters: typography, calligraphy and handwriting. The different scripts he writes (Arabic, Latin and Japanese) led him to have special interests in the directions of writing, leftward, rightward and downward, and how these directions affect visual communication and advertising, or even more, motion graphics and animation.

Antoine is the Chairperson of Typoday Amman 2020, and he also served as a vice-president of i-cod (formerly Icograda) from 2015 to 2017.

Antoine received his DES in Advertising from the Académie Libanaise des Beaux-Arts in Lebanon in 2000. Shortly thereafter, he moved for seven years to Japan, where he completed both his Masters of Arts (2004) and his Ph.D. (2007) in Visual Communication Design at the University of Tsukuba. After a year of postdoctoral research, he returned to Lebanon to take up his duties as Assistant Professor and coordinator of international cultural events and exchange programs between universities at his Alma Mater, ALBA. 10 years later, he joined the Lebanese University as an Assistant Professor in the Faculty of Fine Arts and Architecture, and he is currently Head of Department of Graphic Design and Visual Communication, Faculty of Fine Arts and Architecture.

Having Phoenician blood in his veins, Antoine loves traveling. He worked, exhibited, taught or lectured in Bolivia (La Paz), Belgium (Eupen), Brazil (Brasilia, Maranhão, Rio de Janeiro, Sao Paulo), Chile (Santiago), China (Beijing, Shenzhen), Cyprus (Nicosia), Dubai, Germany (Berlin, Ostrale), Greece (Patras, Thessaloniki), Hong Kong, India (Bangalore, Guwahati, Mumbai), Indonesia (Jakarta), Japan (Kanazawa, Mito, Nara, Tokyo, Tsukuba), Kenya (Nairobi), Korea (Incheon, Gwangju, Seoul), Lebanon (Baalbeck, Beirut, Tripoli, Zahleh), Mexico (Mexico City, Xalapa), Morocco (Marrakesh), Peru (Lima), Poland (Warsaw), South Africa (Johannesburg), Switzerland (Basel), Sri Lanka (Colombo), Taiwan (Tainan, Taipei), Thailand (Bangkok, Hua Mak), Tunisia (Tunis) and USA (Boston, Connecticut).



## Lani Adeoye

### **Founder & Creative Director Studio-Lani**

Lani Adeoye is driven by an innate desire to add creative value, using design as a dynamic tool to express her artistic perspective, redefine heritage and manifest intangible values.

Her boutique design studio (Studio-Lani) creates sculptural lighting fixtures and emotive furniture pieces, which celebrate West African Elegance with a contemporary sensibility. Blurring the lines between Art, Craft & Design. She also works as a design consultant, developing concepts for various brands such as Google, YouTube and NetGear; designing unique products and experiences.

Most recently she was selected by Elle Décor as part of its 'Women of the World' 75 Global Female Designers worth celebrating. Dwell Magazine also included her in its annual list of 'Young Guns – New Designers Making Waves'. And in 2017 she won the Wanted Design's Launch Pad furniture competition in New York City. She has been featured in Architectural Digest, Design Milk, Elle Decor, Vogue, Design Indaba and Dwell amongst other publications.

Her versatility as a designer is a testament to her diverse life experiences, having lived in four major cities, namely Lagos, Montreal, Toronto & New York. After graduating from McGill University, she worked in Management Consulting, before transitioning into design and attending Parsons, The New School.

Lani enjoys collaborating on design projects at various scales and she welcomes a CREATIVE CHALLENGE!

Portrait by Yinan Xia



## Sam Nii Adjaidoo

### **Creative Director/Design Consultant**

I am a creative; innovation and design advocate with a high intent to see the African and the youth of this global economy become highly confident in their creative intelligence and abilities to serve others with useful solutions by harnessing the resources available to them to change their world.

### **PROFESSIONAL EXPERIENCE**

Institute of Design and Synergistics (IDS)  
2017 to present Co-Founder, Principal and Lecturer

DreamBrander Network  
2014 to present  
Founder, Executive Creative Director

Janssen (Johnson and Johnson - Ghana)  
2018 to present Service Provider: Brand Design Strategist/  
Marketing

KNUST, Kumasi  
2015 to present  
Strategy Design Consultant / Interior Designer

DBN/WalterSeven Associates (Construction Firm) -  
2017 to present

Co-Founder/Design Consultant/Interior Designer

AlloyBlue (An IT and Software Firm)  
2018 to present  
Product Developer, Creative Directing

DreamUp  
2012 to 2015  
Founder/Executive Organiser/Host

Ghoexhibition  
2014 to 2016  
Co-Founder/Creative Director/Organising Secretary

CAFAN Meida  
2012 to present  
Creative Director/Publisher

Diabetes Youth Care  
2012 - present  
Creative Director/Design Consultant

### **ACADEMIC EXPERIENCE (LECTURING)**

KNUST (Dept. of Comm Design) Graduate Teaching Assistant  
/ App Trainer/Instructor - Fundamentals of Communication  
Design, Visual Communication, Basic Design Theory and  
Skills.

Institute of Design and Synergistics (IDS) Lecturer - Creative  
Intelligence, Innovation and Design Thinking, Business and  
Leadership, Curious Observation, Design & Synergy,  
Inclusion Design.

ISIG International, Burkina Faso Visiting Lecturer - Visual  
Communication, Website Design and Development UI/UX  
Design.

Takoradi Technical University Visiting Lecturer - Composition  
in Visual Communication, Layout in Photography.

### **FOR MORE INFORMATION:**

[snokaideas@gmail.com](mailto:snokaideas@gmail.com)



## Chrissa Amuah

Chrissa Amuah is the Founder & Creative Director of AMWA Designs, an Adinkra inspired luxury homeware and interiors brand. She is an MA graduate from the world-renowned Chelsea College of Art & Design, University of the Arts London.

Chrissa describes living with a sense of duality. Although born and raised in London, her heritage stems from Ghana, Togo and Benin; but it is from Ghana that she draws most of her design led inspiration.

Following an international debut at Milan Design Week 2015, Chrissa has gained global recognition with press features in Elle Décor Italia, Departures magazine and the FT's How To Spend It, to name a few. She has since gone on to establish AFRICA BY DESIGN; a concept of love intended to showcase and celebrate the best of Africa's design talent.

AFRICA BY DESIGN works to create international commercial opportunities for its featured designers. Since its launch, AFRICA BY DESIGN has exhibited in five cities across four continents.

In 2017, Chrissa was recognised as the Black British Business Award Consumer & Luxury Category 'Rising Star'.

2020 will see the launch of her collection with Bernhardt Design - one of America's most highly reputed and largest textile and furniture manufacturers.

AMWA Designs is also selected as the upholstery supplier for the relaunch of the Holiday Inn, Lusaka Zambia.

The highlights of 2020 include, Chrissa Amuah's collaboration with renowned architect, Alice Asafu-Adjaye, to represent Ghana for the London Biennale 2020.

### **FOR MORE INFORMATION:**

[www.amwadesigns.com](http://www.amwadesigns.com)

T @AMWA\_Designs

Instagram [amwa\\_designs](https://www.instagram.com/amwa_designs)

[www.africabydesign.org](http://www.africabydesign.org)

T @africabydesign1

Instagram [africabydesign](https://www.instagram.com/africabydesign)

Photo Credit: Heba O. Al-Saafeen



## Dr. Celia Booyse

### **Senior Manager: Statistical Information and Research at Umalusi, South Africa.**

Dr Celia Booyse – Senior Manager: Statistical Information and Research at Umalusi (Council for Quality Assurance in General and Further Education and Training), South Africa.

Dr Booyse holds a D. Ed in Didactics, with specialisation in instructional science and assessment practices. Her experience spans over 30 years in education as teacher, lecturer, academic registrar, curriculum and assessment expert, academic coordinator, programme developer and researcher. At Umalusi, she is responsible for a variety of cross-cutting tasks to ensure standards development processes of the education and training sectors under the guardianship of Umalusi.

She oversees research, strategic internal and external support, statistical information, standardisation and resulting. She develops instruments for comparative research, international benchmarking, to determine levels of productive thinking, cross-mapping of outcomes and the analysis of assessment items. She does the conceptual framing of research initiatives and embeds the development of curriculum guidelines in theoretical frameworks.

She is the co-writer of four books on learning programme development and curriculum studies. Her articles and conference papers are on instructional design, assessment practices, curriculum matters, the application of typologies, also as strategy in skill development, the impact of feedback and teaching methodologies.

To keep equilibrium, her interests are in biofeedback technology, growing bonsai and orchids and involvement in community development initiatives.

The following encapsulates my beliefs on education: I embrace a holistic, neuroscientific view of deepening learning and metacognition in order for a child to make meaning and strong connections. I embrace scaffolded, discovery learning and assessment based on conducive cognitive-motivational-relational configurations and which is directed to innovation and critical, constructive thinking.

A learning environment filled with compassion, motivation and mediation lies close to my heart. (Hand in hand with Carl Rogers, Jerome Bruner, Loris Malaguzzi, Reuven Feuerstein, Lev Vygotsky, Eric Jensen, Daniel Pink and Richard Lazarus)



## Angus Donald Campbell

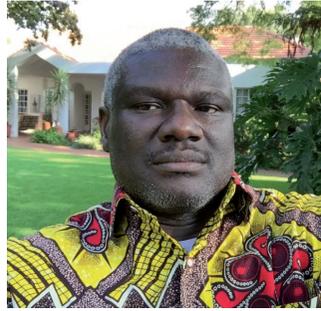
**Head of Department and Senior Lecturer at the Department of Industrial Design, Faculty of Art, Design and Architecture (FADA) at the University of Johannesburg (UJ)**

Angus Donald Campbell is the Head of Department and Senior Lecturer at the Department of Industrial Design, Faculty of Art, Design and Architecture (FADA) at the University of Johannesburg (UJ). He is also a founder and steering committee member of the Design Society Development DESIS Lab, based in the Faculty.

Campbell is a qualified industrial designer with a Master's degree and over 15 years of university lecturing, research and freelance design experience. His design research focuses on sustainable innovation at the nexus of social, technological and ecological systems within the complex South African context.

**FOR MORE INFORMATION:**

[www.angusdonaldcampbell.com](http://www.angusdonaldcampbell.com)



## Felix Ofori Dartey

**Founding Member & Interim Vice President, Pan-Afrika Design Institute**

Felix Ofori Dartey is a PhD student (Graphic Design) and a Research Assistant at University of Leeds. He is also an independent design researcher, professional graphic designer and founder/organiser of a pan-African graphic design awards (Graphic Design Awards Afrika) for African university students. Felix is also involved in design advocacy and a founding member of Pan African Design Institute, and DesignGhana.

He holds a bachelor's degree (2003) in Graphic Design from Kwame Nkrumah University of Science and Technology (Ghana), and a master's degree (2009) in Graphic Design from University of Leeds. He has over fifteen years of professional experience as a graphic designer working with advertising agencies in Ghana and as a freelancer in UK.

Felix moved to UK to pursue further studies where he learnt more about design, and now he is advocating for design to be used as a business tool and a tool for community and national development in Ghana and Afrika as a whole. He is also heavily involved in training and developing the next generation of African graphic designers through his awards scheme which is in Ghana, South Africa, Uganda and Kenya.



## Vikki Du Preez

### Lecturer, Researcher and Service Designer

Vikki is a design theory and history lecturer, focusing on design evolution and theories that influence modern design practice. She is a tenured member of staff at the Cape Peninsula University of Technology. Her interest in the user experience and service design fields, has resulted in the number of international research projects funded by the European Union and corporate consultancy.

Vikki believes that creative exploration is a powerful tool in the learning experience and as such explored both traditional design practice and arts-based methods. She is passionate about establishing a holistic learning culture and developing frameworks to support this. Working on research projects with Umulusi, the Council for Quality Assurance in General and Further Education and Training, has offered her an opportunity to contribute to the development of educational in South Africa.

Currently Vikki is one of the directors of Innovative Design Education Africa (IDEA) Collective. As part of this exciting organization she has the opportunity to explore and share the impact that design and creative thinking can have on life-long learning and preparing individuals for the world of the future.



## Peter Ekanem

### Founder and Lead Facilitator at The School of Graphics

An experienced graphic designer with over 10 years of practical work experience in the creative service industry, with a background in coding, branding, print, digital media, UI design, and marketing, currently devoted to developing young talents through vocational design training and actively involved in promoting the social impact of design through networking and advocacy.

### PROFESSIONAL EXPERIENCE

Oct 2019 – Present  
Founder/ Lead Facilitator  
SCHOOL OF GRAPHICS UYO F.H.E, Uyo, Nigeria

April 2019 – January 2020  
Director Design & IT (Remote)  
OONI OF IFE GLOBAL OUTREACH LTD. (OIGO),  
United Kingdom/ Nigeria

May 2016 – Present  
Founder/ CEO  
INTERNMAC GLOBAL SERVICES, Uyo, Nigeria

Feb 2016 – April 2016  
Communications Consultant  
TALENT BUSINESS SCHOOL, Uyo, Nigeria

Dec 2010 – Dec 2015  
Freelance Designer/ Front-end Developer  
INTERNMAC STUDIOS, Uyo, Nigeria

June 2015 – Dec. 2015  
Co-founder/ Lead Designer  
ZSPYDA TECH., Uyo, Nigeria

Aug 2014 – Mar 2015  
Content Writer, Editor, and Book Designer  
PENCILPOINT INTERNATIONAL, Uyo, Nigeria

Jun 2009 – Aug 2009  
Digital Film Editor / Trainee  
AKWA IBOM BROADCASTING CORPORATION , Uyo, Nigeria

**FOR MORE INFORMATION:**  
[www.theschoolofgraphics.com](http://www.theschoolofgraphics.com)



## Conrad Gonsalves

**Interior Designer at DLLD  
Mumbai, Maharashtra, Indien**

Fellow Member and Past President of the Institute of Indian Interior Designers, he has exposure to Science and Humanities, while training with the Bombay Jesuits. After initial studies in Architecture he qualified with a Diploma in Interior Design, by the State Board of Technical Education. Passionate about education he conducts workshops locally, besides occasionally facilitating student activities overseas and has represented the IIID at events of the IFI, and APSDA.

His design practice of over four decades, reached out to healthcare, banking, retail, hospitality and corporate offices, for clients ranging from community to multinationals and presently focuses on small living spaces, education and geriatric care. With exposure to music, studios and auditoria have grown as preferred areas of work.

Collaborating with, Mildred D'Abreo, an educationist and personal coach, he drives DLLD - Design, Learning, Direction, and Living. "KWYDNK" – "Knowing What You Do Not Know," is one of the initiatives that supplements young designers, facility managers, service providers and the end user, with knowledge and skills that are missed out in design training, focusing on social impact and responsible design solutions.



## Charrisse Johnston

**FASID, LEED AP, Assoc. AIA**

After studying Behavioral Biology at Johns Hopkins University and earning an MBA from Columbia Business School, Charrisse Johnston was a Wall Street strategic planning executive before turning to interior design. She is currently a Director of The African Institute of Interior Design Professions (IID) as well as a Principal and Co-Founder of StudioSALT, an architecture and design strategy firm in Cape Town, South Africa.

Charrisse was a Principal and the firm-wide Interior Design Practice Leader at SteinbergHart, an award-winning architecture firm with offices in California and Shanghai. Prior to joining SteinbergHart, Charrisse spent nine years at Gensler, where she designed learning and commercial workspaces and managed a design studio.

Charrisse is a Fellow and former Chair of the National Board of Directors of ASID, the 25,000-member American Society of Interior Designers, and a member of Contract magazine's editorial advisory board. She has lectured around the world, juried international design competitions, and contributed to scholarly publications related to interior design. Charrisse particularly enjoys speaking with young designers about the impact of interior design on improving human performance and well-being.



## Juliet Kavishe

**Interior Architect & Educator**

Juliet Kavishe is a qualified and registered Professional Interior Architect, with a professional Masters in Interior Architecture and 13-years work experience. Juliet has worked at the Guggenheim Museum, New York; practised as a design architect in Cape Town, South Africa, an Interior Architect in Windhoek, Namibia and currently is the Head of Interior Architecture at a firm in Johannesburg.

She was recently a judge for the Caesarstone Student Design Competition and an external examiner in design for one of South Africa's leading universities.

With a keen interest in travel, education and the promotion of the Interior Design profession, she became an Ambassador for the African Institute of the Design Profession (IID) and an Interior Design moderator for the Independent Institute of Education (IIE).



## Dr. Sanotsh Kshirsagar

### **Calligrapher**

BFA, MFA from Sir J. J. Institute of Applied Art. Mumbai, India.

Ph.D. from IDC, IIT, Mumbai- Area of research 'Handwriting acquisition'

Now work as a DEAN at Sir J. J. Institute of Applied Art.

Teaching, Experimenting & research in Indian Calligraphy & visual design from past 30 years. Couple of hundred workshops on Devanagari Calligraphy & visual identity. Logo & visual designer.

Type Design OTF in Gujrathi & Oriya scripts for window xp and many other.

Illustrated talks- Germany, Belgium, London, Japan, Sri Lanka & Lebanon.

Key note speaker at Typoday-20 Jordan.

Research presented: ICTVC Cyprus, ATYPAI Dublin-Ireland.

Papers published- International Graphonomics Society Conference, Japan, ICORD Bangalore & 'The Learner' USA.

Advisor of Typography Day [typoday.in/](http://typoday.in/) since 2009.

Educational consultancy to state & government of India.

Founder Aksharaya [aksharaya.org](http://aksharaya.org)

Exhibitions: Mumbai, Delhi, Belgium, Australia, USA. Retrospective calligraphy exhibition in Japan.



## Prof. Des Laubscher

### **CEO Greenside Design Center, College of design, Johannesburg**

Des' latest accolade is to be appointed as the interim Chair of the Pan African Institute of Design, PADI. The inaugural meeting of PADI was held in Winneba, Ghana, during the International Design Educators Conference. PADI has chapters in Ghana, Nigeria, Uganda, Kenya, Zimbabwe, Tanzania, Botswana, Mozambique, Ethiopia, Cameroon, Ethiopia and South Africa. Its mission is to promote innovation, entrepreneurship and professionalism on the continent using design as a catalyst.

He was a Vice President of the International Council of Design (ico-D) 2017-2019. In this capacity he served on two working groups for the council, Life Long Learning and National Design Policies.

He is a Past President and Fellow of the International Federation of Interior Architects/Designers (IFI) and a parliamentarian of the federation. IFI represents the interests of designers worldwide in 60 countries. Des wrote the IFI Position Paper on Social Responsible Design. He also served on the Strategic Planning Committee of IFI and received a lifetime achievement award and a fellowship from the federation at their General Assembly in Kuala Lumpur in 2014.

He is a Fellow and was an Executive Board Member of Design for the World, based in Barcelona, Spain, which is a multi-disciplinary organisation concerned with humanitarian aspects of design.

In 2001 he was awarded an Honorary Membership of the European Council of Interior Architects for his continued dedication in promoting the profession on an international platform.

In 2001 he was appointed as a Visiting Professor of Design at Nottingham Trent University because of his achievements in promoting socially responsible design on an international level. His appointment was vetted by interior architects in Sweden, Denmark, Australia, Korea and Ireland.

Des has presented papers related to design issues in many countries around the world, including Korea, Japan, Australia, Indonesia, China, the Netherlands, Spain, Denmark, England, Brazil, Chili, Mexico and the USA, to mention a few. He has also been a juror and chair for many design competitions internationally. Along with this he curated an exhibition entitled NEWAFRICA which saw South African designs from all disciplines exhibited in Copenhagen, Denmark in 2007.

In 2007 he was instrumental in founding the African Institute of the Interior Design Professions, IID. Under his leadership as President the institute set new standards in professionalism within the industry culminating in professional decorators, designers and interior architects receiving recognition of their titles from the South African Quality Authority (SAQA).

He is an advisor on design matters for the Department of Art and Culture in South Africa as well as being on an expert panel formulating a design policy for the government and a national design policy.

Des is at present working with a team of designers, teachers, Umalusi and the Department of Education to introduce 'design thinking' to all programmes at secondary school level. Entrepreneurship is included in the concept of 'design thinking'. He is one of the founding members of the IDEA Collective, Innovative Design Education Africa.

He is CEO of Greenside Design Center, College of Design, South Africa, a world class design education institution he co-founded with Ingrid Leujes in 1987.



## Onica Lekuntwane

### **Mmaagwe Rati at Rati and Friends**

Onica Lekuntwane is a self-motivated, versatile and creative Visual Communication consultant and Social Entrepreneur. With more than 16 years' experience as a Visual Communication Educator –in both Botswana and South Africa - she is constantly seeking out opportunities to use her skills to positively change lives.

For 13 years she was part of the Greenside Design Center team, and held the position of Head of Graphic and Multimedia Design from 2007 to 2013, before deciding to go back to Botswana and use her skills and knowledge to make a difference. Through her passion for arts and crafts she has contributed creatively to sustainable social development projects in Botswana – notably through the introduction of Homegirl – a Craft and Design initiative which focuses on using recycled materials to create crafts and empower women in rural communities.

She is also responsible for the Rati & Friends edutainment brand, which was created to be a window and mirror for young children growing up and learning in Botswana. The brand introduces cartoon characters that look and live like African children, and promotes learning in both Mother-Tongue languages and English.

She is currently a consultant Coordinator at Journey of Hope Botswana, where she uses her Management, Communication and Design skills to promote education and awareness about Breast Cancer.

For the past five years, Lekuntwane has also been involved in designing stamps for Botswana Post, as well as facilitating capacity-building workshops for aspiring stamp designers. She has also been involved facilitating Professionalism workshops for artists and crafters, in villages across Botswana. Through the latter workshops she teaches informally trained creatives how to speak and write about their work. The workshops also introduce them to branding, selling their products, copyright and basic book-keeping.

Lekuntwane holds a Masters' Degree in Interactive Design and an Honours Degree in Graphic Design. She also has Strategic Management training, and is a qualified Assessor, Moderator and Trainer. Through her involvement in community engagement activities she has been recognised through awards that include Community Builder of the Year (2007) and St Louis Top 40 under 40 Catalyst (2013).



## Prof. Dr. Mugendi K. M'Rithaa

### **Transdisciplinary Industrial Designer/Educator/Researcher with a passion for Afrika, Design and Innovation**

Prof. Mugendi K. M'Rithaa is an industrial designer, educator and researcher at Machakos University, Kenya. He studied in Kenya, the USA, India and South Africa and holds a Bachelor's degree in Design (Honours); a Master's degree in Industrial Design (with a major in Advanced Ergonomics); a postgraduate diploma in Higher Education and Training; as well as a doctorate degree in Universal Design. He has worked in both the private and public sectors and is widely traveled, having taught in Kenya, Botswana, India, South Africa and Sweden.

He is passionate about various collaborative expressions of socially conscious (and responsible) design, including inter alia: Designerly Strategies for Mitigating Climate Change; Design for Social Innovation and Sustainability; Distributed Renewable Energy; Design Thinking/Human-Centred Design; Indigenous Knowledge Systems; Participatory/Co-Design; Service Design; Technology Transfer; Universal Design, and User-Experience Design.

Mugendi has a special interest in the pivotal role of design thinking in advancing the developmental agenda primarily on the Afrikan continent. He is associated with a number of international networks focusing on design within industrially developing (or majority world) contexts.

Mugendi is also Afrika's first President of the World Design Organization (WDO). Much of his work focuses on the importance of WDO in supporting the aspirations of younger designers worldwide. Additionally, Mugendi is a jury member on numerous design awards programmes, and visiting/adjunct professor at several universities around the world.



## Saki Mafundikwa

### **Director of Zimbabwe Institute of Vigital Arts**

Saki Mafundikwa is the founder and director of the Zimbabwe Institute of Vigital Arts (ZIVA) a design and new media training college in Harare. He has an MFA in Graphic Design from Yale University. He returned home in 1998 to found ZIVA after working in New York City as a graphic designer, art director and design educator. His book, *Afrikan Alphabets: the Story of Writing in Africa* was published in 2004. Besides being of historical importance, it is also the first book on Afrikan typography. It is currently out of print. His award-winning first film, *Shungu: The Resilience of a People* had its world premiere at 2009's International Documentary Film Festival Amsterdam (IDFA). Active on the international lecture circuit, he was a speaker at TED2013 in Long Beach, California.

He has recently (February, 2019) keynoted the first ever Pan African Design Institute (PADI) conference in Ghana. He spoke at the TED/PMI event in Dar-es-Salaam in September, 2019. He has also run workshops for design students in Europe, North, South and Central America, and Afrika.

He has been published widely on design and cultural issues and is currently working on a revised edition of *Afrikan Alphabets* which he hopes will be published in 2021. He lives and farms in Harare, Zimbabwe.



## Siyanda Mbele

### **Creative Director at Pinda Furniture and Interior Design**

#### **WORK EXPERIENCE**

Durban Children's Home & Inkosi Albert Luthuli Hospital  
(DUT Foundation Programme)  
Team leader

Peace Player's  
(DUT Interior Design 2nd year Community Project)  
Assistant

Woolworths Holdings Limited:  
Casual Sales Representative  
Provide customerservice, help to maximize sales for the store

Durban Correctional Services  
(DUT ID 2ND Year Community Programme)  
Assisting in renovating the Mother and Child Unit

Portfolio Design: Freelance Interior Designer  
Technical drafter, site visits, sourcing, conceptualizing,  
custom designing furniture, 3d renderer

Plambago: Freelance Interior Designer  
Technical drafter, site visits, sourcing, conceptualizing,  
custom designing furniture, 3d renderer

Durban University of Technology: Interior Design Lecturer  
Lecture planning, preparation and research. Assessing /  
facilitating students, work and encouraging personal  
development. Attending staff meetings and capturing  
administration

Vega: Interior Design Lecturer  
Lecture planning, preparation and research. Assessing /  
facilitating students' work and encouraging personal  
development. Attending staff meetings and capturing  
administration

Inscape Education Group: Interior Design Lecturer  
Lecture planning, preparation and research. Assessing /  
facilitating students, work and encouraging personal  
development. Attending staff meetings and capturing  
administration

Good Design Challenge Competition  
Content creator, strategist and facilitator

Pinda Furniture and Interior Design

Creative Director

Outline client design objectives, create contract and time  
frame. Create mood boards, conceptualize and develop  
designs to meet the clients need and determine cost of  
completion and project requirements in the budgeting  
phase. Source materials and products included in plans.  
Site visits to check accuracy of measurements to ensure  
suitable design application. Arrange logistics domestic  
& international) and travel itinerary. Inspect design after  
completion to determine whether client goals have been  
met.

Photo by Njabulo Magubane



## Marcel Rossouw

### **Design & Digital Strategy Consultant**

I am an active design professional practicing in the digital design and communications industry for over 20 years, since 1999. My passion and focus lies in the application of human centred design to find, ignite and foster intrinsic approaches to digital transformation within large organisations, particularly in the areas of customer experience, product and service creation, and organisational innovation.

I find purpose in building and enabling highly functional collaborative teams, contributing to value co-creation and facilitating lasting service experiences, that effect real impact, through integrated use of human centred design methodology, organisational innovation and effective application of the technologies at our disposal.



## Alex Simm

### **Innovation Manager at GMIS - Global Manufacturing & Industrialisation Summit**

Most of my career has focussed on management and delivery of social science research projects in complex environments ranging from South Sudan and Afghanistan to Jordan and India largely for government or donor organisations.

I then took the decision to expand my commercial understanding by consulting with two start-up companies. I'm currently the Innovation Manager for the Global Manufacturing & Industrialisation Summit, combining my interest in international development with Industry 4.0. This allows me to maintain my hand in international development and continue to consult on select projects.

I enjoy working in an ambitious environment that has employee development as a core tenet and where I can play a significant role in building the organisation by bringing my skills from research management to help problem solve and drive activities to support growth. My experience running research projects across a variety of cultures has taught me that understanding people is vital to success.

I have spent a considerable amount of time developing my soft skills in order to motivate teams from different cultures and backgrounds to deliver on client briefs within deadline and budget whilst maintaining a high level of sensitivity, communication and data integrity. In some cases, this has all taken place in challenging, and often volatile, environments. Employees, management and clients regard me as dependable, proactive and a problem solver. I have been regularly called upon to deploy to resolve an issue in-country.

I am fascinated by human psychology and the interplay with emerging technology, particularly around knowledge transfer and behaviour change.

### **CURRENT FIELDS OF ACTIVITY**

Innovation Manager at GMIS June 2019 to present  
My role is to manage the research projects for clients.

- Created and ran Design Thinking workshops
- Managed a large-scale research project for a client comprising multiple stakeholders, including recruiting through my personal network, subject matter experts as part of a working group on the safety challenges of the fourth industrial revolution

### **Consultant at Chenar Research FZE November 2016 to present**

Taysha Consulting - Consultant

Taysha provide communications consulting for organisations in international development

- Evaluation of Maternal, Newborn, Childhood Health programme in Northern Nigeria through a series of workshops and learning events
- Strategic communications development for Rwandan Governance Board through workshops and stakeholder interviews

### **Visoul— Product Development Manager/ Communications Consultant**

A self-development tool designed using a combination of known psychology and creative arts practices.

- Lead editor on converting the current content into a structured program
- Produced a research paper and formalized the methodology in support of Visoul products
- Developed and lead market research project and developed subsequent integrated communications campaign



## Robin Turner

### **HOD (Graphic/Multimedia Design) & lecturer at Greenside design center**

Rob is a graphic designer who began his training at the Vaal Triangle Technikon, honed his skills through an Honours degree programme at the Greenside Design Center, and sharpened his teeth through a series of design agencies.

He has a passion for anything digital, which has as a result, led him to break into the New/Multimedia design arena. He is subsequently completing a master's degree in digital interactive arts through the University of the Witwatersrand. He is particularly interested in interactive design, and specializes in physical, or human computing, which is an area of interactive design that explores that potential of human/computer interactions that do not require the use of conventional digital inputs such as keyboards and mouse.



## Maria Thiel

### **Founding Member and Director of the IDEA Collective at the Department of Education**

Maria is passionate about the personal development of individuals, ensuring there is a sense of equality, quality and accessible education for all. As part of the development process, Design as a subject is, in her opinion, a vital component in developing 21st Century skills for every learner and educator.

She is a woman of many talents and has contributed to various industries prior to working in education. Maria's interest in design and creative exploration led her to create a clothing range and accessories for children and ladies. Her passion however has always been education, and this led her to take up a Senior Management position at a Primary School for 5 years before founding Bridgeway High School. Playing active roles in the schooling sector has enabled Maria to pursue her passion for quality education.

Complimentary to her roles within education Maria has extensive experience within marketing, operations, public relations and fundraising in both the corporate and NPO sector.

She has worked in the advertising industry, within events and marketing, and was the Head of Special Features and Public Relations for Westrand Times News Paper. Currently, Maria is the Financial and Corporate Manager for the African Institute of the Interior Design Professions.

Her interest in holistic development has inspired an 18-year commitment to the children's ministry. Maria has also completed and presented The Pacific Institute personal development program for young adults. To extend this philosophy into practice Maria co-ordinates various workshops and camps including workshops for mothers and daughters, and leadership for teenagers. More recently she is completing her Degree in Psychology.

As a Founding Member and Director of the IDEA Collective, Maria is working with a selected team of designers, educators and professionals as well as Facilitators at the Department of Education to introduce 'Design Thinking' to all educators and learners at primary and secondary school levels. Entrepreneurship, Innovation and Lifelong Learning is included in the concept of 'Design Thinking'.



## Adrienne Viljoen

**Consultant at Adrienne Viljoen Design**  
**Manager at Design Institute, South Africa**

Adrienne Viljoen was Design Teacher/ Lecturer before been appointed at the SABS Design Institute where she established Design Promotion in South Africa. She currently holds the position as SABS Fellow: Design and Innovation. She served on the board of the International Council of Societies of industrial Design (Icsid) from 1995-1999 and again from 2003-2007. She is currently the Icsid Advisor for Africa. She started the Design for Development Initiative focusing on products for disadvantaged communities. She co-founded the Network of Africa Designers (NAD) and developed the 2009 NAD Design Charter. She initiated the 1999 Icsid Interdesign on Water and the 2005 Icsid Interdesign on Sustainable Rural Transport. She acted as the South Africa Project lead for the benchmark IDA (International Design Alliance) World Design Survey completed in 2008. She served on the International Advisory Committee of World Design Capital Seoul 2010 and as advisor for the successful Cape Town 2014 WDC bid committee in 2011. She serves on several juries including the TOP Technology 100 Companies in South Africa.



## Prof. Dr. René Spitz

**Chair of Media Design and full-time professor of Design Research, Design Management, and Communication Management at Rheinische Fachhochschule Köln (RFH), University of Applied Sciences Cologne, Germany.**

The main focus of his research and publication works lies on

- theory and practice of Ulm School of Design / HfG Ulm,
- the designers' societal responsibility,
- the future of design education,
- and foundations of design.

René Spitz is a leading expert on the Ulm School of Design/ Hochschule für Gestaltung (HfG), 1953-1968. He has published several books and a large number of essays and articles on this topic, discussing the relevance of historical concepts for current institutions and situations in the future. Spitz holds the world's largest collection of photographic works on HfG Ulm (Hans G. Conrad Collection).

Since 2016 he leads a worldwide research and publication project on the future of design education on behalf of iF Design Foundation (until 2021).

He is founding member of the German Society for Design Theory and Research (DGTF) and was appointed Head of the Advisory Board of the International Design Forum (IFG) Ulm, 2003-2007. He is frequently invited as keynote speaker and guest lecturer at conferences and universities in Europe, USA, Africa, and Asia.

For more than 20 years, he has covered newsworthy developments of international design with 400 broadcasts in Europe's largest public-law radio station, WDR (Westdeutscher Rundfunk), communicating in-depth knowledge of design to a broader audience.

As curator and co-curator of design exhibitions at internationally renowned museums (e.g. Hamburg, Munich, Cologne, Beijing), René Spitz showed an integrated view on system design and everyday objects. He has been awarded several times for his works.

### **FOR MORE INFORMATION:**

[www.renespitz.de](http://www.renespitz.de)

Instagram: @renespitz



## Helke Brandt

Following her training as draftsman, Helke studied communication design and in 1991 founded helke brandt communication. Her agency develops concepts for corporate design, print and advertising and offers strategic consulting to medium-sized companies.

2003-2006

Qualification in Systematic Organisational Consultancy

2009-2011

Qualification in Psychoanalytic Art Therapy

2016-2017

Qualification in Creative Writing

Since 2019

General Secretary iF Design Foundation