

Glittering er design lights



By [Herman Manson: @marklives](#)

21 Feb 2011

Fear not, [glitter pork and cupcakes](#) are not on the menu at this year's Design Indaba Conference (23-25 February 2011), the annual design calendar highlight held at the Cape Town International Convention Centre. Instead, delegates will be treated to a range of fascinating characters from the design world, sharing global design best practice in areas as diverse as architecture, service delivery and advertising.



Opens with Michael Wolff

Wednesday 23 February opens with [Michael Wolff](#), co-founder of design firm Wolff Olins and current head of Michael Wolff & Company. Wolff has worked on numerous global brands and, on his website, he says "developing a brand is more about revelation than positioning". He sounds like somebody worth listening to (Bizcommunity.com will let you know in due course).

[Dana Arnett](#), CEO of VSA Partners (whose client list includes Harley-Davidson, Coca-Cola and Nike) and prankster/improv artist [Charlie Todd](#) (most famous for the annual No Pants! Subway Ride event) are both on the billing for Wednesday, as is local design hero [Richard Hart](#) from disturbance design studio.

Thursday 24 February opens with what the promoters describe as lessons in creative entrepreneurship from [Jody Aufrichtig and Nick Ferguson](#), the duo behind the development of Old Biscuit Mill in Woodstock and the Grand Daddy Hotel; Brad Armitage and Rui Esteves, co-founders of beer salon U and Jen Bilik of US-based gift and stationary designer Knock Knock.

[Kiran Bir Sethi](#), designer and education reformer from India and the woman behind the global "Design for Change" contest targeting schools and encouraging kids to help transform their communities, will hopefully offer inspiration to those seeking solutions to a dysfunctional education system. Dutch creative director and curator [Renny Ramakers](#), meanwhile, "focuses on creating interaction with the public, new collaborations, tools and systems", which is certainly something the local design community need to engage with to a greater extent.

David Butler the big Thursday draw

But the really big draw on Thursday will probably be [David Butler](#), who serves as VP global design at the Coca-Cola Company. His job description includes leading the global design function and building a design culture for Coca-Cola. Butler will be followed by another well-known name, [Alberto Alessi](#), president of Alessi Spa, the famous houseware brand.

Friday morning 25 February shifts the focus to design in emerging economies, with the first session seeing Mexican architect [Pedro Reyes](#) and fashion designer [Carla Fenrandez](#), product design collective Fibra Design Studio from Brazil and [Lowery Stokes Sims](#), curator at the Museum of Arts and Design in New York, sharing the stage for discussion.

The South African man behind the popular Linux-based operating system Ubuntu, Internet billionaire and self-funded space tourist, [Mark Shuttleworth](#), will follow, talking tech while typography fanatics will look forward to type designer and "typographic experimentalist" [Oded Ezer](#).

Ever wondered what a World Economic Forum Young Global Leader (WEFYG) could possibly have to say? Well, you stand a chance to find out from Danish designer and WEFYG-leader [Jens Martin Skibsted](#).

Mystery speaker

[Robert Wong](#), creative director of Google Creative Labs, and a mystery speaker will round off the conference.

Trend forecaster [Li Edelkoort](#) is not on the conference programme (unless she is the mystery speaker) but her [Trend Seminars](#) will be taking place in Cape Town (26 February) and Johannesburg (28 February). At R800 a pop, she'd better improve on last year when she opined on the "[bordello of the 21st century](#)" - apparently the future holds one-stop f*ck fun for the entire family (yeah! - remember to take the kids).

The [Design Indaba Expo](#) opens this Thursday evening to delegates and Friday through Sunday to the public. A [kids programme](#) will be available, featuring [Zapiro](#) and [Heath Nash](#), among others.

Design Indaba Filmfest

Don't forget the [Design Indaba Filmfest](#), which kicked off Friday 18 February and runs to 27 February at the Freeworld Design Centre. Tickets are a steal at R30. Screenings take place at 6.30pm and at 8.30pm.

The festival is headlined by the Banksy-directed, Oscar-nominated documentary, *Exit through the Gift Shop*. The film's [authenticity as a documentary has been questioned](#) but it is still managing rave reviews all round.

Valentino: The Last Emperor (which the *NY Times* described as "a little like gorging on chocolate and Champagne until that queasy moment arrives when you realise you've consumed far too much") and *L'Amour Fou*, about Yves Saint Laurent, will also screen at the festival. Animated gem *Chico and Rita* by Fernando Trueba and Javier Mariscal and *The World of Buckminster Fuller*, the acclaimed 1974 film on futurist Buckminster Fuller, comes recommended.

For more:

BIZCOMMUNITY.com
ONLINE MEDIA PARTNER

- Bizcommunity special section: [Design Indaba](#)
- Bizcommunity twitterfall: [Design Indaba](#)
- Design Indaba website: www.designindaba.co.za
- Design Indaba twitterstream: www.designindaba.com/jtwitter
- Facebook: [Design Indaba group](#)
- Twitter: [@DesignIndaba](#)
- Twitter Search: [Design Indaba OR designindaba OR DI2011](#)
- Twitter Search: [Design Indaba OR DesignIndaba OR diconference OR diconf OR DI2011](#)
- Twitter Search: [diexpo](#)
- Google News Search: [Design Indaba](#)

ABOUT HERMAN MANSON: @MARKLIVES

The inaugural Vodacom Social Media Journalist of the Year in 2011, Herman Manson (@marklives) is a business journalist and media commentator who edits industry news site www.marklives.com. His writing has appeared in newspapers and magazines locally and abroad, including Bizcommunity.com. He also co-founded *Brand* magazine.

- AwardsCandy - SA app start-up signing global award shows - 11 May 2012
- Ninety9cents lands Capitec, sees 43% growth y/y - 9 May 2012
- Press freedom, the commission and you - 26 Apr 2012
- Cell C drops King James, FoxP2 - retains Ogilvy - 25 Apr 2012
- Zando rockets into SA ecommerce space - 24 Apr 2012

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>