

GUEST SPEAKER



DR YUDHISHTIR RAJ ISAR, NEW DELHI, INDIA, has been Director of UNESCO's International Fund for the Promotion of Culture since 1989. He was previously Director of the Aga Khan Program for Islamic Architecture at Harvard University and the Massachusetts Institute of Technology as well as Editor-in-chief of the magazine MUSEUM. He is boardmember of a number of cultural organisations and has written widely on cultural themes. His paper will refer to design as an integral part of development.

COMMUNIQUE '93

The Design Education Forum of Southern Africa Held an International Conference in Durban In July 1993 On Design Education For Developing Countries.

The Forum, which represents design education from universities, technikons, technical colleges and private design schools, covers the disciplines of Product/Industrial, Graphic, Interior, Clothing, Textiles, Jewellery and Ceramic Design.

The conference was organised by the Design Institute of the South African Bureau of Standards and endorsed by ICSID (International Council of Societies of Industrial Design).

The resolutions of the following communiqué were endorsed by all who attended the conference, including delegates from Brazil, Nigeria and Kenya.

- 1 The role of design in development must be acknowledged by education policymakers. Design has made, and must still make, a vital contribution towards economic and social advancement and the resolution of political and ecological problems.
- 2 The country's inherent potential for design and innovation must be nurtured, encouraged and financially supported. Design improves our quality of life, promotes development and facilitates communication. Design adds value to raw materials and ensures that export products are competitive in Africa and internationally.
- 3 There was unanimous expression of commitment to social responsibility and the process of change in South Africa towards a just and peaceful society.
- 4 The forum has established links abroad and in Africa and will continue to build on this initiative.
- 5 Specific design education matters deemed to be of national concern were these:
 - With changing student profiles, the history of design needs curriculum revision if it is to be relevant and representative of a multi-cultural society.
 - Indigenous crafts must be nurtured as they form a basis for the evolution of design and design skills.
 - Design students at tertiary level need to be taught business and management skills so that they can play an entrepreneurial role in development.
 - Design education must keep in mind the informal/developing sector, and, wherever possible, should offer help and support.
 - Design education should be an intrinsic part of the education process right from primary school.
 - There is need for research in design, particularly research of a socio-cultural nature, to examine the relevance of design practice to the socio-cultural reality.

THE CLEAR NEED FOR CONTACT BETWEEN DESIGN EDUCATORS IN DEVELOPING COUNTRIES LED TO THE UNANIMOUS DECISION TO HOLD THIS 2ND INTERNATIONAL CONFERENCE IN 1995 TO BUILD ON THE WORK ESTABLISHED IN 1993

CONDENSED PROGRAMME OF ACCOMPANYING EVENTS

21 February	ICSID Boardmembers and delegates start arriving
21 February	Evening Opening: Design Student Exhibition Bellville Art Gallery
22 February	Morning ICSID Winelands Tour
	All day Judging: Design Student Award
	Noon Forum Executive meeting
	Afternoon and evening: Waterfront Visit
	Evening: ICSID Table Bay Yacht cruise
23 February	All day: Conference
	Midday: Opening: Crafts exhibition Conference venue
	Evening: Opening: Design Professionals National Arts Gallery
24 February	All day: Conference
	Evening: Bellville Mayoral Reception
25 February	All day: Conference
	Evening: Banquet and Awards ceremonies Grande Roche Hotel

SECOND INTERNATIONAL CONFERENCE OF PROFESSIONAL DESIGN EDUCATIONALISTS ON DESIGN EDUCATION FOR DEVELOPING COUNTRIES

DESIGN EDUCATION AND SMALL BUSINESS DEVELOPMENT

Conference Convenor:	Adrienne Viljoen, Design Institute, SABS
Conference Organiser:	Global Conferences, Cape Town
Chairmen:	
Conference chairman:	Colin Daniels
Thursday morning:	Colin Daniels
Thursday afternoon:	Dennis Purvis
Friday morning:	Stan Slack
Friday afternoon:	Victor Honey
Saturday morning:	Joan Fourie
Saturday afternoon:	Eric Dinkelmann
Design Discussion Chairmen:	(Saturday afternoon)
Industrial Design:	Phil Oosthuizen
Graphic Design:	Brian Andrews
Interior Design:	Suna Fullard
Fashion Design:	Tony Aboud
Textile Design:	Ariana van Heerden
Ceramic Design:	Thomas Vermeulen
Jewellery Design:	Chris de Beer
Photography:	Frans du Toit
Technical Colleges:	Joan Nel
Design Management:	Joan Fourie

PANEL DISCUSSIONS:

Thursday morning	
DESIGN EDUCATION AND THE CHALLENGES OF SMALL BUSINESS DEVELOPMENT	
Chairman:	Mr Des Laubscher, President, SDSA
Panel:	Morning speakers
Friday morning	
DESIGN EDUCATION AND THE CHALLENGES OF NEW TECHNOLOGIES	
Chairman:	Mr Uwe Bahnsen, ICSID Education
Panel:	Morning speakers and ICSID Boardmembers
Saturday morning	
DESIGN EDUCATION IN DEVELOPING COUNTRIES - THE WAY FORWARD	
Chairman:	Mr Ian Sutherland, President, Design Education Forum
Panel:	Members to be nominated by the conference delegates

A special word of thanks to the rectorate and staff of the Technikon Peninsula for their valuable assistance that made this conference possible.

The printing of this programme was made possible through the sponsorship of:

THE DESIGN SCHOOL SOUTHERN AFRICA: 012 3421779

1264 Pretorius Street, Hatfield, Pretoria, 0083

Diplomas in Interior and Graphic Design (Pretoria & Johannesburg)

DESIGN QUALITY MANAGEMENT CONSULTANTS cc: 021 8872498

P O Box 6237, Uniedal, Stellenbosch, 7612

Consulting engineers specialising in establishing and applying quality assurance techniques to the design and development of products.

Design & Production by M&D Graphic Design

M/S-005-001-001

DESIGN EDUCATION AND SMALL BUSINESS DEVELOPMENT

D.E.S.I.G.N
EDUCATION



developing
countries

2nd International Conference
PROGRAMME
THE

PENINSULA
TECHNIKON

23-25 FEBRUARY 1995

WELCOME

Small business is universally regarded as an essential factor for achieving economic growth.

In recent years the encouragement and support of small firms has also become a dominant theme in development economics.

Many young designers become self-employed soon after graduating because of scarce opportunities in formal job-markets.

This conference will explore ways in which design education can better prepare students for the challenges of this changing environment and also ways of how design education can improve it's own entrepreneurial spirit.

6574

OPENING OF CONFERENCE

MR TREVOR MANUEL, MINISTER OF TRADE AND INDUSTRY, will officially open the conference just prior to the lunch hour on Thursday 23 February.



EXHIBITIONS

Three exhibitions will run in conjunction with the conference:

CAPE PROFESSIONAL DESIGN

Venue: SA National Arts Gallery

Convenor: Stan Slack

CAPE CRAFT

Venue: Peninsula Technikon – Conference foyer

Convenor: Bev Gower

CAPE DESIGN STUDENTS

Venue: Bellville Art Gallery

Convenor: Jacques Coetzee



**PENINSULA
TECHNIKON
SKIEREILAND**



DESIGN • EDUCATION • FORUM
FORUM • VIR • ONTWERPOVOEDING



ENDORSED BY
ICSID
International Council
of Societies of Industrial Design

PROGRAMME – THURSDAY 23 FEBRUARY '95

07:30 - 08:30	Registration	
08:30 - 08:55	Welcome and Conference Opening	Mr Brian F de L Figaji, Rector, Peninsula Technikon
08:55 - 09:15	Opening Address	
	Mass Production or Production by the Masses	Mr Amrik Kalsi, UN, Centre for Human Settlements, Habitat, Nairobi
09:15 - 09:45	Keynote Address	
	Culture and the Market Place	Dr Y Raj Isar, Director, International Fund for the Promotion of Culture, UNESCO, Paris
09:45 - 10:15	Keynote Address	
	The Design Challenge in Small Business	Dr Wolfgang Thomas, Economic Development Coordinator, Wesgro, Cape Town
10:15 - 10:45	Tea / Coffee	
10:45 - 11:10	Crafting a Competitive Edge for South Africa	Dr Thomas Oosthuizen, Executive Director, Marketing Planning, Lindsay Smithers - FCB
11:10 - 11:30	The Role of Management Training in the Development of Design Enterprises in Kenya	Ms Lilac Osanjo, Kenya Technical Teachers College, Nairobi
	Textile Craft and Design Education in Zimbabwe	Ms Jackie Guille, Head: Textiles, fashion and decorative arts - Middlesex University
11:30 - 12:00	Panel Discussion	
12:00 - 12:45	Design Education and the Challenges of Small Business Development	Chairman: Mr Des Laubscher, President, SDSA
	Official opening of the conference	Minister Trevor Manuel, Minister of Trade and Industry
12:45 - 13:00	Lunch	
13:00 - 14:15	Opening of Craft Exhibition	Mr Bev Gower
14:15 - 14:20	The goal is not luxury or wealth, nor is it poverty	Mr Des Laubscher, Director, Design Centre, Johannesburg
14:20 - 14:40	the goal is to give birth	Ms Edwine Simon, Vice Principal, Ruth Prowse School of Art
	Independent Design Schools	
14:40 - 15:00	Tea / Coffee	
15:00 - 15:30	The Dilemma of the African Designer	Mrs Felida B Asaava, Dept of Design, University of Nairobi
15:30 - 15:50	Design Education and Small Business (Micro-Jua Kali)	Mrs Grace Kidula, Head: Design Television Kenya Broadcasting Corporation
15:50 - 16:10	Development	Ms Marlene Neumann, Dept of Graphic Design, East London Technical College
16:10 - 16:30	Design Education for Local Development	Mr S Steenkamp, Business Consultant and Lecturer, Cape Town
16:30 - 16:50	The Advantages of Small Business	
16:50	Conclusion	
18:00	Opening of Exhibition of SA design at the National Arts Gallery	Ms Mai Felip Hösselbarth, President, ICSID

Day One will primarily address the conference theme of design education and small business development. It will explore aspects of entrepreneurial skills development, cultural factors and craft activities.

PROGRAMME – FRIDAY 24 FEBRUARY '95

07:30 - 08:30	Registration	
08:30 - 08:45	Welcome and Introduction	Mr Martin Kellermann, Deputy President, SABS
08:45 - 09:30	Opening Address	
	Product and Industrial Design: Emerging Skills from the New South Africa	Mr Joe Kieser, Managing Director, Pentagraph
09:30 - 10:30	Keynote Addresses by ICSID board members	
	International Perspectives on Design Education	Mr Uwe Bahnsen, Prof Dieter Rams, Mr Alexander Manu (ICSID Board members)
10:30 - 11:00	Tea / Coffee	
11:00 - 11:25	Expanding the Global Dimensions of Design Education and Identity	Prof Ricardo Gomes, Director, Design Centre for Global Needs, San Francisco State University
11:25 - 11:50	Moulding and Supporting Entrepreneurs: A Double-barrelled Approach	Dr Chris Redelinghuys, Dept of Mechanical Engineering, University of Cape Town
11:50 - 12:45	Panel Discussion – Design Education and the Challenges of New Technologies	ICSID board members and morning speakers, Chairman: Mr Uwe Bahnsen
12:45 - 14:00	Lunch	
14:00 - 14:30	Design Education for the Rainbow Nation	Mr Stan Slack, Director, Cape Technikon Design School
14:30 - 14:50	Industries' requirements for Business Orientated Training for Design Students	Mr Eric Dinkelmann, Dean: Faculty of Art and Design, Pretoria Technikon
14:50 - 15:10	Panel Discussion: Design Education for Socio-Economic Development	Dr Nathan Shapiro, Dept of Design, School of Arts and Architecture, UCLA, Los Angeles
15:10 - 15:40	Tea / Coffee	
15:40 - 16:00	Young South African Furniture Designers and a New South African Identity	Mrs Kathleen Connellan, Dept of History of Design, Cape Technikon
16:00 - 16:20	Cooperation between Industry Training Structures and Tertiary Institutions	Mr Peter Riches, Training Director, Clothing Industry Training Board, Cape Town
16:20 - 16:40	Research for Small Enterprises and Graphic Designers in Southern Africa	Mr Rudi de Lange, Dept of Graphic Design, OFS Technikon, Bloemfontein
16:40 - 17:00	Wanna Buy a Design Lecturer, Cheap?	Mr Dennis Bronner, Dept of Graphic Design, ML Sultan Technikon, Durban
17:00	Conclusion	
18:00	Bellville Mayoral Reception	

The programme of Day Two will expand to include an international perspective related to technological changes and challenges facing design education for developing countries.

PROGRAMME – SATURDAY 25 FEBRUARY '95

07:30 - 08:25	Registration	
08:25 - 08:30	Welcome and Introduction	
08:30 - 08:50	Slaying the Monster - Recognising the Standards Debate	Mr Jeff Rankin, School of Applied Art, Border Technikon, East London
08:50 - 09:10	Scary Monsters - Politics, Culture and Design Education	Mr Piers Carey, Dept of Graphic Design, Natal Technikon, Durban
09:10 - 09:30	Those who can...	Mr Bev Gower, Associate Director, Cape Technikon Design School
09:30 - 09:50	Drawing for Design, has it worked?	John Skotnes and Lee Langton, Cape Technikon Design School
09:50 - 10:10	Craftmanship and Industry Developments in Glass	Mr Andrew Brewerton, Dept of Glass Studies, School of Art and Design
	Design Education	University of Wolverhampton
10:10 - 10:30	Industrial Placements	Prof Vaughan Grylls, Head: School of Art and Design, University of Wolverhampton
10:30 - 11:00	Tea / Coffee	
11:00 - 12:15	Panel Discussion: Design Education in Developing Countries - The Way Forward	Chairman: Ian Sutherland, President, Design Education Forum of Southern Africa
	Annual General Meeting	Introduction: Colin Daniels, Director, Technikon Peninsula Design School
12:15 - 12:45	Lunch	
12:45 - 14:00	Design discipline discussions:	Industrial Design Fashion Design & Technology Photography Graphic Design Jewellery Design Ceramic Design Interior Design Textile Design Design Management Technical Colleges
20:00	Banquet:	Grande Roche
	Awards: Best Design Education Conference Paper, Formica Student Entrepreneur Award, Design Education Forum Awards	
	Launch:	1995 SABS / Design Institute Design Awards

Day Three will be devoted to a series of papers of general educational interest and will include design specialist discussions and a conclusive panel discussion and exploration of the road ahead.