

The International Design Indaba

Seven years on, the International Design Indaba® has grown to become a major event on the global design calendar. The 5th International Design Indaba®, now over 3 days, will be the biggest yet.

As with the three Indabas past, the 5th International Design Indaba® aims to guide, enlighten, stimulate and inspire all who practise design, commission design or rely on design to run a business.

Over three "action-packed" days delegates will be exposed to new and different ideas and ways of working in various design disciplines. This offers an excellent opportunity for enrichment for 'pure' design practitioners such as freelance designers, design studios, advertising agencies (management and creative staff), design departments in companies and institutions, art directors, printers, publishers, DTP operators, photographers, reproduction personnel, film and video art directors and computer graphic creators.

Marketers, communicators and business people in general will also benefit from exposure to, and a better understanding of the different design processes to be explored at the event. With the depth and breadth of topics that will be covered, there is tremendous opportunity for those in business (a.k.a "the client" or "the advertiser") to develop their sensibilities in the task of assessing design work they commission. The direct spin-off will be enhancement of their communication efforts in the marketplace as well as improvement in the public perception of their companies, brands, products and services.

The 5th International Design Indaba® will take place 27 February to 1 March 2002 at Artscape, DF Malan Street, Foreshore, Cape Town.

Source: [Design Indaba](#)

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