

More speakers confirmed for Design Indaba

The 2011 [Design Indaba](#) Conference from 23-25 February 2011 has announced the inclusion of Ben Fry and Dror Benshetrit as speakers.



Ben Fry

Fry is a designer that works with data. With a doctorate from the Aesthetics + Computation Group at the MIT Media Laboratory, he combines the fields of computer science, statistics, graphic design and data visualisation as a way to understand information. As the principal of Fathom Information Design, a Boston-based design and software consultancy, he helps clients understand and express complex data through information graphics, interactive tools, software installation, the web and mobile devices.

Innovation leader GE is one of Fry's corporate clients where he works to create visualisations that simplify complex data about issues that shape people's lives, including health and energy usage. Fry has recently been actively developing domestic solutions for efficient energy use.

Interdisciplinary practice in design



Dror Benshetrit

Benshetrit started Studio Dror as an interdisciplinary practice in New York in 2002. It specialises in innovative design projects, varying in scale and diverse in nature, and encompassing the fields of product design, architecture, interior design, graphic design and art direction.

He regularly collaborates with experts to conduct research around materials, technology and geometry and counts Alessi, Bentley, Levi's, Puma, Bombay Sapphire, Cappellini, Swarovski and Target among his clients. He has designed an island, based on a magic carpet in Abu Dhabi and is the recipient of numerous awards including the GE Plastics Competition, iF Product Design Award and the Good Design Award. His work is in the permanent collections of major museums in North America, Europe and the Middle East.

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