



THE CRADLE OF DESIGN



changing the world by design

www.10percent.co.za

www.designcenter.co.za

T +27 11 646 1984

2nd Call for Participation

Design with the Other 90%: Changing the World by Design

A three-week multidisciplinary and multi-level design project fostering socially responsible design

Event details

1 September to 19 September 2014

Johannesburg 26°12'16"S 28°2'44"E, South Africa

Max number of guest participants: 20 students and 10 academic staff

About the project

Greenside Design Center College of Design (GDC) in Johannesburg, South Africa invites design students and lecturers to join our annual Community Engagement Initiative from Monday 1 September to Friday 19 September 2014. The project has been run since 2006 and is incorporated into the curriculum of GDC's undergraduate design programmes. For three weeks of the year, GDC students from across different programmes (Graphic, Interior and Multimedia Design) and levels of study (foundational up until final 3rd year undergraduates) form new groups to utilise design skills for the benefit of a community. Usually, eight to ten communities (and hence eight to ten specific projects) are involved in the initiative each year. Examples of communities that have been involved to date include the Fabrication Laboratories, the Johannesburg Hospital School, the Refilwe Community Project and the Kopanang Community Trust. Some of the causes include water supply, mental health, and disaster planning in informal settlements. The details of the projects to be run in 2014 projects will be confirmed by July 2014. Visit www.10percent.co.za for more detail on the 10Percent Initiative and previous projects.

About participation

GDC can accommodate a total of 20 students and 10 academic staff to join one of the 2014 projects and contribute their expertise for the good of a deserving South African community or cause. Formal recognition of participation will be given to all participants, and students will be issued assessment results. Interested parties should contact the college with a letter of motivation, and a letter of consent from the institution / faculty / department / school. GDC will accept a maximum of two students and one lecturer per institution and reservations will be made on a first-come-first-serve basis. After a reservation has been made, participants must formally register by 15 June 2014 to confirm their attendance. For more information please contact kathryn@designcenter.co.za.

Extend your stay for the Cumulus Johannesburg Conference

The 10Percent Project is followed immediately by the Cumulus Johannesburg Conference hosted by GDC in partnership with the Faculty of Art, Design and Architecture at the University of Johannesburg. The conference papers will be addressing notions of respect, responsibility and sustainability as this conference seeks to explore the vital role that design, visual culture and design education plays in addressing pressing problems of our planet, particularly for under-served communities that are rarely benefactors of the work of artists and designers. 10Percent projects will be foregrounded in the break-away sessions of the conference.

Conference Details:

22 – 24 September 2014

Johannesburg 26°12'16"S 28°2'44"E, South Africa

Max number of delegates: 250

Visit www.cumulusjohannesburg.co.za for more detail on the conference.

About GDC and Johannesburg

GDC was established in 1987 as a private higher education institution and offers BA Degree and BA Honours Degrees in Interior, Graphic and Multimedia Design. It registers on average 350 students a year and has graduated over 1300 designers since its inception. Visit www.designcenter.co.za for more information on GDC.

Travel and Accommodation

All costs for travel, accommodation and subsistence connected to participation in the initiative and attendance at the conference will be for the participants' accounts.

Contact kathryn@designcenter.co.za for more information