

Trendtalk#8 launches 2014 with three top speakers

The eighth in the trendtalk series will be held at the Plascon Auditorium in Cape Town, from 3.30-5pm on Tuesday, 18 March 2014.

Trendtalk#8 will consist of three in-depth sessions, prepared by consumer insights and media editor Louise Marsland, professional trend researcher Chris Reid and social entrepreneurial group Yenza. It is endorsed by the IID and carries two continuous professional development (CPD) points per session for members.



Louise Marsland

Speakers

Marsland's 25-year career has spanned the fields of newspaper journalism, business-to-business publishing and editing. She has spent 19 years in the media, marketing and advertising industry as an editor of Bizcommunity.com, Marketing Mix and AdVantage magazines, among others.

She launched her trend watching portal, TRENDAFRICA.co.za in 2012, focusing on consumer insights, research and trends across Africa. Apart from her journalism qualification, she also obtained a Masters in Commerce: Strategy & Organisational Dynamics, from UKZN Leadership School in affiliation with the UK's Open University and the Copenhagen School of Business, Denmark (2008).

Reid has a BA in English Literature from Rhodes University and an Honours Degree in branding from Vega. He joined the International Trend Institute (ITI) in 2009, undertaking trend research for a number of clients across South Africa and abroad. He compiles its annual Macro Trend Reviews and will distil his thoughts for what lies ahead in 2014.



Chris Reid

Changing the perception of design

Yenza - Make It! is a group of social entrepreneurs that have been collecting and exhibiting a variety of self-made objects from self-made South African homes. Its goal is to push the boundaries of how people perceive South African design, widening the scope and creating dialogue; arguing that South Africans who live in shacks deserve the respect of designers.



Yenza

During 2013, it has been collecting various functional domestic objects that exhibit ingenuity and creative thinking without budget. This collection was showcased at the 2014 Design Indaba, in the form of an interactive and unpretentious stand. The selected objects expose the daily rituals of all South Africans living in townships, highlighting how in Africa, creativity is a necessity.

It will also run a pop-up shop at trendtalk#8, giving the audience an opportunity to engage with the group and see what kind of work it does and purchase selected items.

The event will also highlight the Plascon Colour Design Awards, which gives designers a chance to win a trip to New York, and student designers a trip to the London Design Festival.

Trendtalk#8 is open to all interested parties, at no cost. The event is held in aid of design charity, Rock Girl (www.rockgirlsa.org). There is a voluntary donation at the door and all proceeds go directly to Rock Girl. Trendtalk is co-hosted by Plascon and Inhouse Brand Architects. There will be complimentary refreshments courtesy of Sir Juice.