

Idea Conference to be held in Pretoria

The biannual Idea Conference will celebrate South African creativity on 23 and 24 May, 2013, at the Brooklyn Theatre in Pretoria. The event is an opportunity for designers, built environment professionals and creative-minded individuals to be inspired by leading South African creative talent.



Conference hosts, the Pretoria Institute for Architecture (PIA), said that this will be a memorable event covering topics from diverse creative fields, such as: art, advertising, architecture, interior design, brand design, graphic design, illustration, filmmaking, industrial design, fashion, trend forecasting and textile design. Through this event, the PIA hopes to build a community of design-minded individuals to gather every two years at an entertaining, inspiring and enjoyable event. Speakers were invited to explore synergies across the different disciplines of design and to share innovative spirit and creative energy.

Inspirational presenters include the founder of design and advertising agency The Jupiter Drawing Room, Graham Warsop, who has the distinction of having served on the juries of all four major international media design festivals (Cannes, D&AD, the One Show and Clio).

Also presenting is world-renowned architect Jo Noero, furniture designer Haldane Martin and flamboyant singer/songwriter/entertainer Nataniel.

How I was shot in Joburg

Bernard Viljoen will share the story of how "I was shot in Joburg" was born. The "I Was Shot Foundation" provides a platform for street kids to receive photography training and to apply their newly developed skills to generate an income.

Visit the conference to find out why advertising creative Ahmed Tilly is not welcome in India, Zimbabwe, parts of South Africa and China.

Other speakers include architect Henning Rasmuss, textile designer Amanda du Plessis, illustrator and filmmaker Pluto

Panoussis, artist Andries Botha, brand designer Gary Harwood and multi-disciplinary artist Eduard Claassen.

Architect Pieter Mathews will introduce Cool Capital 2014, a citizen-led initiative to change the face of Pretoria creatively.

Idea cocktail event

Emerging creativity will be showcased when the finalists for the Mercedes-Benz student designer awards will be announced at the Idea cocktail event on 23 May. Students were asked to investigate how design can entice people to interact with the physical world through the design of a Mercedes-Benz retail space.

Seats are still available and delegates can register to attend either one or two days and students register at a reduced rate. As full delegates, engineers, quantity surveyors, town planners, architects and landscape architects will receive 2 CPD (Continued Professional Development) credits.

To register, go to www.ideaconference.co.za, or call the Pretoria Institute for Architecture on +27 (0)12 346 1051 or +27 (0)12 346 8438.

For more, visit: <https://www.bizcommunity.com>