



S yellow

STAR OF THE SHOW: Harry Pearce's typography designs and Bruce Nussbaum's vision of a designer economic future competed with Alejandro Aravena, the Chilean architect whose respectful low-cost housing models actually withstood the force of the Chilean earthquake the week after Design Indaba (as tweeted subsequently by Bruce Nussbaum, NussbaumOnDesign.com. Aravena and his family also emerged unscathed).



Alejandro Aravena

STARS OF THE SHOW: The tweekle of the twitterverse who kept us entertained and updated throughout Design Indaba this year, especially during the inglorious Martha Stewart presentation. A special mention to Bizcommunity.com which enabled all of the above with their live 'Twitterfall' on the site and on a suspended screen outside the main auditorium at DI. Reporting from key events in SA was changed forever.

BEST QUOTE: "Creativity will never change the world, it's because the world changes that we need to be creative," by Alejandro Aravena, Chilean architect

BEST DRESSED: Han Feng, fashion designer

LOCAL TALENT: "The power of design is understanding the humility of design," by Mokena Makeka, SA architect. It is possible to take something very ordinary and mundane and make it something extraordinary. The architect's role is to make some of our public spaces, i.e. police stations, more humane than we're used to.



The coolest ice blue eyes at DI - slowed global warming with one stare!

offered solutions to city dwellers. One was the highly amusing presentation by 5.5 Designers who looked at alternative city food sources and how urban dwellers would 'hunt' (pigeons, cockroaches, rats) and 'farm' in the city (window boxes, sidewalk nettles). A tongue-in-cheek look to get us thinking about what will be a very real problem for future generations. As they said: "Product designers who ask more questions try to find solutions."

STILL LIFE

The consumer of the future is the family, according to Edelkoort, a DI regular. "We are moving towards a stiller life. More community, more partnerships and

teaming up. The new man is in, the 'old warrior bulky' archetype is out. We will be creating more products with a living character and our relationship with the earth is 'becoming more mystic', resulting in a huge impact on architecture and design. "The family is coming together like we have not seen in half a century. More multicultural families. The most important, new, super joyful, super beautiful thing happening to society is that the individual will give himself to the group. We are becoming more interconnected,

Thoughts from Design Indaba

- What is life? Can we digitise it? How extensive is it? Can we pare it down to its most basic components? Can we regenerate new life out of the digital world? These are the questions that Dr J. Craig Venter, the man who mapped the human genome, is grappling with. In his chat to Design Indaba delegates via satellite, he told us he was close to taking synthetic DNA and converting one species into another. They are moving DNA across the boundaries of life to recreate new life, new species. Fascinating and a little scary.
- If you have an idea, it can have a whole trajectory of its own, a journey on its own. Let an idea have its way. [Harry Pearce, Pentagram London]
- Design is emerging from the recent crisis with a very different form and function. A design-based business model and a design-based economy now provide a great opportunity for profit and growth for decades ahead. [Bruce Nussbaum, NussbaumOnDesign.com]
- Find value in the spaces in between. [Harry Pearce]
- Focus on 'the new'. [Bruce Nussbaum]
- Rather look for the questions than the answers. [Harry Pearce]
- Interior architecture trends are the intersection of architecture, the design of the built environment and conservation: transform, reuse, innovative, progressive. Respect existing structures, as memories are contained in structures. [Boback Firoozbakht, Pecha Kucha]
- Sonja Baumel, Pecha Kucha, posed the question: "What happens if we make the micro-world on the body visible?" Her project was about using bacteria on the body to create additional coverings.
- Some gems from Stefan Bucher of the DailyMonster.com cartoons: 'Show me your monster and I'll show you mine. Howl at the moon. Good people can get seduced by all the trimmings (in an ad agency). If you do stuff that serves 'the man' only, then the quality of your work will suffer. Debt is the new sin (greed corrupts quality of work). Sometimes be the monsters - do what is dear to you and the most fun!'

J. CRAIG VENTER	
Biologist	
	Distance From Home 15 906 km
	Books Published 10
	Years In Profession 35
	Google Hits * 135 000
DESIGN INDABA 2010	

