



## cumulus johannesburg

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

[www.cumulusjohannesburg.co.za](http://www.cumulusjohannesburg.co.za)

22-24 SEPTEMBER 2014

### About Cumulus

Cumulus is the only global association to serve art and design education and research. It is a forum for partnership and transfer of knowledge and best practices. Cumulus consists currently of 198 members from 48 countries. FADA is currently securing its membership to Cumulus and GDC has been a member since 2006.

### About GDC

GDC is a private higher education institution that specialises in design education. Its mission is to be leaders in design higher education, to nurture innovative and responsible designers for the greater good of humanity. The institution was established in 1987 and over the years has graduated over 1200 designers. It currently offers three-year undergraduate and one-year postgraduate degrees in Interior Design, Graphic Design and Multimedia Design. GDC is a relatively small institution and runs from a single campus based in the trendy suburb of Greenside, Johannesburg.

### About FADA

FADA is the Faculty of Art, Design and Architecture of the University of Johannesburg and is committed to fostering creative and professional excellence in art and design education. This dynamic and exciting Faculty has a colourful 80-year history during which it has been associated with numerous highly successful individuals in the world of art, design and architecture. The Faculty is home to approximately 1 200 students who study and work in the custom-built FADA Building on the Bunting Road / Auckland Park Campus.

### About South Africa

A land of golden beaches, jagged mountains, rich safari plains and barren deserts; South Africa encompasses all these things. The teeming wildlife is as diverse and spectacular as the scenery, with everything from elusive leopards and plodding elephants to playful penguins. South Africa's cities are also enormously varied, with bustling Johannesburg at its heart, and cosmopolitan Cape Town an enclave of European chic at the edge of the Atlantic Ocean. South Africa's cultural and social life and history is incredibly rich. It is fondly referred to as the Rainbow Nation given its variety of different cultural groups. South Africa has 11 official languages, though English is the most recognized business language.

### About Heritage Day

The day of the Gala Dinner will fall on one of South Africa's public holidays, Heritage Day. As explained by the Department of Arts and Culture: "Heritage Day's significance rests in recognising aspects of South African culture which are both tangible and difficult to pin down: creative expression, our historical inheritance, language, the food we eat as well as the land in which we live.

Within a broader social and political context, the day's events are a powerful agent for promulgating a South African identity, fostering reconciliation and promoting the notion that variety is a national asset as opposed to igniting conflict. Heritage has been defined as "that which we inherit: the sum total of wild life and scenic parks, sites of scientific or historical importance, national monuments, historic buildings, works of art, literature and music, oral traditions and museum collections together with their documentation"





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## Event Details

	Monday 22 September	Tuesday 23 September	Wednesday 24 September
Morning Session at FADA	Keynote address followed by several streams of paper presentations (20 minutes each)		
Lunch	Provided by the South African Hotel School		
Afternoon Session	Breakaway sessions including various workshops and activities. GDC will be foregrounding how socially responsibly design and community engagement have been realised Poster Exhibition and Discussion		
Evening Session			Gala Dinner

### In addition, delegates are invited to other related activities:

- Students from both institutions will be exhibiting their work in the foyer of the conference venue
- Academic posters related to the theme of the conference will be exhibited at GDC (see call for posters)
- SureTravel is ready to accommodate delegate's partners during the conference and has planned a variety of exciting day trips. Please contact SureTravel directly for more information ([www.suretravel.co.za](http://www.suretravel.co.za)).
- Lastly, GDC has extended an invitation to Cumulus members to participate in our 3-week student project, entitled 10Percent, on community engagement which runs from 1 – 19 September (see for Call for Participation).

### Visas to South Africa

South Africa exempts citizens from many countries from requiring a visa to enter the country. The Department of Home Affairs website ([www.home-affairs.gov.za](http://www.home-affairs.gov.za)) has comprehensive details on visa requirements and exemptions and the relevant forms for downloading. If you are one of the few travellers subject to visa requirements, you should apply for your visa at least a month before you intend to travel, and wait for it to be issued before you travel. No visas are issued at South African points of entry. If you arrive without the necessary paperwork, immigration officials are obliged to refuse you entry.

### Travel and Accommodation

Delegates will need to arrange and finance their own travel and accommodation. We have partnered with an independent travel agency, SureTravel, who will be able to assist delegates in finding and booking accommodation near the venues in neighbouring suburbs such as Rosebank. Buses will be provided for transport between the venues (FADA and GDC).

### Transport between FADA at UJ and GDC



[www.designcenter.co.za](http://www.designcenter.co.za)



[www.cumulusassociation.org](http://www.cumulusassociation.org)



[www.uj.co.za](http://www.uj.co.za)



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Transportation will be provided from Rosebank and to/from the Conference venues.

## Fees

**Conference Registration (from 2 June)**

**2500 ZAR**

<b>Gala Dinner (per person)</b>	<b>500 ZAR</b>
<b>Paper submission and review process</b>	

The Call for Papers outlines the theme of the conference and the details for an abstract and paper submission. Abstracts will be reviewed and acceptance of the abstract will include an invitation to present the full paper at a 20 minute slot at the conference. Full papers (of 2500 words) will also be reviewed as a means to offer feedback to authors before presenting their work. Please see the Call for Papers for important date and the process of submission ([www.cumulusjohannesburg.co.za](http://www.cumulusjohannesburg.co.za))

## Poster submission and presentation

The Call for Posters outlines the requirements for a poster submission. The posters will be selected for exhibition at the GDC venue.

## Weather

South Africa will be seeing the beginning of Spring in September which is typically mild and pleasant with clear blue skies. Average temperatures during this time range from 10 to 25 degrees celcius (48-73 farenheit). The rains normally arrive in October but there is some chance of thunder showers in the afternoons during the conference.

## Queries and Further Information

For any queries and submissions please contact [info@cumulusjohannesburg.co.za](mailto:info@cumulusjohannesburg.co.za)

[www.cumulusjohannesburg.co.za](http://www.cumulusjohannesburg.co.za)

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