

ACTIVITY REPORT

World Design Partner® Programme
2013 - 2014





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CREATING THE WDPP

Icsid

The International Council of Societies of Industrial Design (Icsid) is a non-profit, international non-governmental organisation that aims to protect and promote the interests of the profession of industrial design. Founded in 1957, Icsid serves as a unified voice of more than 40 nations through which members can express their views and be heard on an international platform. Since its inception, Icsid has continued to develop its wide-reaching member network devoted to the recognition, success and growth of the industrial design community. Together, professional associations, promotional societies, educational institutions, government bodies and corporations create a comprehensive and diverse system on the forefront of industrial design education and progress.

Icsid undertakes a varied roster of industrial design-led projects that reflect its motto *Design for a Better World*. These initiatives of global appeal, Interdesign™, World Design Capital®, World Design Impact Prize, and World Industrial Design Day, support the effectiveness of design in addressing the needs and aspirations of people around the world by improving the quality of life for all.

'Design for a Better World' through Partnership

The nature, scope, ambitions and number of Icsid projects expanded greatly in the last decade which led Icsid to create the World Design Partner® Programme (WDPP) as a means to identify new sources of revenue to meet this growth.

The inaugural cycle of WDPP was launched in the last quarter of 2012 with the objective of forming partnerships with private sector companies that have a strong commitment to design in general and industrial design in particular, and whose support would be directed to Icsid's projects for a two year term.

Following the presentation of this new programme, Icsid formed collaborative partnerships with Microsoft Mobile (at the time, Nokia Corporation), Nestlé (South Africa) with its NESCAFÉ® Dolce Gusto® brand, Rado, and BMW (South Africa). The partnerships were primarily in support of World Design Cape Town 2014.

In Cape Town throughout 2014, the World Design Partners would proceed to demonstrate their commitment to innovation through design; would enrich the goals of the WDC Cape Town 2014 programme; and contribute knowledge and expertise to community development and the improvement of quality of life. The numerous partner activations gradually revealed impressive results by year-end.



“World Design Partner® Programme supports design for a better world”

World Design Capital®

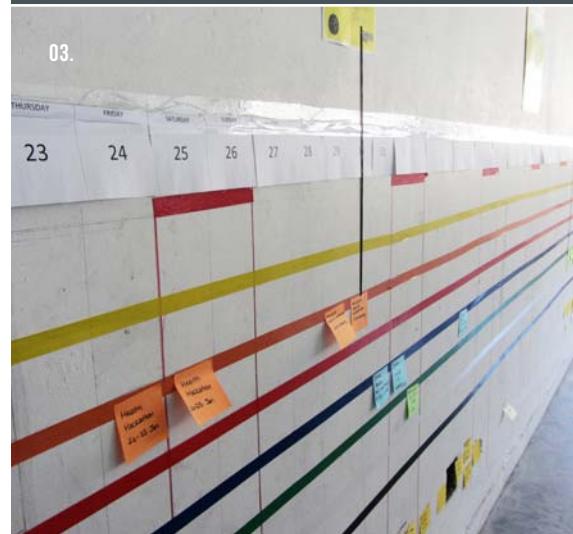
The World Design Capital® (WDC) is a biennial designation, owned and managed by Icsid, that is bestowed to one city at a time and is held for a period of one calendar year. WDC is a city promotion project that celebrates the accomplishments of municipalities that have used design as a tool to reinvent themselves and improve social, cultural and economic life. Through a yearlong programme of design-related events, including WDC Signature Events that are planned and co-hosted with Icsid, the selected city has the opportunity to feature its accomplishments in attracting and promoting innovative design, as well as highlight successes in urban revitalisation strategies.

Past WDC cities include Torino (Italy) in 2008, Seoul (South Korea) in 2010 and Helsinki (Finland) in 2012. Cape Town (South Africa) held the designation for 2014 and most recently, Icsid announced Taipei (Taiwan, Chinese Taipei) as World Design Capital 2016. The WDC experience and its outcomes have been unique to each city.

The idea for the World Design Capital project was proposed to the Icsid Board of Directors in January 2004. The mandate was to develop a project that would help lay a foundation for an initiative that would enable designers, institutions and governments to share experiences in an attempt to unveil a platform for a global awareness of design and showcasing its value on all sectors and citizens that lie at the heart of a city. The WDC initiative is still evolving. Creating a network of design effective cities is part of the development strategy and Icsid will continue to build this network with past WDC title holders as the initiative gathers momentum in future years.

01. World Design Partner banner developed by Icsid and displayed at Cavendish Square Mall in Cape Town next to a pop-up information desk on the WDC 2014 programme.

02-03. World Design Partner briefing in Cape Town, September-October 2013.



RADO + ICSID

Partners by Design

Rado Watch Co. Ltd. is known for its use of materials, distinctive design and for being an industry pioneer and innovator, as exemplified by its use of high-tech ceramic and the scratch resistance of its watches. This strong focus on design innovation as well as familiarity with the designation of Torino (Italy) as World Design Capital 2008 brought Rado and Icsid together in partnership.

Soon after forming the partnership, Rado and Icsid began discussing objectives and potential plans in support of World Design Capital Cape Town 2014. Through the initial partner briefing and ongoing correspondence, Icsid facilitated the relationship between Rado and the local WDC team. This enabled all parties to better understand each other's objectives and determine how best to add value to the programme.

Materials and technology, the WDC Cape Town theme of the transformative power of design, and the aim to reach and empower youth while leaving a legacy beyond 2014 were evident in all of Rado's activities for WDC Cape Town 2014.



Rights and Benefits

Rado joined at the WDPP Partner Level, solely in connection with the World Design Capital Signature Event – the International Design House Exhibition. The WDPP agreement granted specific rights and benefits including:

- Industry category exclusivity for the field of watches, timing devices, clocks or countdown devices
- Use of WDC branding with the title of Official World Design Partner®
- Visibility and access to communications materials
- Recognition at Icsid and/or WDC Cape Town events
- Right to integrate the company's product/services into the official content programme
- VIP invitations to events
- Right to hold company's own events
- Possibility to hold press events
- Participation in partner briefings
- Product placement and sales opportunities
- A commitment by the project to use the company's products where possible

Rado watches were given to Icsid as a value-in-kind contribution. The watches were assigned to Icsid's President and President-Elect, staff members of Cape Town Design NPC, the local implementation agency for the WDC Cape Town programme, and members of the Icsid Secretariat team. The watches were worn throughout the year at WDC Cape Town Signature Events, meetings and other key events in Cape Town and abroad as a show of Rado's support of the project and Icsid.



Litha Primary School, location of World Design Capital EduPeg project (#WDC479).

WORLD DESIGN CAPITAL® CAPE TOWN 2014

World Design Capital Cape Town 2014 celebrated 365 days of design under the central theme 'Live Design. Transform Life.' that focused on the role that design can play in social transformation. The programme was managed by local organisation Cape Town Design Non-Profit Company (NPC) and consisted of more than 460 local transformative projects of varying scale and duration. But more than that, WDC Cape Town 2014 is, as stated in their bid document, a step in the process of changing how the city and its people approach development and use both design and innovative thinking to transform Cape Town.

The WDC logo and the designated colour of the year, yellow, or Pantone 109-C, were proudly displayed throughout the city. The colour featured prominently in Cape Town's winning bid for the designation and the yellow signifies optimism and hope, representing Cape Town's urban future.

'LIVE DESIGN. TRANSFORM LIFE.' SUB-THEMES

1. **African Innovation. Global Conversation.** African ideas that speak to the world.
2. **Bridging The Divide.** Design that reconnects our city and reconciles our communities.
3. **Today For Tomorrow.** Sustainable solutions for people and planet.
4. **Beautiful Space. Beautiful Things.** Inspiring architecture, interiors, food, fashion, jewellery, craft, art and creativity.



Graffiti in Cape Town's District 6

01.



8

WORLD DESIGN CAPITAL® SIGNATURE EVENTS

As part of the programme cycle, the designated World Design Capital city is mandated to host eight flagship design-related events. Icsid worked in conjunction with Cape Town Design to develop programming, support event planning and incorporate activations from the World Design Partners.

01. Alayne Reesberg, CEO of Cape Town Design NPC; Patricia de Lille, Executive Mayor of Cape Town; Dr. Brandon Gien, Icsid President; and Richard Perez, Director of World Design Capital 2014 for the City of Cape Town.

02. Yellow branding around the city to show support for WDC Cape Town 2014.

03. Cape Town's iconic clock tower painted yellow from its original red for 2014.

04. View of Cape Town.

05. Citizens of Cape Town celebrate the designation of the Mother City as World Design Capital 2014.

06. The site of a World Design Capital project marked with WDC logo and yellow geotag.



02.



04.

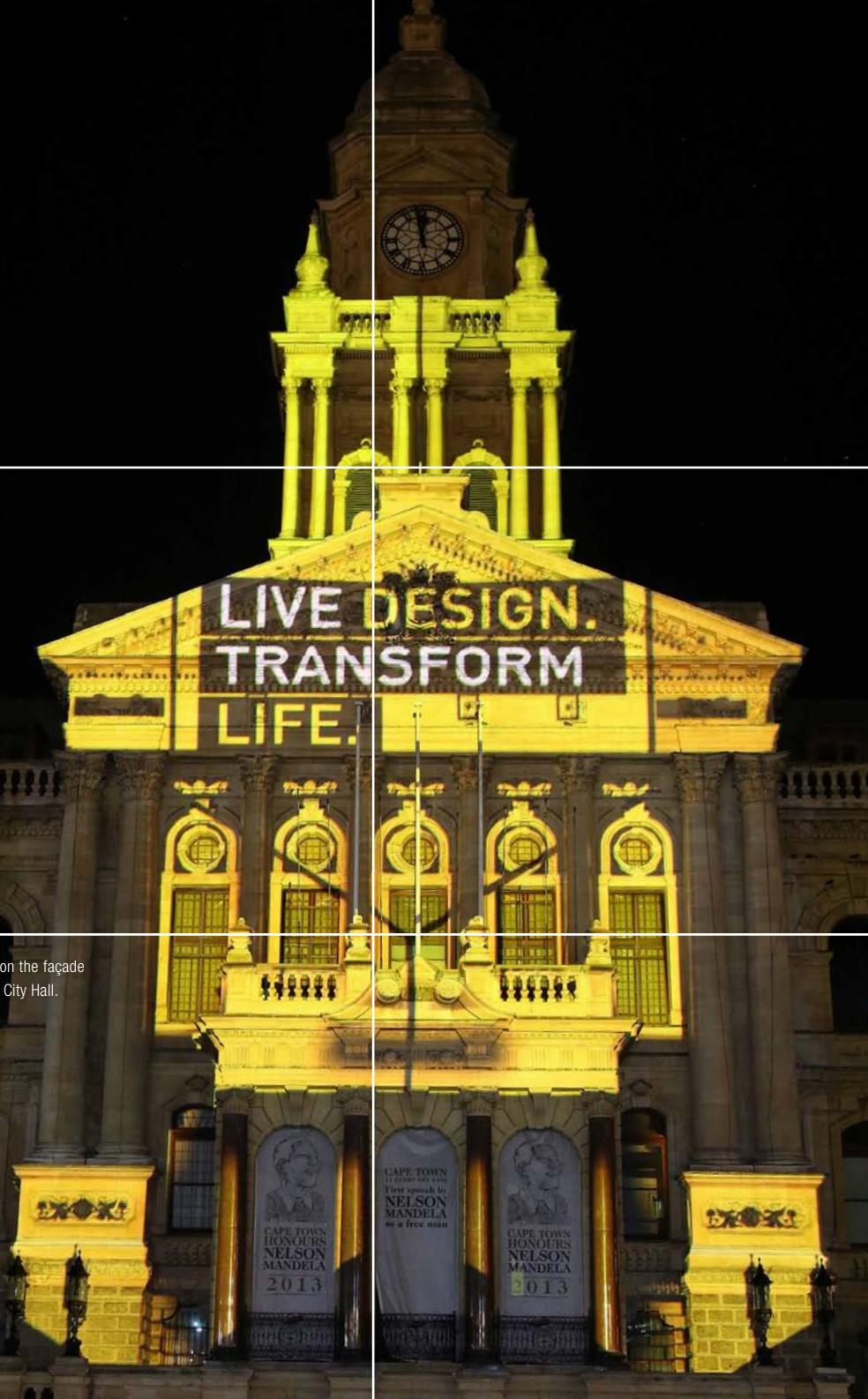


03.



05.

“Signature events are the premier opportunity for the international design community to experience what the WDC is all about”



New Year's Eve of Design

Organised as the celebratory launch to the WDC year, the WDC New Year's Eve of Design brings together both local and international participants, as the WDC designated city becomes the focal point for the unveiling of a promising year of design to come.

On 31 December 2013, an invitation-only event was held at City Hall for World Design Capital Cape Town 2014 supporters. Following the formal gathering, where Rado was first recognised as a World Design Partner, close to 100,000 citizens and tourists congregated in front of Cape Town's City Hall for the party of the year. Crowds were treated to a spectacular light show with 3-D visual mapping on the façade of the City Hall building, which culminated with bathing Table Mountain in yellow light at the stroke of midnight.

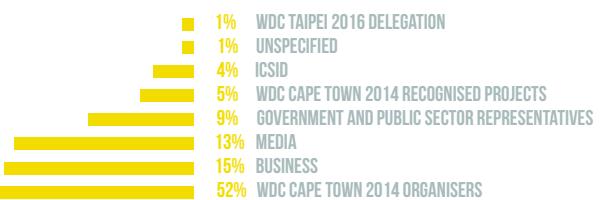
Where: City Hall and Grand Parade

When: 31 December 2013

Attendance at Opening Reception: 198

Attendance at Grand Parade: 100,000

BREAKDOWN OF ATTENDANCE AT OPENING RECEPTION



International Design Gala

The WDC Cape Town 2014 International Design Gala was a high-profile event that featured several local, national and international design announcements, including the unveiling of the World Design Impact Prize 2013-2014 winner.

Per WDC tradition, the event infused local spirit through décor, live music and entertainment and native cuisine. Guests were seated at long tables and treated to the family-style braai of celebrated chef, Ruben Riffel. GUILD, Africa's first international design fair, was on display at the event venue and added to the Gala's ambience and prestige.

Where: The Lookout at V&A Waterfront

When: 28 February 2014

Attendance: 259



BREAKDOWN OF ATTENDANCE

- 1% WDC TAIPEI 2016 DELEGATION
- 3% DIPLOMATIC CORPS
- 4% WDC HELSINKI 2012 DELEGATION
- 4% WDC CAPE TOWN 2014 RECOGNISED PROJECTS
- 5% GOVERNMENT AND PUBLIC SECTOR REPRESENTATIVES
- 6% GUILD
- 9% ICSID
- 13% MEDIA
- 14% BUSINESS
- 18% WDC CAPE TOWN 2014 ORGANISERS
- 23% UNSPECIFIED

Rado Activation at the International Design Gala



01.



The International Design Gala was the setting for the launch of Rado Star Prize South Africa, Rado's contribution to the WDC Cape Town 2014 local programme. A three-minute video was presented to the Gala attendees to officially launch the competition. The video gave an overview of Rado, WDC Cape Town 2014 and what the Rado Star Prize means for the young professional and design students that could enter the competition.

Rado also generously donated universal wireless chargers that were included in gift bags distributed to each guest at the end of the night.

- 01. Cape Town Design NPC staff wearing a Rado watch.
- 02. Rado R5.5 watch designed by Jasper Morrison.
- 03. Universal wireless charger tag.
- 04. Rado Star Prize South Africa 2014 logo.
- 05. GUILD, Africa's first design fair.

03.



04.



05.



International Design House Exhibition

Through a series of booths and exhibitions, the WDC Design House Exhibition is intended to be an international showcase of design from around the world. Cities, companies and promotional organisations are invited to present the best of their country's design, creating an opportunity for designers to share ideas, expertise and promote best practices of global design.

The theme of WDC Cape Town 2014's Design House Exhibition was Transforming Cities with interactive exhibitions or representative videos from the following participating cities or regions: Accra (Ghana), Bavaria (Germany), Cape Town (South Africa), Dublin (Ireland), Gwangju (South Korea), Huddersfield (United Kingdom), Qingdao (China), Paris (France), Taipei (Taiwan, Chinese Taipei) and Seoul (South Korea). The World Design Partners® complemented the Design House Exhibition with displays of their contribution to the programme in Cape Town.

Where: Cape Town Stadium

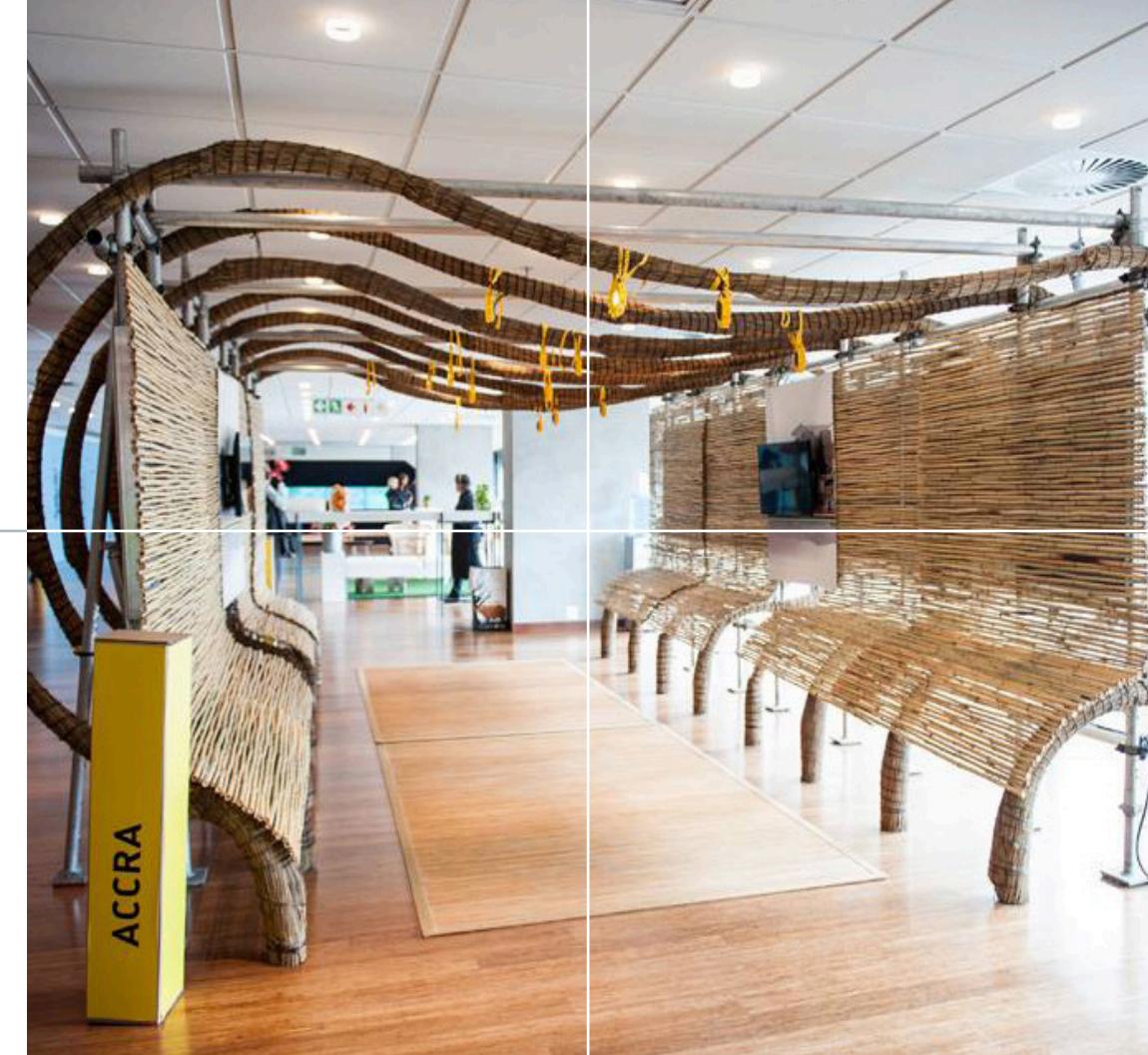
When: 15 – 19 October 2014

Attendance at Exhibition Opening: 273

Attendance: 6,000+

For five days in October, the Cape Town Stadium was home to a multi-level exhibition of local and international design. Free of charge and open to the public, over 6,000 locals and tourists took in the exhibitions alongside other displays and activities, such as:

- the Make it New exhibition by the Cape Craft and Design Institute showcasing significant objects produced in the Western Cape from more than 80 designers;
- the Story of WDC 2014 exhibition of the WDC Cape 2014 theme and programme with representative projects featured;
- a series of Kids of Cape Town Makerthon workshops where 300 participants (ages 11-16) explored a process of design thinking and making; and
- a local food market



Accra (Ghana) structure at the International Design House Exhibition.

BREAKDOWN OF ATTENDANCE AT OPENING





Rado Activation at the International Design House Exhibition



As its activation for the International Design House Exhibition, Rado produced a highly informative and elegant display of notable moments in Rado history punctuated by its iconic watches and interactive panels that allowed for the discovery of its innovative materials. The exhibition also included a section that highlighted the ten finalists whose designs were in the running to win the Rado Star Prize South Africa 2014. A booklet was produced to complement the display.

Rado also created a clock wall behind the reception desk to welcome visitors to the Design House Exhibition. The clocks displayed the time in four different time zones, selected based on the cities that had a display at the Exhibition. The clock wall was an inventive and well-appreciated extra contribution to the Design House Exhibition.

01. Depiction of raw materials harnessed to become Rado's patented high-tech ceramic.

02. Clock wall at International Design House Exhibition.

03. Rado's booth at the International Design House Exhibition.



International Design Policy Conference

The WDC International Design Policy Conference provides a global platform for a broad exchange of ideas, insights and best practices from different countries, regions and cities developing, launching and maintaining effective design policies.

WDC Cape Town adopted an old adage, 'Make a Plan' as the theme of their Policy Conference that brought together 30 speakers, representing 18 different countries from every corner of the world, to share experiences, insight, challenges and opportunities through speeches and panel discussions.

Government policy makers, design promoters, business consultants, strategists, industrialists, academics, educators and designers came together to share their experience and knowledge in this two-day forum.

01. Design Policy Conference programme.
02. Partner & Sponsor wall at entrance of the Policy Conference.
03. Design Policy Conference participants.

Where: Cape Town Stadium

When: 17-18 October 2014

Attendance: 247

BREAKDOWN OF ATTENDANCE





Convocation Ceremony

The final signature event, the WDC Convocation Ceremony is a symbolic gathering that highlights the transfer of the WDC title from one city to the next. The convocation ceremony also provides Icsid with the opportunity to recognise the outgoing WDC and everyone involved for their efforts and achievements throughout the course of the year.

The transition from WDC Cape Town 2014 to WDC Taipei 2016 was accented by colours of yellow and purple in recognition of both cities.

01. Patricia de Lille, Executive Mayor of Cape Town; Dr. Brandon Gien, Icsid President; and Dr. Wei-Gong Liou, Taipei City Government Commissioner with World Design Capital plaque.
02. LCD screen thanks the World Design Partners for their support.

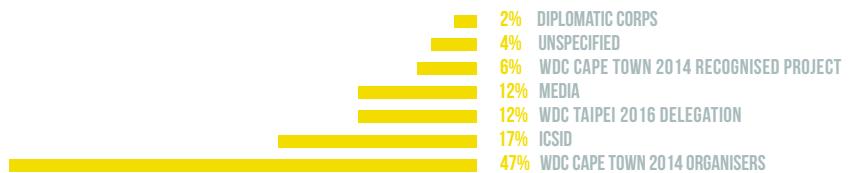
Where: FNB Portside, 28th floor

When: 18 October 2014

Attendance: 164



BREAKDOWN OF ATTENDANCE



RADO IN CAPE TOWN

The Rado Star Prize is an international design competition that Rado holds in the context of a larger design event. It is a platform to showcase the work of young or non-established designers and provide them with visibility in the design community and general public. Rado Star Award South Africa was the first time Rado held the competition on the African continent.

The competition was open to design students/not-yet-established designers in South Africa from any design discipline. The call for entries asked that participants submit a social design project, i.e. a design that would be of benefit to an individual or a community in South Africa either in the present or future. A four-person jury would select 10 finalists and an eventual winner, who would receive 100,000 South African Rand (approximately €7,300 EUR), an iconic Rado watch, a position on a future Rado Star Prize jury and promotion of their project and a blog entry on Rado's website in 2015. A Designer's Choice Award would be chosen from the 10 finalist projects as decided by the finalists themselves. The winner of the Designer's Choice Award would also receive a Rado watch and a blog entry on Rado's website in 2015.

Rado Star Prize South Africa was endorsed by Icsid, thus providing Rado with the use of Icsid's endorsement logo for 2014 and prevalent promotion of the Prize through Icsid's communications channels. Icsid collaborated with Rado to ensure that the Rado Star Prize South Africa rules met with Icsid's endorsement guidelines for design competitions. Icsid also assisted the Rado WDPP team with suggestions and introductions to potential jury members namely, Dr. Brandon Gien, Icsid President 2013-2015; Dr. Mugendi K. M'Rithaa, Icsid President-Elect and Richard Perez, WDC Cape Town 2014 Director for the City of Cape Town, who ultimately accepted to join Rado's Chief Executive Officer, Matthias Breschan, on the jury.

On 4 December 2014, Rado held an intimate event in Cape Town in which the award ceremony for the Rado Star Prize South Africa took place. Monica Monsanto was awarded the top prize for her project, Mbari Dolls. The Designer's Choice Award went to Christopher Louw for his project AfriDesk.

The occasion was combined with a visit to the Litha Primary School where guests participated in a local WDC Cape Town 2014 project by painting an educational wall about an urban gardening project that was held at the school earlier in the year. It was an opportunity for 15-20 invited members of the local media to learn about and experience WDC Cape Town 2014 and, at the same time, contribute to the legacy of WDC.



Monica Monsanto, winner of the Rado Star Prize South Africa 2014 and Christopher Louw, winner of the Designer's Choice Award.

01.



17



Rado Star Prize South Africa 2014

01. Mbari Dolls by Monica Monsanto.

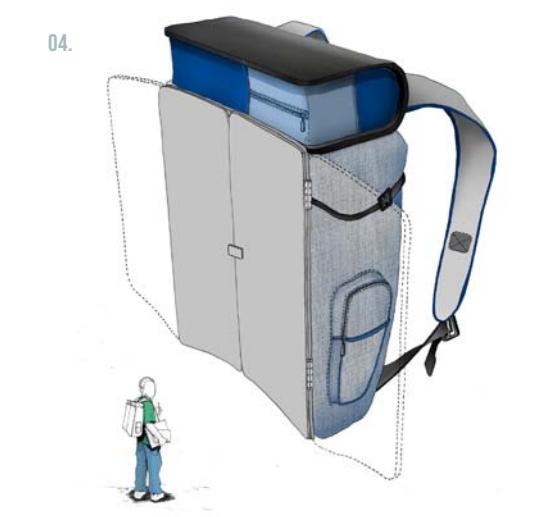
02. Dr. Mugendi M'Rithaa, Icsid President-Elect speaking at Rado Star Prize South Africa 2014 award ceremony.

03. Local media at Litha Primary School.

04. AfriDesk by Christopher Louw.



03.



04.



MARKETING + PUBLICITY

Over the course of 2014, Icsid and World Design Capital Cape Town 2014 offered each of the World Design Partners brand visibility on traditional and online mediums. The promotion ranged from product and logo placement, ads, news stories and engagement on social media. The activations of the World Design Partners generated their own media attention. Rado incorporated the WDC Cape Town 2014 logo and its status of Official World Design Partner in its print advertising, seen in Monocle and Intelligent Life, and in-store promotions.

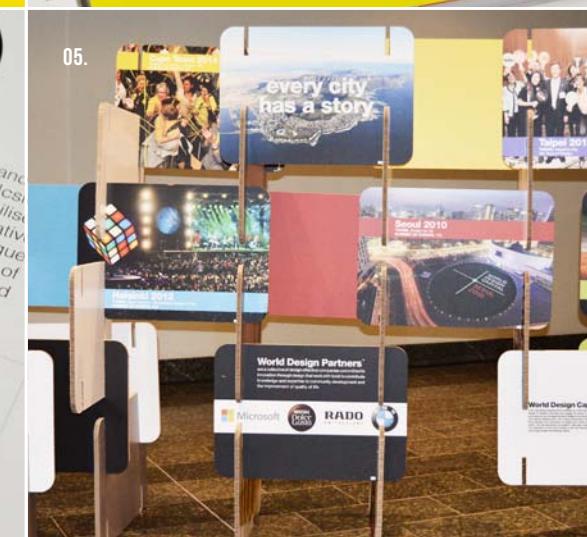
Rado also produced a promotional video, which told the story of its support of WDC Cape Town 2014. Examples of Rado's brand visibility is highlighted on pages 18-20.

01. Rado advertorial in the Design Policy Conference programme.
02. Rado Ad with Official World Design Partner branding.
03. Design Policy Conference programme Sponsor Page.
04. Icsid ad describing the World Design Capital project with special thanks to the World Design Partners.
05. Icsid Booth at the International Design House Exhibition.



RADO
SWITZERLAND

RADO ESENZA CERAMIC TOUCH
SENSUAL SETTING, TOUCH TECHNOLOGY



International Council of Societies of Industrial Design (Icsid)

May 14 ·

Icsid World Design Partner Rado has unveiled the members of the jury of its Star Prize 2014 competition in South Africa, which includes both the Icsid President and the Icsid President-Elect.

<http://bit.ly/1v5WqE9>



RADO STAR PRIZE
SOUTH AFRICA 2014

2,222 people reached

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icsid Icsid Rado booth

15 views 0 faves 0 comments Taken on October 16, 2014

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Icsid Icsid · Oct 22

Thank you for keeping us on time in Cape Town Rado! #WDC2014

#WDCDesignHouseExhibition2014 #Rado



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International Council of Societies of Industrial Design (Icsid)

August 8 ·

Icsid endorsement Rado Star Prize South Africa aims to support design students and non-professional designers in starting a career in design within South Africa. There is still time to participate: the applications are open until 31 August.

<http://bit.ly/1ogokZK>

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AND
INNOVATIVE



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icsid Icsid Rado booth at the exhibition

15 views 0 faves 0 comments Taken on October 16, 2014

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Icsid Icsid · Oct 15

Are you following #WDC2014 signature events? @rado stand at the #WDC2014 #WDC004 at the Cape Town Stadium



View more photos and videos

Icsid Icsid · Oct 16

The Design Institute @SABG_Design · Apr 16
calling all #designers Rado Star Prize South Africa 2014:
youtu.be/SC2NM6REsKc #design #competition @icsid

YouTube



BREAKING INTO INDUSTRIAL DESIGN

A new book, 'Breaking In', details the more than 100 interviews Anna Hinz conducted to uncover the secrets to building a portfolio that will get you hired. I was caught up with Anna to talk about how the idea for the book came about, trends in the hiring of industrial designers and some of her own advice for making it in the industry.

[read more]



pinterest



GO GREEN

In our newest Pinterest board, Go Green, we showcase examples of industrial design products that can open the door to a greener lifestyle.

[view a look]

you liked



A STAR IS BORN

For 2014, the prestigious Rado Star Prize is moving to South Africa. This design competition, a longrunning initiative of Rado Switzerland, is aimed at design students or recent graduates who are tackling a social problem through design. I was talk with turned watch maker, Rado Switzerland, to find out more about how to start an industrial designer and how it can help to make your world a better place.

[read more]

poll results

Import per use for a kitchen scale:

- 10% less
- +10% more
- +10% less

What is the WDC? World Design Capitals Becoming a WDC Media Sponsorship About

HOME > SPONSORSHIP SPONSORSHIP



Sponsorship

Icidi invites organisations to collaborate and connect with design thinkers from around the world. The World Design Capital is a biennial programme that runs for an entire calendar year. It includes WDC Signature Events, exhibitions and other public events. There are many ways to partner with the World Design Capital. Sponsorship options include Product/Service Suppliers, Event Sponsors, Media Sponsors as well as an Anchor/Title Sponsorship opportunity.

About World Design Partner® Programme

The World Design Partner® Programme (WDP®) is an important new initiative that was launched in 2012 as a means to identify new sources of revenue to meet the increasing growth of Icidi's international programmes.

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or searching for Projects, People or media...

RADO STAR PRIZE SOUTH AFRICA 2014
#WDCS3

CONNECT WITH US

APRIL 2014 - AUGUST 2014 02-31

EVENT TIME: 00:00
EVENT TYPE: Other
VENUE: South Africa

RADO STAR PRIZE SOUTH AFRICA 2014

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WELCOME TO THE RADO STAR PRIZE SOUTH AFRICA 2014!

As part of our sponsorship of World Design Capital Cape Town 2014, Rado is bringing its internationally renowned Rado Star Prize competition to South Africa for the first time. Rado is a Swiss brand, and a technology-oriented design expert! Do you have an idea for a project that could make a difference to an individual or community in South Africa now and in the future? Then you've come to the right place.

icsid.org

worlddesigncapital.com

wdccapetown2014.com

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Design for a better world

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ABOUT WORLD DESIGN PARTNERS PROGRAMME

The World Design Partner® Programme (WDP®) is an important new initiative that was launched in 2012 as a means to identify new sources of revenue to meet the increasing growth of Icidi's international programmes.

Icidi has approached a selection of design effective companies committed to innovation through design to explore opportunities to contribute to the development and the improvement of quality of life. For the right private sector partner, the WDP® provides new ways to enhance their innovation processes, as well as opportunities to engage with the World Design Capital Cape Town 2014 and presents a unique opportunity to develop a customer immersion lab to mine and analyse user experience across a broad spectrum of communities.

Current WDP® members include:

- Microsoft - Main Partner
- Nescafe - Africa - Partner
- Rado - Partner
- Autodesk - Supporting Partner

Autodesk

icsid corporate innovators

What is the WDC? World Design Capitals Becoming a WDC Media Sponsorship About

HOME > SPONSORSHIP > WORLD DESIGN PARTNER RADO



RADO SWITZERLAND

SPONSORSHIP

Rado is a globally recognised brand, famous for innovative design and its use of revolutionary materials to create some of the world's most durable watches. Ever since its beginnings in Lengnau (Switzerland), Rado had a pioneering spirit, with the brand philosophy "if we can imagine it, we can make it" still holding true today.

Rado has long been associated with the world of design, recipient of several American Good Design Awards as well as red dot and iF design awards, among others. Also

What is World Design Capital?
The World Design Capital stimulates innovation and creativity in design, and acts as a catalyst for cultural, social and economic development. In 2014, the World Design Capital Cape Town will over 100 days host a series of events, exhibitions and activities that transform the city. The our Design Capital Cape Town 2014 website will keep you updated on what's on, as well as the people and stories behind them.

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01.



21

03.



IN CLOSING

The greatest strength of the World Design Partner Programme results in the unique ways each company chooses to activate initiatives within the Icsid project that it supports. In the case of World Design Capital, the advantages are reaped by local designers and citizens, the design community, the Icsid network and the partner who are all committed to highlighting design as a powerful tool to re-invent a city.

The WDPP offers a mix of numerous possibilities that once clearly defined, focused and activated, can leave a legacy and impact the lives of many through design.

The support Icsid receives from World Design Partners, such as Rado Watch Co. Ltd., goes a long way to develop Icsid's projects and communicating the vision and mission of the organisation.

01. World Design Capital promotional banner in Cape Town. **02.** WDC sign at the entrance of the 'Story of WDC' exhibition at the Cape Town Stadium.

03. Tag with partner logos on International Design Policy Conference delegate bag.

02.



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