



**CONCEPT PAPER ON THE DESIGNERS ANNUAL CONVENTION
SCHEDULED ON 6th - 10th DECEMBER 2021 AT PRIDEINN FLAMINGO
BEACH RESORT & SPA MOMBASA, KENYA.**

1. Background

The Association of Designers of Kenya (ADKE) is registered as a professional body under the provisions of the Laws of Kenya to advance professional practices and promote standards of design profession in Kenya.

The Association operates;

- a)** A Chapter on **Interior Design** covering Interior Design, Exhibition and Furniture & Furnishings;
- b)** A chapter on **Graphic Design** covering Graphic Design, Advertising, Illustration, Art Directors, Print Media, Photography, Visual Communication and Packaging; and
- c)** A chapter on **Art, Design Product and industrial design** covering among others; Works of Art on Sculpture, Ceramics, Jewelry & Metal Smoothers, Dyers & Colourists and Glass & Visual Arts

The Association has registered professional members, firm members, partner members and operates Academic & Mentorship Programme where students are enrolled.

2. Overview

The Designers Annual Convention 2021 (DC-21) is a celebration of the power of design and Designer's role in National Development in Kenya.

3. Convention Objectives

- a)** The convention brings together All Designers as well as other industry practitioners and stakeholders for discussion on various design issues affecting the profession in Kenya. It's a platform to share lessons learnt during design practice, make recommendations on how to move the profession forward and how best to include designers in matters of National Development; and

- b)** Part of Continuous Professional Development (CPD) event that sharpens Designers' Professional and Business Acumen Skills. The convention will encompass presentation of papers sessions, panel discussions, demonstrations, discussions among other models of presentations. The convention will provide insights on Design Technologies & Innovations as well as promotion of the Sustainable Design Projects & Business Development Agenda.

4. Convention Sub-themes

- a)** Design Industry status in Kenya
- b)** Professional Ethics, Administration and Industry Regulation
- c)** Adoption of Circular Economy; Green & Sustainable Technologies in Design practice
- d)** Global Design Thoughts and Discourse
- e)** Design industry opportunities
- f)** Extended Designer's Responsibilities

5. Target Audience

- a.** Graphic Designers, Interior Designers, Head of Design consultancies, Furniture & Furnishings experts, Design Educators, Décor & Exhibitors, business professionals, Art Directors, Illustrators, Photographers, Print Media, Visual Communicators, Design student's, Advertising & Packaging experts, professionals in Art, Design, Product and industrial design.
- b.** Built environment professionals
- c.** other creatives
- d.** Others