



Our Goal

To adopt the Montreal WORLD DESIGN DECLARATION (2017), to better the quality of life for all and to improve and protect our environment for future generations.



Let's Design A Better Afrika

Diversity and inclusion is at the core of PADI's ethos.

We therefore respect and welcome individuals, groups, organisations and academic institutions from both design and non-design backgrounds. At heart, we are a collection of creatives and we believe that creative industries can be used to address many of the needs of the people of Afrika.

Our current membership includes the following categories:

Join As:

-  Individual Member
-  Educational/ Institutional Members
-  Corporate / Agency Members
-  Design Associations/ National Chapters

The Afrika First Design Manifesto

We, the undersigned, are Afrikan designers who have witnessed the struggles and plights of the Afrikan people. We have witnessed oppressive rule, tyranny, greed, power mongering and corruption. We have witnessed the theft of dignity and basic human rights. We believe that the power of design provides the opportunity to support and improve the lives of our neighbours. We believe that design has the power to uphold the dignity of the people of Afrika.

We aspire to protect the rights of the people of Afrika, which includes the freedom to create, and innovate - to improve the human condition.

As designers, we believe in the freedom of speech, and ardently support this freedom for others.

We are averse to corruption and tyranny and any form of behaviour, violent or otherwise, that supports the interests of a select few. We accept the

obligation to further the social standards of the people of Afrika. We shall support with honour and empathy, the people of Afrika.

We accept the professional responsibility to act in the best interests of our social and natural environment.

We shall act in the best interests of the people of Afrika and use our best endeavours within the limits of our professional duties.

We shall not consciously assume or accept a position in which our personal interests conflict with our professional duty, or impair any of the pledges made above.

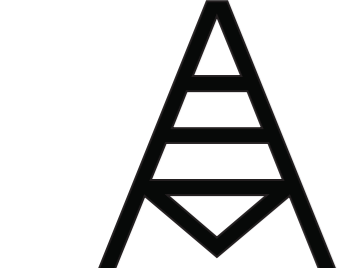


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PADI - THE VOICE OF DESIGN IN AFRIKA





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The Pan-Afrikan Design Institute (PADI) otherwise known as the Afrikan Design Council represents the interests of design professionals, design protagonists and design educators from numerous design disciplines across the continent of Afrika.

While our goal is to achieve representation from each of Afrika's 54 countries, our growing network includes Botswana, Cameroon, Ethiopia, Ghana, Kenya, Mozambique, Nigeria, South Africa, Tanzania, Togo, Uganda and Zimbabwe, as well as our communities in the diaspora.

Already, we are well connected, both continentally, and abroad. We strive to create open dialogue between Afrikan design practice and Global bodies, to ensure that Afrika has an equal voice during global conversations regarding the future of design.



One People, One Design: Ubuntu

The central aim of PADI is to **stand as a unified body** to empower design professionals and facilitate growth in the Afrikan design industries, as well as promoting design education as an essential profession required for the 21st Century.



The Pan Afrikan Design Institute is committed to equipping our members to be proactive problem solvers and creators of appropriate solutions that take cognizance of social, cultural, environmental and economic factors on our continent.

We believe we must also strive to improve the quality of life for all through design.

Further to this vision we are committed to fostering the value of Design through the following bold propositions, eight of which are laid out in the Montreal Design Declaration.

(signed in November 2017, declaring design as invaluable to our future)

Our Vision Shape Afrika with Design



1 Design is a driver of innovation, growth & development, efficiency and prosperity.

2 Design is an Agent of Sustainable Solutions

3 Design Expresses Culture

4 Design Adds Value to Technology

5 Design Facilitates Change

6 Design Introduces Intelligence to Urban and Rural Areas

7 Design Addresses Resiliency and Manages Risk

8 Design Fosters Development

