

Richie Moalosi (Gaborone, Botswana)

DESIGN INNOVATION AND CULTURAL HERITAGE

Culture is gaining recognition globally as an important driver of sustainable development in the creative economy. The significance of the role of design and culture within the creative industries is under-researched, especially from the new emerging economies perspective. Therefore, designers need a framework which will guide them on how they can create sustainable, and innovative cultural sensitive products which reflect users' identities. Co-designing from cultural memory is a new design approach which embeds users' beliefs, expectations, and expressive values in products and services. The paper discusses two case studies which were conducted in Botswana within the creative industries. The aim was to study how designers imbued cultural memory factors into design features. The paper developed a culture-centred design model after carefully studying how designers identify, transform and imbued cultural memory factors into innovative glocalised products that have local meaning and a global appeal.

Keywords: cultural memory, culture-centred design model, creative industries, design innovation, cultural heritage

Workshop Task: In groups of 4-5 participants reflect and discuss some ideas or examples from your own country or practice about the strategies on how cultural heritage can be used as a catalyst for design innovation. – Participants are requested to prepare in advance some ideas or examples to be discussed at the Workshop.

Richie Moalosi, Prof. Dr., is an Associate Professor and Head of the Department of Industrial Design and Technology at the University of Botswana in Gaborone. He holds a PhD in Industrial Design (Queensland University of Technology), MA Design (University of Wolverhampton), BEd Design and Technology (University of Botswana). His specialisation and research interest areas include the following: Culture and design, Design education, Sustainable design and innovation. His main interest is to develop a design niche for Botswana's products which have local meaning and a global appeal. He has also published extensively in international peer-reviewed journals and presented at many international conferences.

<http://www.ub.bw/home/ac/1/fac/2/dep/65/Industrial-Design-&-Technology/>
www.researchgate.net/profile/Richie_Moalosi

Recent scientific articles

1. **Moalosi, R.**, Uziak, J. & Oladiran, M. T. (2016). Using blended learning approach to deliver courses in an engineering programme. *International Journal of Quality Assurance in Engineering and Technology Education*, 5(1), 23-39, ISSN: 2155-496X, USA.
2. Dichabeng, P. & **Moalosi, R.** (2016). Acquisition of graduate attributes through the Service Learning Pedagogy: The Case of the University of Botswana. *Global Journal of Engineering Education*, 18 (2), 136-141, ABN: 50 135 362 319, Australia.
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4. **Moalosi, R.**, Sealetsa, O. J., Molwane, O. B., Letsholo, P., Molokwane, S., Mwendapole, C. & Letsatsi, M. T. (2016). Assessment of Design-driven Innovation within Botswana's Small Creative Industries. *International Journal of Cultural and Creative Industries*, 3(2), 38-51, ISSN: 2309-6640, Taiwan.
5. Rapitsenyane, Y., **Moalosi, R.** & Letsholo, P. (2016). Transforming Mind-sets of Product Design Students Towards Sustainable Product Service Systems: The Case of the University Of Botswana. *Proceedings of the Learning Network on Sustainable Energy Systems (LeNSes) Conference*, Cape Peninsula University of Technology, South Africa, 28-30 September, 2016, 177-187.

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Registration deadline: June 2nd 2017