

## **PRESS RELEASE**

### **The German Design Museum Foundation presents the project result of their Design Networking Hub's team »Mobility«.**

As part of the »Ideas Crossing Borders« conference of the German Design Museum Foundation, the German-Kenyan »Mobility« team of the Design Networking Hub's pilot group presented their collaboratively developed project *KAZUJU* to a broad public for the first time on 15 November 2022 in Berlin.

Frankfurt am Main, 15 December 2022

In their project, the two German designers Timm Donke and Marvin Kasper, together with the Kenyan architect George Wekesa, have reinterpreted the term *mobility* in a both practical and meaningful way.

Keywords such as *virtual mobility* or *long distance exchange* had led the trio to consider that mobility can mean much more than physical mobility.

At the same time, the intensive look at the actual needs of both countries clearly indicated differences within the local labour markets. While Germany has an increasingly large shortage of skilled workers, the low number of apprenticeships in Kenya leads to high youth unemployment.

The idea of an innovative craft training concept based on an intercultural exchange of skills between Kenya and Germany appeared to be a promising approach.

Under the title *KAZUJU*, the team finally began designing a digital learning platform whose name is inspired by the Kenyan words for work (Kazi) and skill (Ujuzi).

In the future, digital training programmes with certified degrees will be offered on *KAZUJU*, which will enable students from both countries to produce sustainable products in intercultural exchange through their newly acquired professional skills.

In order to be able to efficiently put their idea into practice, the trio is initially focusing the platform on the production of furniture. Currently, the three initiators are increasingly looking for potential supporters and partners from both countries and cultures.

The presentation of the *KAZUJU* project was recorded at the »Ideas Crossing Borders« conference in Berlin. The final presentations of the other two teams of the Design Networking Hub, HOUSING and TECHNOLOGY, are also available on [YouTube](#).

### **Design Networking Hub**

Funded by the German Federal Foreign Office, the Design Networking Hub was established in May 2021 and is a knowledge and networking platform for designers, architects and creative professionals to support international cooperation projects in the field of design and architecture.

An integral part of the Design Networking Hub is the exchange of ideas on an equal footing, as all participants should learn from each other and grow together. In order to make the information offered on the platform as user-oriented as possible, a pilot group of five German and five Kenyan designers and architects was put together to work in small teams through the entire process of a bilateral cooperation. In the areas of mobility, housing and digitalisation, they developed new product and business ideas or non-profit concepts.

#### **German Design Museum Foundation**

The German Design Museum Foundation was founded in 2011 on the initiative of the German Design Council and is based in Frankfurt am Main. Since its foundation the GDMF has firmly established itself in the German foundation landscape and established itself as a multi-voiced and non-profit institution for the overall design spectrum with nationwide funding projects. The purpose of the Foundation is to promote and communicate design to a broad public as a significant component of applied art and everyday culture. Since its foundation and with the support of committed cooperation partners, the German Design Museum Foundation has organised numerous projects in the form of workshops, summer academies, exhibitions, publications and the development of a digital museum.

[www.deutschesdesignmuseum.de/en](http://www.deutschesdesignmuseum.de/en)

#### **German Design Council**

The German Design Council was founded in 1953 by the Federation of German Industries and leading companies on the initiative of the German Bundestag. More than 350 renowned companies from various industries support the German Design Council in implementing design as an economic and cultural factor. Outstanding designers as well as up-and-coming young designers are also supported. The German Design Council strengthens the general public's understanding of design beyond Germany and acts as an international interface.

[www.german-design-council.de/en](http://www.german-design-council.de/en)

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