

• RESUME •

# CHENETTE SWANEPOEL

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## PROFILE

Interdisciplinary designer, illustrator, artist, curator & lecturer. Curated Corporate Art collections for Exxaro and Tronox USA. Conceptualized, and executed Design & Illustration projects for corporates like Exxaro and Liberty. Lecturer UP & UJ

## EXPERTISE

*Imaging & Visualization education*  
*Painting and drawing skills development*  
*Mentoring and facilitation*  
*Innovation, creative and critical thinking development*

## TECH SKILLS

Adobe Creative Suite  
- Photoshop,  
Illustrator & InDesign  
Microsoft Office

## LECTURING EXPERIENCE

**Part-Time lecturer, Information Design, UP**  
1994 - 2014

Areas of focus:

Figure drawing  
Conceptual skills development, Ideation  
Illustration and Visualization skills  
Colour theory  
Animation (public service announcements + educational material)  
Social Design + Design Interventions  
Poster design  
Book design and illustration

**Part-Time lecturer in Visualization for Graphic Design at UJ**  
2013 - 2016

Conceptualization, visualization strategies & creative thinking

## Other institutions

Lisof  
Open Window  
University of Potchefstroom (External examiner)

## STUDENT AWARDS

### MNet/VUKA Awards 2010

UP Students won Overall Best Newcomer Award, Best Animation, Script, Music & Concept for the Jesuit Refugee Centre psa.

"Best Newcomer PSA was awarded to the team from the University of Pretoria for their innovative animated psa for the Jesuit Refugee Service, with its stirring message of fighting xenophobia by beating ignorance".

## QUALIFICATIONS

**BA FA hon**  
**University of Pretoria**  
**Pretoria | 1992**

## Short course

### Node Centre, Berlin

Expanding Exhibitions: Innovative Approaches to Curating  
2016

## ART CURATION

### Zander Blom

**Travels of Bad - Rooke**  
**gallery**  
2008

### Rina Stutzer

**Art Fair**  
**2009**

## **Mnet/TAG Awards 2011**

UP Students won Best Animation Award for Life Line Suicide Prevention psa.

<http://tagawards.dstv.com/2012/03/28/draw-with-me>

## **CORPORATE ART & DESIGN PROJECTS**

### **South African Pavilion – Architecture Biennale Venice**

2016

Consulting on design of pavilion

Design of Biennale posters for Cool Capital

Design of Cool Capital magazine/Biennale catalogue

### **HKLM**

2016

Consultant on Nedbank rebranding colour palette

### **Liberty**

2013 – 2015

- Conceptualized, designed and implemented Innovation Hub concept space for Liberty Cloud 9.
- Conceptualized / strategized communication campaign to promote innovation and design thinking
- Conceptualized, storyboarded and art-directed a series of animated shorts on Liberty Information-, Service-, Business and Technology Architecture
- Designed and produced internal communication material

### **HKLM “Against Stock v1” for Nedbank**

2014

- Conceptualizing visual collateral to replace stock images as an expression of brand values – with Johan van Wyk
- Scouting for emerging and semi established illustrators, photographers and creative collectives like **Umuzi Photo Club** and **Iseeadifferentyou** to partake in this re-branding exercise
- Compiling and delivering the brief
- Contractual negotiation of terms and conditions, payment structure, copyright and other formalities
- Art direction of final work in line with Nedbank branding guidelines

### **MTN + MTN Nigeria**

2013

- Visualization of data
- Visual Mapping of operational processes
- Designing of graphic information material
- Designing of learning material

## **ILLUSTRATION PROJECTS**

### **Dubai Design Festival**

Illustrations of Design board and organizers for catalogue

### **SAVE THE CHILDREN / INERELA +**

Illustrations and character development

### **UP Law Faculty**

Advocacy campaign

Poster project exhibition

### **Centre for Aids research UP**

Advocacy Campaign

### **Woolworths**

Illustration for packaging

### **SABS**

Illustrations

### **Centre for the study of Violence and Reconciliation**

Illustrations & leaflet design

### **Soul buddyz**

Illustrations for Youth Advocacy Campaign

### **D-Ciders**

Character Design for Mobile App “soapie” with Aids Advocacy content

### **Via Africa Publishers**

Educational material

### **Ernst & Young**

Illustrations for Annual Report

### **Multichoice**

Interactive TV design

### **SA Philatelic Services**

Stamp design and illustration  
Olympic games 2000  
Worker’s day 2001

Old Mutual , Nampak, Absa  
Metro Rail, Small Business  
Development Corporation

## CORPORATE ART COLLECTIONS

### EXXARO Art collection for Head Office

2013 – 2014

- Curated South African Art collection in line with brand principles
- Commissioning bespoke pieces
- Liaison between client and artist / designer
- Producing artwork
- Overseeing contractual agreements with artists
- Financial management
- Installation of artwork
- Compiling of catalogue

<http://www.brandcouncilsa.org/case-studies/latest-case-studies/exxaro-and-hklm.aspx>

### Tronox Art collection USA

2013

- Sourcing and acquisition of 19 distinctly South African Art pieces for Corporate Collection
- Liaison with artists
- Production of collaborative pieces
- Financial management
- Shipping and customs clearance

### EXXARO Crowd Sourced Portrait Installation

*Artwork representing The Worker in Head office*

- Conceptualizing project: 84 separate portraits depicting mine workers combined to form one piece for corporate boardroom
- Commissioning artists from a range of professional levels
- Briefing and Art direction
- Project management
- Financial management
- Final composition & assembly

### Skills development initiative with Ikageng Craft Centre, Lephalale for

#### EXXARO

- Conceptualized Craft project
- Creative workshop with community members
- Managed production of craft pieces
- Cataloging products
- Final Art installation of craft pieces

### EXXARO Waterberg head office environmental design

- Planning articulation of 3d environment with Interior Architect
- Designing installation pieces
- Sourcing objects and artworks (as extension of Brand Identity)

## COLLABORATIONS

### Preakelt

MTN Gantry Competition Design Competition

### Ferdi van Heerden – independent strategist, former IDEO, co-author: Data Flow

Mapping visualization

### Mark Ong / sbtge

Str.crd sneaker customization event (Youth Culture)

### MAAN Animation

“Explainer” animations for various clients including Liberty

### Bizmod Consulting

Graphic material for flow charts, visual mapping, ideation, diagrams and slide presentations.

### Man-Made Media

SABS event

### Graphic visualization events:

Ekurhuleni Metropolitan Municipality etc

## PUBLIC LECTURES

### Centre For Human Rights

Visual Advocacy for LGBTI community

**Co-chair** Design Activism Mini Conference at UP with Prof Mugendi M'Rithaa from CPUT

### IABC South Africa Conference 2006

- Topic: "Aesthetics"

### Standard Bank staff development conference

- Topic "Colour in Communication"

## ART INTERVENTIONS

### Cool Capital Venice Biennale

2016

- SAADJIES miniature sculpture bombing project

### Hatfield Urban Intervention with UP final year students

2014

- Interrogation of livability of Urban Spaces in Hatfield
- Pop-up social events like cake day for car guards
- Tactile Wayfinding
- Guerrilla gardening
- Happy Hatfield social mapping project
- Roll-out portable zebra crossing
- We want a bike lane intervention
- Posters and online campaigns

### Cool Capital

2014

- Fountain Circle Fabric Bomb
- Interrogation of design for memorials in public spaces

*Recorded Interview & published article*

<http://www.coolcapital.co.za/news.aspx>

## CONTACT DETAILS

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