

2.5 million personalities

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Earlier this year, Design Indaba Mag asked creatives to contribute material across any design discipline, interpreting and reflecting the theme: 'Jozi is Mine'. icandi COMMUNICATIONS embraced the challenge and contributed to the graphic design discipline. The result is featured in the third Quarter of the 2008 edition of the magazine.



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Jozi has a thriving population of over 2.5 million people. That's 2.5 million personalities making Jozi what it is, and that's just the locals. From pre-nup's to lobola and boeremusiek that is pashash, the story about the City of Gold has come a long way in a century.

The team at icandi COMMUNICATIONS chose to exemplify the rich diversity that makes Jozi the captivating place that it is - all things rich and poor in excess and humility. Contributing to the proud result: Designer and art director: Sacha Traest. Copywriter: Justin Render. Creative input: Ilona Fookes, Edgar Nelson, Kim Nelson, Janine Preacher, Ashma Saidi, Lisa Smith.

We are honoured to be featured in an edition with work of such a high calibre by our respected industry peers.

[Click here to see the featured work.](#)

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