

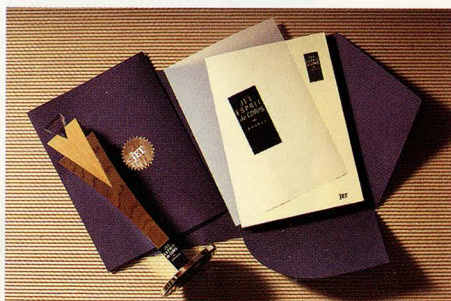
DAIRIN ASHLEY

Dairin Ashley of Two Rivers Design, typifies a trend amongst outstanding younger South African designers to establish their own studios after having completed a period of some time with leading consultancies or agencies. Since establishing Two Rivers in 1991, Ashley has succeeded in building up an impressive and diverse client base and a portfolio of work of a consistently high standard, primarily in the areas of corporate identity and communication, packaging, promotion and point of sale.

Ashley, who qualified at the Technikon Natal in 1983, started her professional life with Paton Tupper Associates in Durban. Here, she says, she was given a good grounding, learnt to work fast and acquired an invaluable overview of marketing and promotion. After four years with Paton Tupper she moved to Johannesburg where she joined Trademark Design.

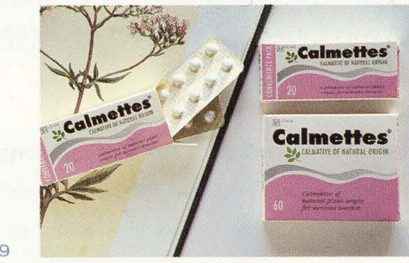
Trademark provided her with the opportunity to refine her design skills and to work on a range of local and international projects. She maintains that Trademark, and Clive Gay in particular, have influenced her work enormously in both approach and style. She found working there very disciplined, diverse and focused. Mediocre or sloppy work was unacceptable; designers were always expected to strive for excellence, irrespective of the scale or status of a job.

She left Trademark to establish Two Rivers Design, initially called Dairin Ashley Design, with 'R5 000, a computer and not a single client'. Her reasons for establishing her own studio feature as strongly in her approach to design now as they did then - the primary one being that it places her in a position of autonomy with the freedom to take decisions and to work directly with the client. Ashley feels that it is critical for the designer to personally interface with the client, firstly to achieve an accurate formulation of the client's needs, and then through education and explanation, to enable the client to understand the logic and rationale behind a design. She believes that it is important for designers to develop good interpersonal and research skills, and to hone their ability to look beyond words and descriptions in defining the client's requirements.

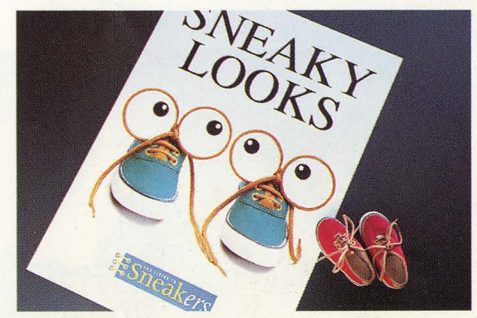
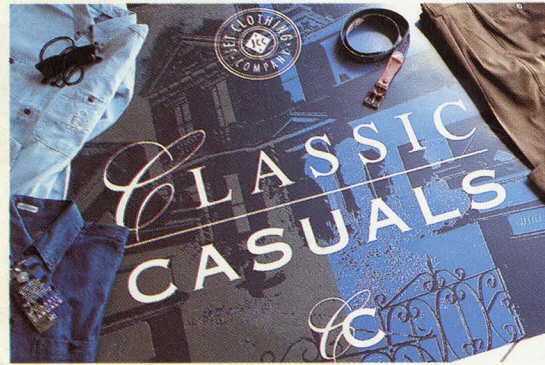


Ashley identifies one of her strengths as the ability to interpret a brief precisely and adapt to the needs of the client and project. In her view design must be functional and never pretentious or esoteric; she is adamant that it must communicate in an honest and understandable manner. She describes her work as contemporary but not trendy, with characteristically clean, clear and crisp images and an affinity for white space. Her portfolio of work echoes her versatility and talent as both a designer and an illustrator.





- 1 Client: Jet - Supplier of the Year Award Invitation and Information Kit
- 2 Client: BMW - National Sales Incentive Programme
- 3 Client: Focus Holdings - Workforce Conference and Worker & Management Conference Identity and Information Kit
- 4 Client: BMW - National Sales Initiative Programme
- 5 Client: Biza Fashion & Leather Designer - Corporate Identity
- 6 Client: Jet - Classic Casuals Identity and Promotion
- 7 Client: Afrox - Quality Programme Corporate Identity
- 8 Client: Accucom Accounting Computer Programming & Installation - Corporate Identity
- 9 Client: Noristan - Calmettes Packaging



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2 180° FROM ORDINARY



Two Rivers

2



15 MAKING SPACE WORK

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- 10 Client: Focus Holdings - Worker & Management Conference Identity
 11 Client: Focus Holdings - The Winds of Trade Conference Identity
 12 Client: Focus Holdings - Marketplace Africa Conference Identity
 13 Client: Jet - Sneakers Promotion
 14 Client: Handbags International - Corporate Identity
 15 Client: MSW Shopfitters - Corporate Identity
 16 Client: Telephone Management System - Raconteur
 17 Client: Strange Ways Comic Shop - Corporate Identity



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