

RELATIVITY OF INDIGENOUS EAST AFRICAN DESIGN CHAMPIONS: JACQUE NJERI, MARC VAN RAMPENBERG AND WAMBUI KAMIRU COLLYMORE

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ABSTRACT

This paper focused on the comparative qualities of contemporary design champions who are re-defining Kenyan design in various sub specialties. Their artworks represent where the creative economy (Design) is heading. Conducted in Nairobi, this study sought to exemplify contemporary design champions redefining East African creative scene. It applied a case study research methodology. The three cases were: Jacque Njeri, Marc van Rampelberg and Wambui Kamiru Collymore, all based in Kenya. The study gathered information through interviews, focus group discussions and desktop research. The focus group included erudite faculty, design stakeholders and students of the school of the arts and design. This was done through seminars and presentations. The comparative study results yielded various similarities than differences amongst the champions. The three champions of contemporary inclinations also represent the individualism in their expressions. The researcher discovered that their sense of individualism is what brought them together and is what makes them exemplify design trends today.

KEY WORDS: *Contemporary design, Champions, Kenya, Design, Independence*