

# What's wrong with SA design?

Not so long ago Woolworths tasked London-based Pearlfisher with the redesign of its entire range of packaging spanning over 4000 products.

Pick n Pay followed with an entire rebrand by London-based Landor. Today Woolworths announced the appointment of Australian design luminary Vince Frost as creative director. Apparently Frost will not only be responsible for repositioning Woolworths, but for finding and working with new South African design talent 'to help raise the standard of design in South Africa'.

So what's wrong with SA design talent?

Forum created by **Peter Farmer**

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