



## ASSOCIATION OF DESIGNERS OF KENYA.

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### INTERIOR DESIGN PRACTICE AND PROFESSIONAL ASSOCIATION GOVERNANCE IN KENYA.

A Profession is a practice requiring mastery of knowledge and skills through formal education and practical skills and it's governed by a Professional Association. Belonging to a professional Association helps establish legitimacy in your professional practice. It is a civic responsibility of a professional Association to undertake certification of its professionals with the aim of raising industry standards. This process of certification is a third party attestation of individual's level of knowledge or proficiency in that profession. This attestation is evaluated by Continuous Professional Development units accrued from approved development activities the Association has been undertaking directly or in collaboration with.

Being a Member of a professional Association is an avenue of establishing and maintaining industry standards and best practices, forum for networking to meet and discuss field of expertise, enable members broaden their knowledge and provide steppingstone into career opportunities & Development. Professional Associations are also intermediaries in policy formulation. Development and adherence to Code of Professional Conduct established and maintained by an Association as a guide of professional behavior is paramount for Interior designers as they practice in and out of Kenya. The Association further must deal with complaints against professionals and implement disciplinary procedures as they arise.

In Kenya, there is an approved curriculum that guides various professions. Specifically, Design taught by our Institutions of Higher Learning lean towards Interior Design, Graphic Design, Product Design , Fashion & Apparel Design, Web Design among other. The basis of either of this Academic Awards is toward a Bachelor Degree in Design in inception of a few. Also, the Government State Department responsible for matters of any design practice in Kenya recently established a Department of Design responsible for any of these design disciplines.

These two levels of commitment, Academic and by Government policy directive forms the basis of development and operation of any Professional Association for any designer in Kenya.

There exist other professionals outside Designers who have made in their Professional Associations' Obligations and their framework has easily enabled them engage among them Government Agencies and other stakeholders in a forward and orderly manner. Some of them are Medical practitioners, Engineers, Architects, and Surveyors.

1. *Engineers (Mechanical, Electrical, Structural, Civil, Industrial) are taught differently either at Degree Or Diploma Level and their industry practice is different yet have one Association called Institution of Engineers of Kenya (IEK) which to date has over 3,000 Members.*
2. *Architectural Association of Kenya-AAK is a professional body incorporating Architects, Landscape Architects, Environmental Design Consultants, Project Managers among others. These professionals are taught differently and their industry practice is different yet they are governed by one Association which to date has over 3,000 Members.*
3. *Building Surveyors, Land Administration Managers, Engineering Surveyors, Land Surveyors, Geospatial Information Management Surveyors (GIS) among others, are taught differently either at Degree Or Diploma Level and their industry practice is different yet they have one Association called ISK.*
4. **What about designers?** Why do we need to divide our house and thin our chances of Professional existence by creating the following units and start to justify why we need each of them?
  - Graphic Designers Association of Kenya, (GDAK)
  - Interior Designers Association of Kenya, (IDAK)
  - Product Designers Association of Kenya, (PDAK)
  - Association of Fashion Designers of Kenya (AFADK)
  - Photographers Association of Kenya (PAK)
  - Web Designers Association of Kenya, (WDAK)

We (*as Designers Interior, Graphic, Product, Web, Fashion etc*) are getting it all wrong with this model if we zeal to grow our own Profession in ethical manner. This model of separation of professionals add more confusion to our own selves as we pursue further education, practice, engage Government Agencies and other stakeholders. If we get it wrong professionally, nobody will correct us, instead someone else will fill our vacuum by capitalizing on a divided Profession. What do we as Professionals, loose when we stand as one?

The Association of Designers of Kenya (**ADKE**) is registered as a professional body under the provisions of the Societies Act, Chapter 108 of the Laws of Kenya and has currently incorporated Interior Designers, Graphic Designers, Product Designers among other designers in various fields. It was established to correct this anomaly in our Design Profession and the industry has been receptive of it Philosophy. Already, is has established a working relationship with various Government Agencies to smoothly undertake it mandate for the best interest of Designers like you. It has a Constitution, Bylaws, Regulations, Rules and Code of Professional Ethics that it's members bound to adhere to promote professional Interior Design Practice in Kenya. The association has been organizing various professional development programmes for its Members, partnered with Local and international players like International Property Media(IPAX) based in UK to further Global interests of its Members.

This communiqué is therefore to bring to your attention about this Association, seek you corporation while advancing our interior design practice interests and consider encouraging more members join this Association. Membership to this Association is a voluntary until such a time when Design Regulations that are already in AG Chambers are passed in the National Assembly and a Legal Notice Issued in favour of its promulgation.

By Order of the Governing Council  
**ASSOCIATION OF DESIGNERS OF KENYA**