

DOPEMIND CREATIVE.




A South African based experiential
design studio, exploring the intersection
of art and technology

DOPEMIND CREATIVE.

Contact:

Kevin Brownbill
kevin@dopemind.co.za
+27 (72) 464 0099

Steve Gray
steve@dopemind.co.za
+27 (83) 612 2125



Who are we?

A South African based design studio exploring the intersection of art and technology

www.dopemind.co.za

What it takes to create a memorable human experience...

1. Conceptualise

We work with agencies, companies and organisations to come up with ideas that drive engagement where people interact with the final project.

WHAT IT LOOKS LIKE:

Design thinking workshops, Strategy Sessions, culminating in Mood-boards, Renders, and Budget guidelines

2. Design & Develop Immersive Installations & Activations

For Brands, Companies, Galleries and Public spaces

WHAT IT LOOKS LIKE:

Material selection, Creative engineering, Technical Specifications and Engineering drawings

3. Materialise, Integrate and Activate

Pushing the boundaries of materials, technologies and manufacturing processes

We Integrate technology to delight your customer and expand your digital reach.

WHAT IT LOOKS LIKE:

Costing, Sourcing and Procurement, Project management, On time delivery and On site execution

A large industrial robotic arm, likely a KUKA model, is shown in a factory environment. The arm is black and articulated, with various cables and hoses attached. It is positioned in front of a light-colored, corrugated metal wall. The background shows some industrial equipment and a window with vertical blinds. The overall scene is dimly lit, with the primary light source coming from the window.

THINK. CREATE. EXCITE.

What we do?

THINK : Solve High Value Problems

CREATE : Research & Develop

EXCITE : Build & Execute



04 ROBOTICS

Brand Activations, Art Installations & Interactive Sculptures

09 LARGE FORMAT 3D PRINTING

Recyclable Technologies, Reclaim & Repurpose

18 CIRCULAR DESIGN

Software development, Mobile Applications & NFC Integration

21 MOBILE APPLICATIONS

3D Printing, Light &

**Technologies
we work
with?**



Brand Activations + Interactive Installations

IMMERSIVE

DOPE/MIND

AXE

IMMERSIVE CONTAINER ACTIVATION

DOPEMIND
PAST WORK

Client: Out the Box for AXE (Unilever)

Brief: Delivery 4 instagrammable experiences for Hey Neighbour festival.

Solution: From Concept to delivery in 4 weeks, we turned four shipping containers into memorable immersive spaces. A sensory exploration of sound, smell and light matching each experience to the AXE variant on show.

Technology: Addressable Programmable Lighting, Projection Mapping, Custom designed and Manufactured interiors.

AXE



GATEWAY CRYSTALS

PHOTOBOOTH

Client: Pitch for Gateway Theatre of Shopping

Brief: Concept and design a photo wall for VIP guests at Gateway Shopping Centre Marquee at Durban July 2024. Needs to be durable so can be redeployed at Gateway Shopping Centre for a further 90 days.

Solution: Fractal mirror and 3D modular design.
3m high x 2.4m wide, fastened to a 4.5sqm diamond shaped stage for support.

Materials: Fractal surface made from Alcobond mirror. Substructure made from Shutterply and steel tubing and rear cladding Supalam Superwhite board.



DOPEMIND
PITCH WORK

GLAMBOT

ROBOT VIDEOGRAPHER

Client: Pitch

Brief: Deliver a memorable, interactive photo opportunity at Hollywood Bets Durban July.

Solution: Adapted the Hollywood red carpet Glambot for local deployment matching the client brand colours. Live videography, photography and editing for immediate sharing to guest

Technology: Industrial Robotics, Videography, Social Media



ROBOT NIWASHI

MAZDA CX-80 ACTIVATION

Pitch to design, build and install a visually stunning Afro-Japanese interactive activation to promote Japanese auto manufacturer luxury vehicle launch in 3 major airports around South Africa.

The activation included a robot gardener (niwashi), and elements that engaged each of the 5 senses of the participants, such as cascading waterfall onto car windscreen, binaural beats in the car, themed drinks in custom ceramic cups.

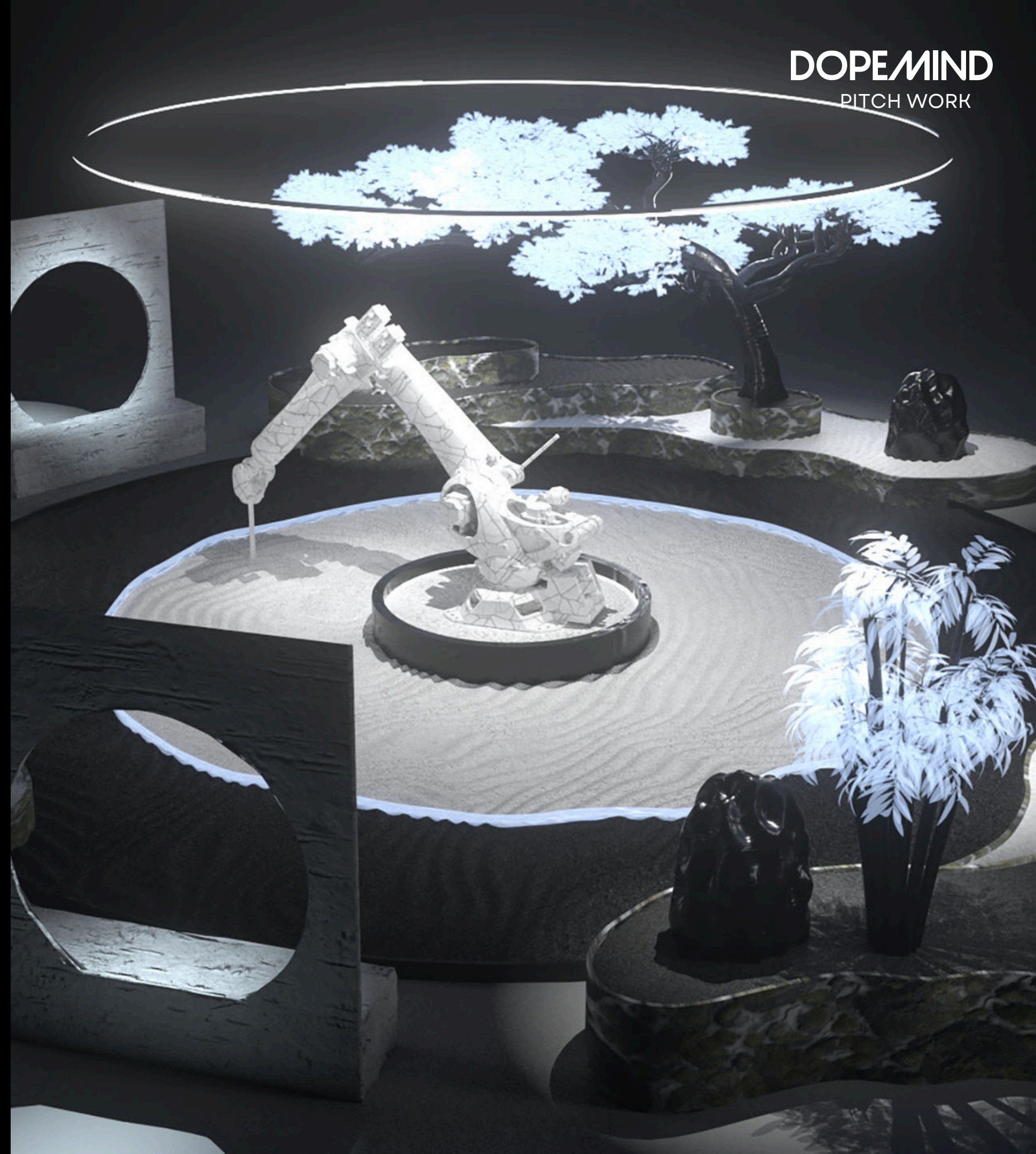


AIRPORTS COMPANY SOUTH AFRICA



NORTH

DOPEMIND
PITCH WORK



Recycle + Reclaim + Repurpose

CIRCULAR DESIGN

DOPEMIND

B.BLOX

INTERACTIVE TOY

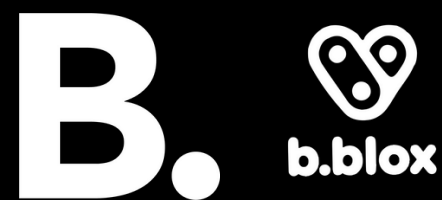


Client: Barrows Retail

Brief: Develop an Early Childhood tool from the businesses industrial waste for the Do More Foundation

Solution: Research and develop appropriate toy designs and material selection. Design tooling, setup manufacturing process, train a team of unemployed young adults to produce 50,000 Lego-style play blocks.

Materials: Recycled Polystyrene



DOPEMIND
PAST WORK



RECYCLE THE SEA

V&A WATERFRONT INSTALLATION



Client: Platform Creative for V & A Waterfront

Brief: Using recycled and reclaimed materials, design and develop sea-themed sculptures to be suspended as part of the annual Christmas and beyond installation.

Solution: 3D design, CNC aluminum mould, artisanal precious plastic injection moulding of 1200 fish scales for redeployed as wall tiles after the event.

Materials: Tiles: recycled polystyrene
Structure: reclaimed electrical fence wire

Timeline: 4 weeks from sign concept sign off

**PLAT
FOR
M.**



**V&A
WATERFRONT
CAPE TOWN**

DOPEMIND
PAST WORK



CONTENT CREATOR AWARD

CUSTOM DSTV TROPHY

Client: DSTV

Brief: Use innovative materials to custom design and manufacture high quality trophies for various clients and award ceremonies.



Damn Vandal.
DESIGN. GRAFFITI. BRANDING.



Software + Applications + NFC Intergration

MOBILE TECHNOLOGY

DOPEMIND

COVID CONNECT MOBILE APP

Client: Department of Trade & Industry

Brief: Develop a rapid communication platform of critical needs for Covid Working Committee

Solution: Delivered a responsive Web App used by local businesses and individuals to share critical needs and services during the early days of the COVID pandemic.



the **dtic**

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA



LOKI.FM

NIGHTLIFE & RESTURANT MOBILE APP

Client: LOKI.fm

Brief: Design a mobile app for IOS that helps the user find restaurants and nightlife options in any city around South Africa.

Solution: A simple and stylish navigation system that helps you find exactly what you are looking for within 5 selection screens (without knowing the area or names of the establishments)



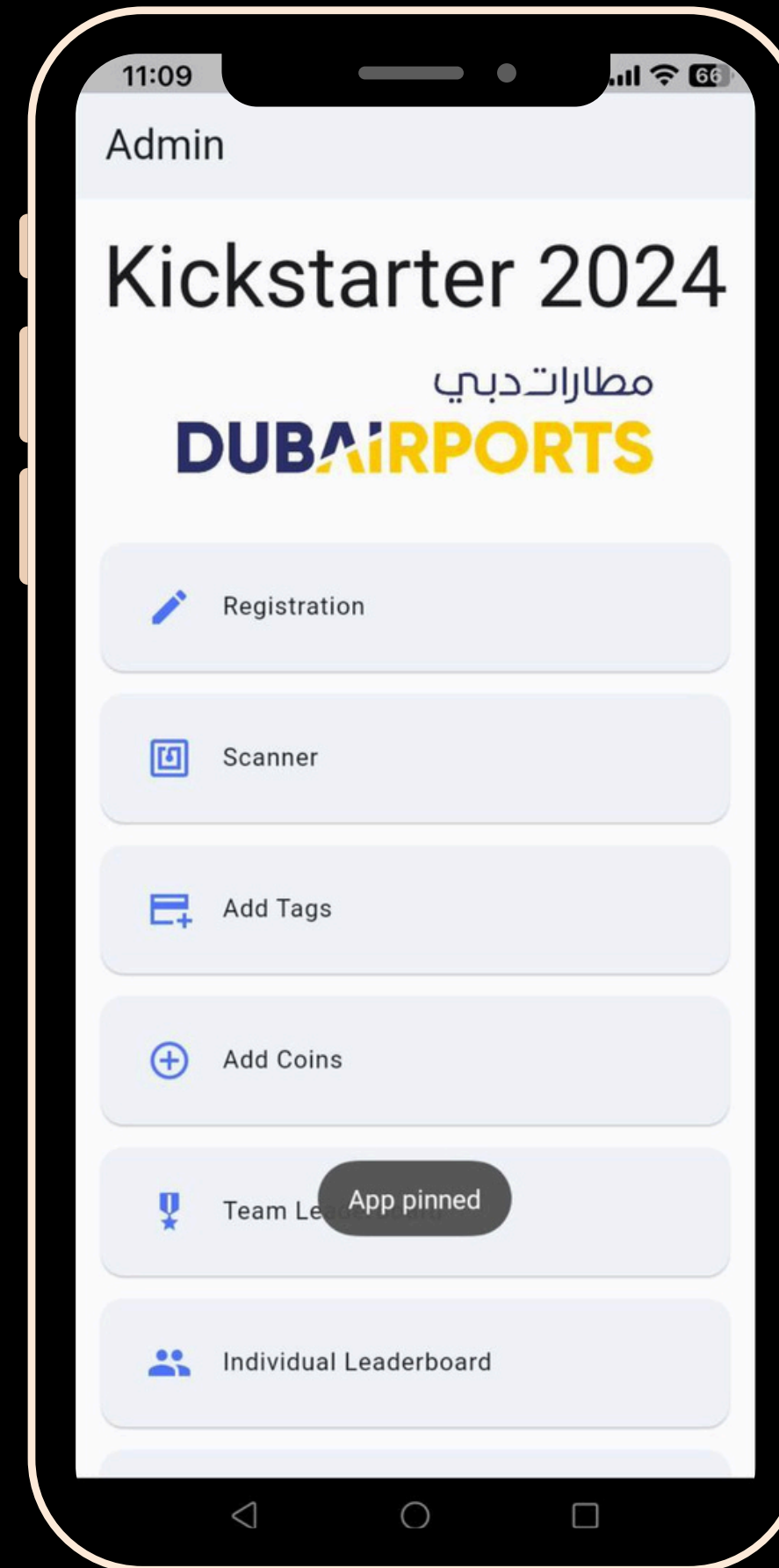
DUBAI AIRPORTS CONFERENCE GAME

Client: Adventure Inc Dubai for Dubai International Airports

Brief: Upgrade the corporate conference experience by integrating technology and gamification.

Solution: Delivered a responsive NFC integrated Web App at live technology conference in Dubai with 400 guests. The technology included custom-made NFC chips, smartphones and NFC bracelets.

مطارات دبي
DUBAI AIRPORTS



KICKSTARTER

NEAR FIELD COMMUNICATION

Client: Adventure Inc Dubai for Dubai International Airports

Brief: Upgrade the corporate conference experience by integrating technology and gamification.

Solution: Delivered a responsive NFC integrated Web App at live technology conference in Dubai with 400 guests.

The technology included custom-made NFC chips, smartphones and NFC bracelets.

مطارات دبي
DUBAI AIRPORTS





Functional Art + 3D Ceramic Technology

3D PRINTING

DOPEMIND

DAMN VANDAL

GIANT 3D HEAD

Client: Damn Vandal / VUSE

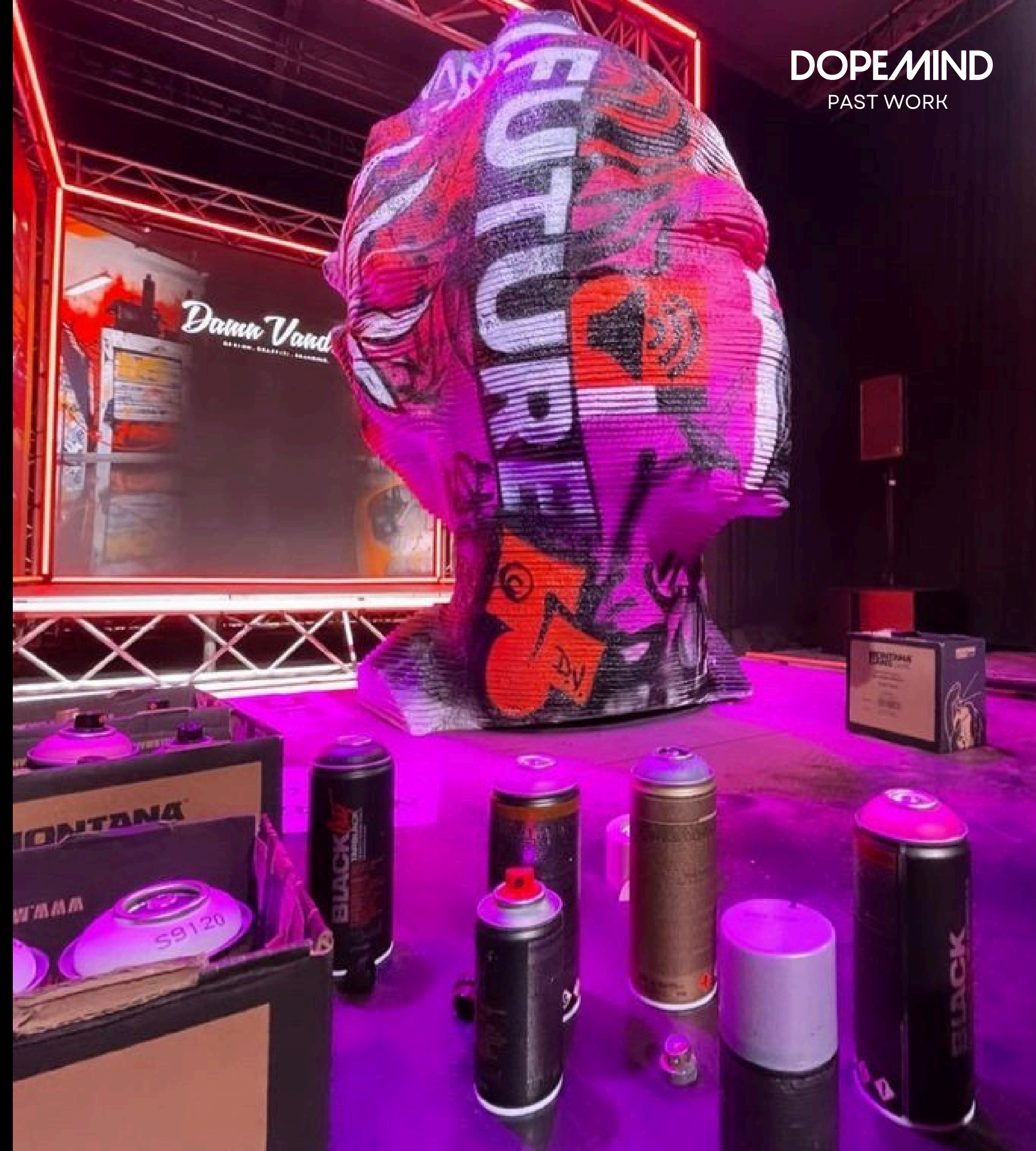
Brief: Create a 5ft tall lightweight sculpture for Artist Damn Vandal to custom spray paint

Solution: 3D scan human head, 3D layered design in Sketchup, Laser/CNC polystyrene and glue individual layers to create a 5ft tall sculpture



Damn Vandal.
DESIGN. GRAFFITI. BRANDING.

DOPEMIND
PAST WORK

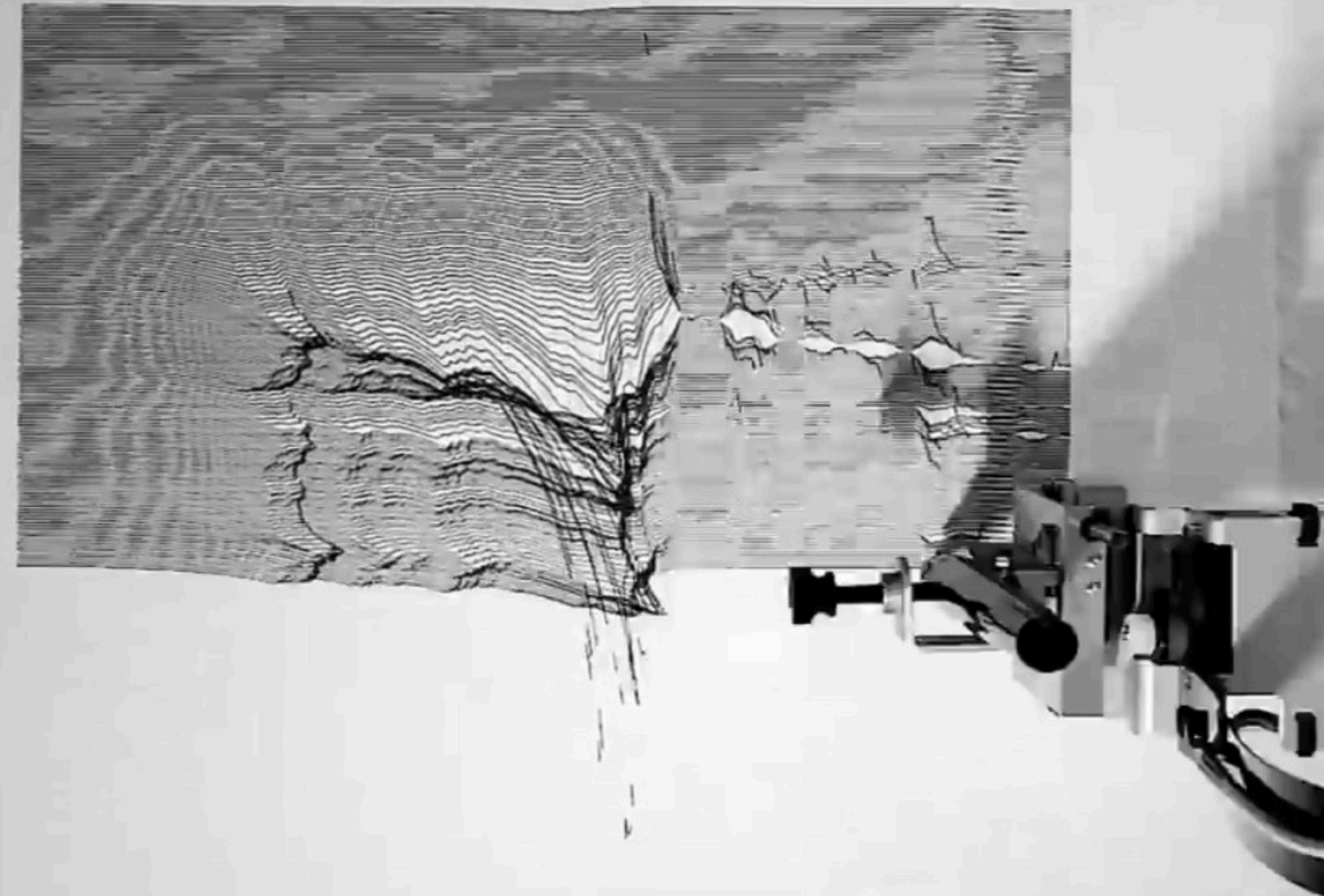


SOUND WAVE

MAKERCON INSTALLATION

An audio engineer recorded binaural sounds in inner-city Johannesburg, which inspired a poet to write "Kospotong". A spoken word artist then performed the poem in the same space, and this performance was documented and recorded. The recordings were transformed into machine code (gcode) using a specific algorithm, and this code was fed into a CNC router to carve the resulting form from a piece of found scrap timber within the vicinity of the original sound recording.

An exploration of sound, materialisation, and space involved a collaboration of spoken word, poetry, design, and digital art. The project resulted in a 3D carving of the sound of the poem "Kospotong" read in Braamfontein. The poem reflects on the space, calling to "this spot" and imagining the city's rhythm and the freedom of its queens amidst the skyline.



GOR-GEO CERAMICA

3D CERAMIC

Pottery is one of humanity's oldest artisanal crafts. 3D printing is one of the most important tools in the 4th industrial revolution. We thought, "Why not combine the two?"

And thus, Gergeo Ceramica was born. This 3D printed ceramics project involved developing a custom injection method for 3D printers as they are designed to melt and print with plastic filament. After months of development, we were able to 3D print a variety of ceramic products such as cups, vases and plant pots.



DOPEMIND
PAST WORK



