



## invitation

**Wednesday,  
14 September 2016  
11:30 am**

Interaction and Technology Lab at  
Rousos Plaza (Plateia Iroon),  
Cyprus University of Technology

The Cyprus Interaction Lab ([www.cyprusinteractionlab.com](http://www.cyprusinteractionlab.com)) of the Department of Multimedia and Graphic Arts and the Social Computing Research Center ([www.socialcomputing.eu](http://www.socialcomputing.eu)) of the Cyprus University of Technology and DisruptCyprus.com, invite you to a public lecture:

**Mobile Phones change the face of Design in Africa**  
by *Professor Darelle van Greunen*,  
Director of the Center for Community Technologies  
Nelson Mandela University, South Africa

The event will be conducted in English. Please register at:  
<https://www.facebook.com/events/1819976128289067/>

More information:  
[www.cyprusinteractionlab.com](http://www.cyprusinteractionlab.com)  
tel.: +357 2500 2064



**Talk Summary:****«Mobile Phones change the face of Design in Africa»**

Africa, too often generalized as one entity, is in fact made up of 55 countries, each with their own unique cultural dynamic and economic systems. In a little over a decade, Africa has witnessed the fastest growth in mobile subscribers in the world. Last year, 1.9 billion people were using smartphones, a figure that's estimated to reach 5.6 billion by 2019. In a continent where more people have access to mobile phones than adequate sanitation, the potential for this technology is immense.

Mobile apps designed by Africans for Africans are lighting up the continent. The current success of the technology lies in necessity, but its evolution will depend on its marriage with a sustainable business model and good design that support the need of the end user. In this lecture, the uniqueness of the African mobile phone user will be highlighted with specific emphasis on design for development.

**Biography:**

Prof. Darelle van Greunen is a Professor in the School of ICT and the Director of the Center for Community Technologies at the Nelson Mandela University in Port Elizabeth, South Africa. The social activist and award winning researcher, has a multidisciplinary background, combining computer science, information systems, African languages, education, media studies and psychology. She holds a number of degrees with her PhD being in Computer Science. Her research focuses on using technology as an enabler in society but with a strong focus on how humans interact with technology. Her research is combined with real-life interventions in different communities of Africa. She is best known for her passion to transform low income communities through the use of technology as an enabler and catalyst to respond to social issues.