



ADITAL ELA
sustainable sense by design
contact@aditalela.com

Adital is a product designer specializing in the field of design for sustainability. Holds a BA in product design from the Holon Academic Institute of Technology (HIT) and a Masters of Design from the 'Man and Humanity' Masters program at the Design Academy Eindhoven.

Adital runs an active sustainable design studio based in Israel promoting various projects with companies, non-profit organizations, and social groups.

Adital teaches sustainable design at the social-environmental design study program at HIT Israel, and is a board member of O2 Global Network, an international network for sustainable design.

Education

2002-2004 Master of Design granted by Design Academy Eindhoven upon completing two years of study at the 'Man and Humanity – Humanitarian Design and Sustainable Style' Master's Program
1999 Bachelor of Science in Product Design (B.Sc.T.E.) granted by the Tel Aviv University upon completing four years of study at the Holon Academic Institute of Technology
1997 Winter semester exchange student at the School of Design in the Cologne University of Applied Sciences (Fachhochschule Koln)

Professional Experience

2007-Today CEO of '**SustainableSense by Design**', a vibrant sustainable design studio based in TLV
2006-Today Sustainable design lecturer at the Holon Academic Institute of Technology, Israel
2004-2007 Creative Director of Amir Zehavi's Design Studio
2003-2004 Assistant Professor to Ecodesign Professor Ursula Tischner at DA Eindhoven
2000-2002 Product Designer and Project Manager at Amir Zehavi's Design Studio
1998-1999 Graphic artist for "Achbar Ha-ir" magazine
1999 Design and organization of graduate exhibition of the Holon Academic Institute of Technology
Summer 1998 Internship at 'Yellow Circle' Design Studio in Pforzheim, Germany
1997 Assistant packaging designer in "Mirkam Cardboard Factory"

Other Activities

2004-Today Board Member of O2 Global Network – An international network of designers for sustainability. (voluntary work).

2004-2007 Active member of the education committee of 'BIMKOM' ngo of planners for planning rights. (voluntary work).

Exhibitions and Conferences

November 2009 2nd International Symposium for Sustainable Design, Sao Paolo, Brazil

December 2008 Environment – Energy – Design } Re-Thinking the Way, Holon, Israel

April 2008 System Reload, Milan, Italy

October 2005 Sustainable Innovation 05. Global 'state of the art' in sustainable product/service development and design. Farnham, UK.

May 2005 The International Conference on Environmental, Cultural, Economic and Social Sustainability

Masters 2004 Design Academy Eindhoven, The Netherlands

November 2003 Visions for Possible World, Conference, Milano, Italy

November 2003 Novem Practical Festival – Our Sustainable Future, Eindhoven, The Netherlands

October 2003 Material Sense – Sustainable Design and Materials, de Witte Dame, Eindhoven, The Netherlands

October 2003 O2 GENERATION – Generating A Sustainable Future. Eindhoven, The Netherlands

Rihutim 99 Young Designers Hall, The Israel Fairs and Convention Center

Young Designers 1999 The Simta Theater, Jaffa, Israel