



Sally Arnold is a designer but also a professional fine artist, which brings a definite flair to all her work. Sally has several years' experience in integrating custom-designed art concepts for public buildings in Luxembourg, as well as in private offices and homes. She personally handles project conception, management, and budget control.

"I use strong, simple graphics. I believe that good design is based on a series of signs and symbols, out of which evolved our written language. Design is language. The more elementary a sign, the stronger its visual impact. I like this energy and the power of colour," explains Arnold.

With an M.A in art history from Frankfurt University she has published several articles over the years on contemporary and international architecture in Luxembourg. She speaks and writes English, German, Italian, French, and Afrikaans and is currently consulting for the museum für Angewandte Kuns in Frankfurt. Design & Technology recently chatted to her.

How long have you been in the design industry?

I have been freelancing as an artist-designer since 2000 – hey this date has a nice design!

How did you decide on this career path?

I grew up watching Xhosa beaders in the sixties – the perfect graphic initiation. Africa meets Europe.

Briefly describe your first job.

I designed six gift cards for a company in Luxembourg selling great contemporary furniture. This project opened the door to collaborating on three large scale public buildings in the Grand Duchy. The project was called Africa meets Europe, and so the circle comes round.

What is your present position in your company?

Girl Friday.

How long have you been in this position?

About 18 months, help is soon needed...

Briefly describe your role.

I design what I believe are desirable soft furnishings then work with clever people to produce them. I also exhibit and market the collections.

A true Karoo Star

By Bianca Huttner, Staff Writer

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What is the best part of your job?

Having fun with colours and shapes.

Do you have a project that you have been involved in which you particularly enjoyed working on, and why?

Signage for the new Luxembourg Underground – working with the colours of the European member state flags to individualise stations. Unfortunately the architects designing the structure (an amazing giant glass funnel projecting out of a rocky hillside) never took it further.

Where do you get your inspiration from?

Nature, the biggest inspiration there is. Music follows right after that.

How important is colour in design and do you have a preferred colour pallet?

Colour is essential, no colour, no design. I use colours according to their vibratory frequencies as nature does. My favourite colours are fuchsia, lime, tangerine, violet, sky, silver...

What is your view on sustainability and green building?

I'm so relieved it's finally becoming fashionable. It also happens to produce some wonderful projects. I love it when architects get really smart!

Which other designer influenced/ influences you?

Arne Jacobsen, Patricia Urquiola, Marcel Wanders, and Ross Lovegrove – I adore their great combinations of excellent form and a fun stylish approach.

Do you have any advice for design students?

Learn to play and draw in the dust, roll in the hay – experience nature and trust your gut feeling.

What challenges do you believe the industry is facing.

If we're talking South Africa – strive for great quality but don't become a slave to anything except the rhythm. If we're talking Europe: get more tactile. If we're talking global: look East.

How do South African interior design standards compare with international ones?

We're up there with the best when we're at our best. Some fast food décor around though.

What is the most important thing you have learnt from working in your field?

To believe in my vision and listen to professional advice. ♡

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