



ADITAL ELA
sustainable sense by design

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.

Adital conducts THE BRIDGE workshops in Israel and around the world.

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 DAE
2000-2002 Product Designer and Project Manager at Amir Zehavi's Design Studio
1998-1999 Graphic artist for "Achbar Ha-ir" magazine
1997 Packaging designer in "Mirkam Cardboard Factory"