

Nedbank Wonderland Project

M&C Saatchi Abel Gauteng designed the Nedbank Wonderland Project, which encouraged those attending the Design Indaba Conference and Simulcast to share their ideas on how to repurpose inoperative ATMs. The ideas needed to make a difference to a South African community. They also had to incorporate some of the components of the unused Nedbank ATM, but could also include additional components.

The winner of the project will get to spend two weeks at Google Creative Lab.

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