

GK

GK DESIGNS (PTY) LTD

EST. 2012 . GABORONE . BOTSWANA

Industrial . Interior . Landscape . Brand . Art . Media

— COMPANY PROFILE 2026 —

Designing a more thoughtful Botswana. From sketch to silhouette.

A multi-disciplinary design studio in Gaborone, founded by designer Goitseone Ketlhalefile. Industrial and eco product design, interior architecture, landscape, corporate branding, design mentoring and contemporary visual art — with an in-house content arm, GK Design Media.



01 ABOUT THE STUDIO

A studio that interprets any brief.

GK Designs (Pty) Ltd is a Gaborone-based consulting studio that interprets any brief into considered, buildable design. From a one-off designed object to a full interior, brand and media rollout, the studio treats every project end-to-end: research, concept, drawings, material sourcing, models, prototypes, intellectual-property support — and launch.

Founded by designer Goitseone Ketlhalefile in 2012 and incorporated as GK Designs (Pty) Ltd, the studio has grown into a multi-disciplinary collective working at the intersection of African craft and contemporary industrial practice — inspired by nature, sharpened by innovation, anchored in sustainability.



Plot 23485 . Phase 4 . Gaborone

MISSION

Make design that works hard for Botswana — and carry it from sketch to silhouette.

VISION

A Gaborone design house that places African craft at the centre of contemporary industrial practice.

VALUES

Sustainability. Honesty. Discipline. Patience. Beauty that is earned, not applied.

“I believe that for anything to be sustainable, innovation has to take place.”
— Goitseone Ketlhalefile, Managing Director

02 STUDIO AT A GLANCE

A small, accountable, multi-disciplinary team.

12+**YEARS**

of full-spectrum
design practice

9**DISCIPLINES**

under one roof

3**IP ASSETS**

TM registered .
Design registered .
Patent filed

7+**YEARS MD**

as Managing
Director since 2018

WHO WE ARE

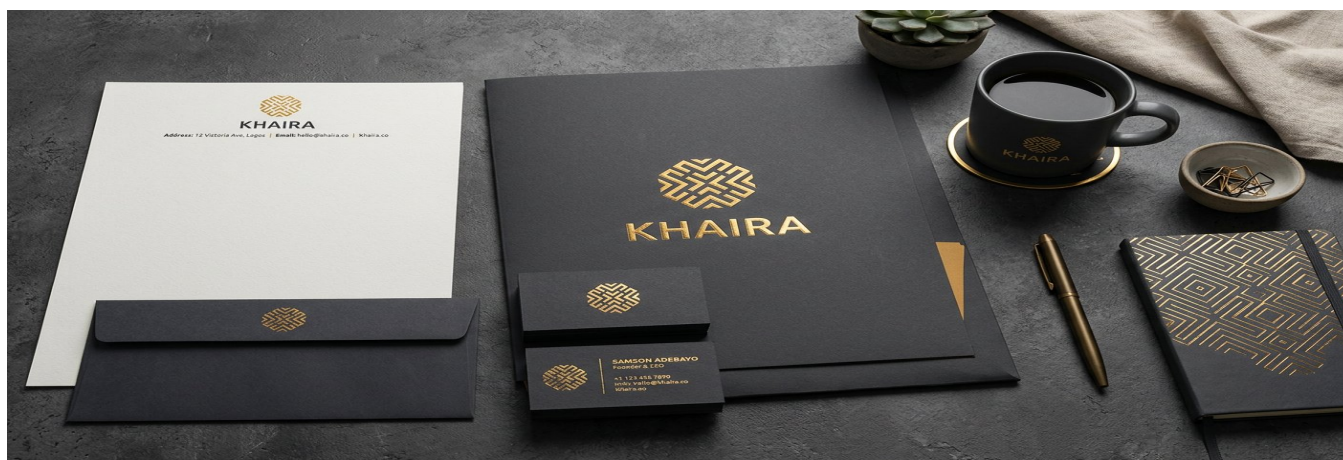
A Gaborone design house with founder-led oversight on every deliverable. The MD signs off the work that leaves the studio.

WHERE WE WORK

Botswana and the wider SADC region. Climate-aware material choices, local craft networks, and pricing that respects the regional market.

HOW WE DELIVER

Tight briefs, transparent budgets, weekly gates, and clear handovers. Design and content stay in one conversation.



Studio output, recent engagements

03 SERVICES

Nine disciplines, one accountable team.

Each service is delivered in-house, supported by a vetted network of engineers, fabricators, copywriters and producers, so the story stays coherent from strategy to pixel — from prototype to press release.

01 / 09

Industrial & Eco Product

Industrial / eco product design, CAD, prototyping, IP support.

02 / 09

Interior Architecture

Floor plans, lighting, furniture, moodboards, décor.

03 / 09

Landscape Design

Masterplans, planting, hardscape, outdoor living.

04 / 09

Corporate Branding

Logotype, marks, type, colour, voice, rollout.

05 / 09

Packaging Design

Dielines, materials, print artwork, prototype runs.

06 / 09

Service Design

Journey mapping, service blueprints, ops rollout.

07 / 09

Design Mentoring

Audits, 1:1 mentoring, in-house team workshops.

08 / 09

Visual Art

Original works, commissions, installations.

09 / 09

GK Design Media

Promotional, corporate, shoots, long-form, interviews.

04 INNOVATION . THE MOBI-STYLER

Bringing the salon experience home.



GOITSEONE KETLHAFILE . UB DESIGN CLINIC

THE OPPORTUNITY

A mobile shampooing unit, built for the home.

The Mobi-styler is a compact, ergonomic trolley unit that brings the salon experience home. Conceived for mobile stylists, hospitality rooms and home care, it combines a basin, water management and an adjustable headrest in a single object — a small private gym for the hair.

TRADEMARK	Registered
DESIGN RIGHT	Registered
PATENT	Filed

DISCIPLINES APPLIED

Ergonomics . Materials . Mechanicals . ID drawing . IP filing . Proto-quality

05 INNOVATION . ECO HANDBAG

A great accessory, grown from another object's remains.



ECOLOGIC SERIES . REUSED LEATHER

THE PRODUCT

Upcycled hide. Craft-led. Local network.

An everyday carry piece built from upcycled leather off-cuts — proving that a great accessory can be designed around waste, not despite it. The pattern is built to minimise off-cut waste and to scale with local craft partners.

MATERIAL

Reclaimed

CONSTRUCTION

Low-waste

MAKE

Craft-led

06 RESEARCH WORK

Two early R&D projects born in the studio**Defluoridation Device**

A household device that reduces excess fluoride from drinking water. Co-developed with the Department of Chemistry (Molepolole College of Education) and Botswana Water Affairs.

Solar Rainbow Diffuser

A child's entertainer that gathers sunlight and disperses it into soft rainbow patterns around a room, inspired by prisms and a child's merry-go-round.

07 FOUNDER

Goitseone Ketlhalfile — Designer, Innovator, Visual Artist.



FOUNDER & MANAGING DIRECTOR

A self-driven, rounded practitioner.

Industrial Designer . IT Educator . Visual Artist . Beauty Therapist — and the Managing Director who still keeps a hand on the pencil.

BACKGROUND

Founded GK Designs in 2012 after a Bachelor of Design in Industrial Design from the University of Botswana, where he developed the Mobi-styler prototype later registered as a trademark, industrial design right and patent. Earlier work includes seven years of middle management, attaching at Sasa Interiors and the Botswana Bureau of Standards, a Diploma in Secondary Education (Design & Technology; Computer Education) with Molepolole College of Education, an A+ in PC Technologies from Damelin, and a household defluoridation concept developed with the Department of Chemistry and Botswana Water Affairs.

TRADEMARK

Mob
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INDUSTRIAL

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PATENT

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PRACTICE KEY SKILLS

Corporate governance . Occupational health & safety . Ergonomics . Design / brand management . IT & systems . Procurement . Visual art . Beauty therapy

08 PROCESS

A clean five-step path from brief to handover.

1

Discover

Stakeholder interviews, on-site visits, market and material research. We listen before we draw.

2

Define

A short, written strategy: goals, audience, constraints, deliverables, budget envelope, milestones.

3

Design

Concepts, sketches, CAD, moodboards, prototypes — reviewed at every gate with stakeholders.

4

Develop

Engineering, sampling, supplier sourcing, production, IP registration support where relevant.

5

Deliver

Install, launch, document, train. A clean handover, plus a written care and growth plan.

Why clients retain GK Designs

ONE ACCOUNTABLE TEAM

Design, media and project management under one roof. Fewer handoffs, fewer surprises, better work.

BUILT FOR BOTSWANA

Climate-aware materials, local craft networks and the pricing and pragmatism of a Gaborone studio.

DEEP, NOT WIDE

We stay small enough to personally oversee quality. The MD reviews every deliverable.

IP-AWARE

Twelve years of practice in protecting design work — trademarks, design rights and patents.

SUSTAINABILITY

Reclaimed and local materials, low-waste patterning, water- and energy-aware specs.

CONTENT-READY

Because we shoot our own work, every brand ships with the assets it needs to launch.

The logo consists of the letters 'GK' in a bold, black, sans-serif font, centered within a solid orange square.

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Gaborone . Botswana

Designing a more thoughtful Botswana.

Start a project.

Briefs welcome. Replies within 24 hours, Monday to Friday.

STUDIO

GK Designs (Pty) Ltd

Plot 23485 . Phase 4
Gaborone . Botswana

Studio visits by appointment.

GENERAL

goitse30@yahoo.com

Replies within 24h . Mon-Fri

Facebook: GK Designs Bw
LinkedIn: Goitseone Ketlhalefile

THANK YOU

We treat every brief as if it were ours. Tell us what you're trying to build — and we'll come back with the right questions, the right team, and the right next gate.