



Yoobee School of Design opens new Auckland campus to accommodate surging enrolments

Press release, 9 May 2013, Yoobee School of Design, Auckland, New Zealand: Yoobee School of Design has today opened a new campus in central Auckland to capitalise on a 15% increase in student enrolments over the last three years and growing demand for its digital design programmes.

Yoobee invested over \$750,000 in the design and fit out of the new campus. The high tech facility features modern technologies including a 3D graphics suite, a green screen room (for video and gaming post-production special effects) and a fully equipped sound studio as well as dedicated exhibition space to showcase student work.

“We were bursting at the seams in our old space on Symonds Road, having experienced a steady growth in enrolments over the years,” says Ruth Cooper, General Manager, Education at Yoobee. “Plus we’ve added an advanced 3D graphics programme as well as language support to attract international students.”

“Technology changes so quickly, and as one of the top providers of digital design programmes we need to provide leading-edge tools to effectively empower our students for the digital jobs of tomorrow. Our new Auckland facility provides these resources, plus it better reflects our brand and our positive outlook for the future of the school; it’s a place where young designers, artists and developers can be inspired to create.”

New staff hires at the campus include Kennedy Faimanifo, a tutor for the Diploma in Advanced 3D Graphics who brings a wealth of industry experience from Toybox Animation and Oktobor, and Michelle Jordan, a Student Employment Coordinator who connects students with industry and prepares them for employment. Yoobee’s specialty facilities will also be available for outside use, further encouraging industry collaboration.

Today’s grand opening event featured technology demonstrations and the unveiling of the printed 3D design winners from last year’s ‘What’s Your Character’ competition. Speakers for the evening included Ruth Cooper as well as:

- Rob Di Figilia, Co Founder and Head of Production for Oktobor
- Tom Ang, world renowned photographer, author, teacher and presenter, and
- Former student Maru Nihoniho, Founder of game development company Metia Interactive.

The new Yoobee School of Design campus is located at Level 4, 3 City Road in central Auckland – close to city transport links, cafes and other tertiary institutions.

About Yoobee School of Design

Yoobee School of Design, formerly Natcoll Design Technology, is a leading New Zealand provider of specialist creative digital design training programmes and soon a degree programme. Established in 1997 the college was acquired by Renaissance Corporation Ltd (RNS NZSX) in 2007 to complement its focus on ‘enabling creativity’ under the Yoobee brand. In September 2012 the college was renamed to Yoobee School of Design, and

continues to offer students NZQA-approved and vocationally-based diploma programmes in multimedia, computer graphic design, web development, animation and filmmaking at its campuses in Auckland, Wellington and Christchurch. To find out more about our programmes visit: www.yoobee.ac.nz

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