
Company: Our People

Our Story
Our Markets
Associations



on-IDLE was founded by Ané Mari du Toit and Marc Peter in 1999. Marc and Ané met in London whilst taking an MA in Interactive Media at the London College of Communication (formerly LCP, London Institute), directed by acclaimed filmmaker and founder of Imagine design bureaux Alan Sekers. on-IDLE was formed through the desire to mix leading technology with quality design across all media platforms. Jointly we bring over 20 years experience in design, advertising, publishing and media consultancy. Through our skills we deliver solutions across a variety of platforms, cultures, languages and market sectors.

Each on-IDLE family member brings a unique skill set to the table, yet we all share one goal: to understand our clients' business and then deliver practical creative solutions, whilst having fun and making new friends.

Key People

Ané-Mari Peter

Managing Director, co-founder

Ané moved from a BA Communications (Hons) specializing in Advertising and Organisational Communication at the University of Johannesburg to youth media sales at StudentWise Media Services and was later headhunted by Grey Worldwide (Johannesburg) as strategic planning manager on global accounts including: Mazda-Mitsubishi, Sage, Proctor and Gamble, GlaxoSmithKline, 3M and Mars. Ané moved to London in 1998 to freelance in new media project management at Amaze Ltd (consulting on Royal SunAlliance, Volkswagen, The Arts Council and the BMA) whilst completing an MA in Interactive Multimedia at the London College of Communication (LCC - formerly LCP) where she continues to lecture.

Marc Peter

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on-IDLE

Creative Director, co-founder

A registered Swiss journalist Marc publishes regular industry-specific articles in the Swiss and German Markets and is author of Flash 4 "Interactivity by Design" (1999) and Flash 5 (2000). Marc studied typography in Zürich, completing his apprenticeship at Ringier Holdings in 1992. He moved from print to high-level interface design through various practical multimedia diplomas and freelance work over 5 years in Switzerland. Marc moved to London to complete an MA in Interactive Multimedia at the LCC in 1998. Now, specialising in identity and interface design at on-IDLE for web, print, corporate identity, mobile and interactive devices Marc also teaches Flash, web editor and design applications at universities and to corporate design departments such as Kuoni and TMP in the UK, Germany and Switzerland.

Alan Sekers

Media Strategist, non-executive director

An acclaimed filmmaker who won awards at the Chicago, Adelaide and Venice Film Festivals, Alan moved into media by founding Imagine, one of Europe's first digital design bureaux.

Alan has been the course director at the LCC for the MA interactive Media for the past 3 years, and remains an active media consultant with on-IDLE. Some of Alan's clients included: Tomato, Babel Media, Kraft Jacobs Suchard, Addison New York, BBJ, Carat Interactive, Hewlett Packard.

Tsuyoshi Saito

Specialist Web Developer

After Graduating with a BA in Economics from Nihon University, Japan, Tsuyoshi moved to London to study a Foundation Art and Design (Camberwell) and then Digital Media Production (London College of Communication). Tsuyoshi joined on-IDLE in 2001 and swiftly became the lead developer, specialising in Open Source internet application development (including content management systems and CSS), as well as high-level Flash applications scripting. Tsuyoshi now manages two other developers whilst working closely with Marc ensuring high

quality technology brings the creative visions to life.

Ralph Schwaninger

Web Developer

Ralph started his career as a student of Communication Science and IT at the Zurich University of Applied Sciences from where he was recruited to youngculture in 2001 as a front-end developer. Initially taken on as a work placement in summer 2005, Ralph is now a full-time member of the on-IDLE team. Ralph's experience at youngculture on technical direction and customer service for enterprise-sized customers including Julius Bär, Helsana and Zurich have stood on-IDLE in good stead for our own customers such as SABB-HSBC, Variety Club and OnlineLabor. Ralph is also currently completing a part-time MA in Internet Application Development at the Metropolitan University in London.

Markus Begiebing

Senior Web Developer

After completing a 12-month internship in web development agency Gum in Paris, Markus moved to London in 2001 to complete a BA Digital Arts at the London College of Music and Media. By obtaining a first, Markus was in the unusual position of being guaranteed a place on the MA Interactive Media at the London College of Communication (formerly LCP) at the University of the Arts, London. He completed the MA with distinction in 2005 from where he was recruited to on-IDLE at his graduation show. Although he is the youngest member of the team, he has implemented applications and content management systems for customers including Arnold House School, New West End Company's consumer and corporate sites, as well as on-idle's own website.

Other on-IDLE Team Members:

Roshan Abraham - Senior Front-end Developer

Mira Kim - Graphic & Product Design

Lubos Remplik - Front-end Developer

Ondrej Nedvidek - CSS Programmer

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