



Western Cape Crafters' Newsletter 2006

April

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..on craft, design & innovation..

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This month is a BIG month for CCDI. We're moving to Harrington Street and we're setting up our new Craft & Design Centre for Innovation.

It means that we will have more space to work, to meet, to train, to consult, to mentor ... and therefore provide a better and more professional walk-in service. And we'll have a well-equipped and -resourced space for play, experimentation, innovation and collaboration between crafters and designers; between 'techies' and 'arties'; between students and professionals.

The Centre for Innovation flows from the development of a Provincial Advanced Manufacturing Technology Strategy (PAMTS) that we drove with the CSIR last year. It is based on the premise that our global competitiveness as a province and as a nation lies in our ability to design and innovate. But the process of innovation requires research and resources (time, technology, information and materials). This is very expensive for individual businesses (unless they're major multi-nationals like Nike or Nokia). In our sector there's little extra time and resources for play and experimentation...

... enter the **Craft & Design Centre for Innovation** ...

The Centre is our response to this need. Its purpose is essentially to provide a well resourced space for designers and crafters to 'play' and experiment so that they can develop new marketable products. While the emphasis will be on experimentation - there will be 'massaging' the process to ensure that marketable products emerge and impact on business sustainability and jobs/income etc.

At the outset the Centre will include the **AMTS FabLab** - which is a high-tech facility with open source design software linked to digital 'printing' technology (laser cutters, milling machines etc.) and our weekly **Product Development Clinic**. In addition we'll be developing an **annual workshop programme** to stimulate creativity, design & innovation, enhance technical skills and application of technology. We'll be looking at a **mobile facility/programme** to ensure enterprises in outlying areas get value from the Centre. And we'll be developing a **resource centre** which will include the management and distribution of **market intelligence**, as well as documentation of **heritage resources** for inspiration.

The establishment of the Centre signifies the cementing of our partnership with the Western Cape Provincial Government - through the Department of Economic Development; with the City of Cape Town - and a new partnership with the national Department of Science & Technology. And while we're leaving the CT campus of CPUT we are still part of the family and will in fact see closer collaboration between ourselves, the faculties of design, information technologies and engineering, and students.

It's not all going to happen overnight - or even in the first six months. As a new facility, the programme in the first year will be determined largely through the needs and demands placed on the Fablab and the Product Development Clinic. The demands and impact will be monitored closely to develop a longer term strategy and programme for the Centre. As a completely new initiative it's going to require that we be flexible and innovative ourselves in the way that we make it work. It's all a bit overwhelming - it's like leaving home all over again - but very exciting. Come and visit us soon...

Erica Elk

Craft Partnership

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Crafters attending the Craft Partnership meetings so enjoy hearing from other crafters. At our last meeting Thobeka Mdiza shared the costly lessons she had learnt around producing large volumes of stock, before having tested the market, as well as the benefits of product development intervention in this process. Cathy Wijnberg, CCDI Manager of Market Development, shared on the stages that you as a crafter grow through to reach success. Her talk is available at the CCDI or on the website: www.capecraftanddesign.org.za.

Programme for Craft Partnership meeting on **Wednesday 3 May 2006**

Venue: Seminar Room 2, Admin. Bldg., CPUT
13:30 Martin Mayongo of Yongo's Pottery, ceramicist, on **Working with staff, moving with trends**
14:00 Mariki Visser of Vogels, on **How to make hi-fashion articles from your off-cuts**



14:00 Avumile Sibinda from The Business Place, on **Funding For Your Craft Business** (a presentation on the Voucher Programme for Umsobomvu and the City).

14:30 Erica Elk, CCDI, on **The upcoming move of the CCDI to Harrington Street.**



Events, Shows & Expo's

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EVENT REPORTBACK

DESIGN INDABA EXPO

The Design Indaba Expo was held alongside the Design Indaba Conference at the Cape Town International Convention Centre in February. The Expo theme was "Home grown, High End". The CCDI secured 27 m2 in the Craft Pavilion section and promoted the products of 22 crafters who had been part of two 2005 programmes – the Aid to Artisans export development programme (the product developer was Stephen Burke from New York), and the Nokia Cape Town Fashion Week programme (the product developer was Amanda Youngleson).

Sales, before the deduction of commission, totalled R17 740 over two days. The Design Indaba Expo draws exhibits from top designers and discerning buyers. An analysis of the participants in these two programmes indicated that 57% were Sole Traders (28% of which were PDI), 29% were Registered Businesses (25% of which were PDI), and 14% were Community Projects (100% PDI). Together, they provide employment to just over 170 people.

CAPE TOWN INTERNATIONAL JAZZ FESTIVAL

Since 2002 the CCDI-facilitated craft shop at the CTIJF has grown from strength to strength. Each year has shown growth in both the product range and sales. Last year's sales topped R52 000 in just two days, and this year was no different. Sales far exceeded the target and totaled more than R59 000 (before deduction of commission).

Thank you to all those crafters who responded quickly and heartily and formed part of the winning team that made our craft shop a resounding success! Also, for the first time in 3 years, we had a higher percentage of first time participants than repeat crafters. 56% of those participating were Sole Traders (of which 43.9% were PDI); 27% were Registered Businesses (of which 27% were PDI); and 14 % were Community Projects (100% PDI). Together the participants provide employment for nearly 140 people.

COMING EVENTS

HIGHLIGHTS @ DESIGN FOR LIVING – 21-28 April 2006

Promotion of Western Cape crafts will be one of the highlights of the new look Design for Living expo this year, now under the management of Kagiso Exhibitions.

The craft area will contain a craft shop, an exhibition of work from around the country, as well as four working studios. During the course of the eight days of the expo, a series of artists will be demonstrating their crafts in the studios at different times and with a variety of treatments. The crafters will include master clay thrower Jimmy Datini, wire artists from Streetwires, and Thys Carstens, a woodturner.

In addition to visiting the studios and browsing through the exhibition, members of the public can learn how to create their own works. On Friday 21 April there'll be a three-hour session from 10:30 to 13:00 teaching beading and how to make jewellery. On Friday, 28 April there will be a mosaic workshop from 10:30 to 13:30. Please book with Annette Nortje on 021-488-5860.

A large shop in the crafts area will display purely Western Cape craft, largely from the metropolitan area. The shop will contain a wide variety of products, including those made from recycled materials, glass, mosaic, textiles, paper and wood, and wire and beadwork.

The Expo runs at the Good Hope Centre from Friday 21 April to Friday 28 April and is open to the public from 10:00 – 21:00. It will showcase home, décor, building, food and lifestyle wares.

HIGHLIGHTS @ DECOREX CAPE AND [light living] EXHIBITION

As décor inspired by Nature hold sway this season, Decorex Cape has chosen the theme 'Nature influencing Living Spaces' to stimulate our escape from the cocoon to rediscover nature's bounty. It brings collections of the very best in décor and design to Cape Town. This prestigious showcase offers a unique blend of emerging trends, upcoming and established designers, manufacturers and suppliers – large and small.

The CCDI is presenting a vibrant offering of the best of Western Cape craft in its Cape Craft shop and a display of unusual crafted furniture and crafted lights with-a-difference in its [light living] Exhibition. This will be installed in the 350 m2 area just to the right as one enters the CTICC from the direction of the Arabella Hotel.

ON THE LIGHTER SIDE WITH SANLAM: Sanlam and VISI put the spotlight on lighting with a competition challenging design students to play with light in all its glorious forms. **Six hand-crafted light entries from the CCDI will also be on display.** The winners of the Sanlam Awards competition will be announced on Friday 28 April at 4.30pm. Visit the Sanlam Linger Lounge illuminated by the winning designs.

THE POWER OF TALK: Top architects, design fundis and décor specialists debate hot topical issues, such as the latest influences shaping interior design, architecture, urban planning, food, film and fashion, and share their favourite things from the world of design. TALK SHOW will be held on 28 April, and 6 half-hour talks will be presented from 11h00 till 15h00. The six sessions are offered at R250 which includes entrance to Decorex. For program details and bookings visit www.decorex.co.za.

EXPORT AFRICA 2006: 24–27 May 2006 - Gallagher Estate, Midrand, Jhb

Export Africa 2005, the first of its kind, was the largest export trade promotion event ever undertaken on the continent of Africa! The exhibition showcased 462



companies to a proven visitor base of decision makers and buyers from Africa and the world.

Now in its second year, **Export Africa 2006** aims to reach its true potential as Africa's premier annual international trading hub for the continent of Africa.

- Place your products into the hands and minds of influential buyers from around the world
- Meet potential trading partners and conclude export-deals
- Exhibit in the pavilion designed to promote trade in your sector
- Take advantage of business-to-business meetings, networking opportunities and training seminars
- Participate in pre-exhibition training
- Benefit from post exhibition guidance and feedback

For information | to apply: 011 678-1024 | info@exportafricaexpo.com | www.exportafricaexpo.com.

EXHIBITION

NORTH MEETS SOUTH

Five years ago, the Danish Government sponsored a residency for nine of South Africa's best ceramicists. They spent five weeks working in the Northern hemisphere. This had a far reaching effect on their work...

Three of the artists, **Clementina van der Walt**, **Lisa Firer** and **Majolandile Dyalvane**, felt the need to re-unite with a collaborative exhibition. This opens on **Saturday, 22 April at 11am, and closes on Sunday, 14 May 2006**. Hours: Mon - Sat 9.30 - 4.30; Sun 10 - 4.30.

Venue: THE POTTER'S SHOP, 6 Rouxville Road, Kalk Bay 7975, tel/fax: 021 788 7030.

Market Access Strategy Day

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MARKET ACCESS STRATEGY DAY – Wed 21 June 2006

Date: **Wednesday 21 June 2006**

Venue: **CCDI** (location to be confirmed)

Time: **08.30 registration – 15.00 close**

OPENING –OVERVIEW OF CCDI MARKET ACCESS STRATEGY

The work of the CCDI over the past 4 years has highlighted the importance of supporting the entire value chain in the quest to develop an economically sustainable craft sector. Preliminary research into needs of enterprises higher up the value chain was conducted in 2005 - specifically investigating the craft retail, intermediary and e-commerce sectors.

These results highlighted potential areas of need, and possible routes through which CCDI support could be used for best benefit. These include a proposal for a retail accreditation system, supported by a craft retail map & marketing strategy, a collaborative e-commerce programme and an Intermediary Association.

These ideas will be sketched as part of a broad overview of planned support along the value chain, which will set the scene for discussions in the detailed workshops that follow.

Time: **08.30 – 09.30**

RETAILERS ACCREDITATION WORKSHOP

CCDI invites all interested W. Cape **craft retailers** to this workshop to assess the level of need (if any) for strategic support for the craft retail sector. This will be an ideal time for retailers to share their opinions on the

potential (& challenges) in the sector. A draft branding & accreditation system & associated collaborative marketing strategy will be presented for interactive discussion.

Time: **09.30hrs – 11.30**

E-COMMERCE STRATEGY WORKSHOP

Individuals & Businesses interested in improving the commercial success of **e-commerce in the craft sector** are invited to a workshop to develop a broad strategy. Results of a preliminary survey of current e-commerce and on-line retailing activity will be presented for discussion. Participants will be invited to pool their knowledge with a view to finding ways in which CCDI funding can be utilised to support e-commerce and IT solutions, to greatest commercial benefit.

Time: **11.30 – 13.30**

Light lunch for delegates: **13.30 – 14.00**

INTERMEDIARY & AGENT ASSOCIATION

Interested W Cape craft **intermediaries, marketing & export agents** are invited to discuss ways in which they can work together to strengthen their economic viability in the craft sector. Results of a preliminary survey of needs will be discussed including the suggestion for an **Intermediary Association**. Participants will be invited to share their experiences with a view to finding ways in which to collaborate for greatest benefit.

Time: **14.00 – 15.00**

Contact Cathy Wijnberg for more information and registration forms | wijnbergc@cput.ac.za | 021 460 3944 | fax: 021 460 3553. **DEADLINE:** 31 May 2006.

Website search results

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Over the 1 year period, from April 2005 to March 2006, visits to the CCDI website have increased from 187 visits/month, to 1415 visits/month – an increase of 756%! So, do refer people to our website - www.capecraftanddesign.org.za.



Global news on the Web

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FASHION

Peopletree – the successful “UK ethical fashion company” has been making inroads into the mainstream European & Japanese fashion market – blending their form of Fairtrade, environmentally friendly processes, handcraft and high fashion design into marketable ranges. They currently source product from two African countries - a sisal basket making group in Zimbabwe and 'bombalulu' handbeaten metal jewellery from Kenya. People interested in this model of fashion and following the value of Fairtrade will enjoy visiting their site www.peopletree.co.uk

AFRICANA

African artisans with global designs - A new generation of enterprising African artisans are reclaiming the privilege of referencing Africana for the global marketplace through modern, cosmopolitan designs and shrewd business models. This article in the Herald Tribune talks about the success of implementing modern trends into ancient handcraft products. <http://www.ihf.com/articles/2006/02/23/opinion/rafrica.php>

EXPORTS & EU TRENDS

The Netherlands Development agency CBI has a long history of assisting crafters in developing countries. Their successful programmes which have been tested across many different sectors, and in numerous countries, involve a combination of sector-specific education, market intelligence and event support. Well-established companies with excellent product, such as Streetwires and more recently Africa Café, have achieved significant success with CBI over the years. This is a high level

intervention suitable for businesses who have already mastered and saturated the South African market. CBI is also an excellent source of up to date information on European trends and on technical and tariff restrictions in the EU. For more information visit www.cbi.nl. It is a source of fascinating information for any exporter interested in the EU Market. It also contains specific news relating to handcraft <http://www.cbi.nl/marketinfo/cbi/?action=showPublications&id=7>

FURNITURE

Design ideas have a tendency to run away from the originator. Remember the plastic chickens.....well now someone has used that concept and idea to create 'stylish plastic chicken chair'...well not quite. You should be able to view this 'inkuku' chair on www.ryanfrank.net and if you can't find it there you are welcome to email me for your own copy of the image and article at wijnbergc@cput.ac.za.

LOCALLY

And locally.....you might like to connect to a local craft information site – useful for out of province contacts and a hot site for South Africans currently doing craft as a hobby, especially those outside Western Cape www.redballoon.co.za.

DÉCOR TRENDS

And finally for really great tips on local homeware and interior design trends and tips you MUST subscribe to Décor direct – by emailing lorraine@decordirect.co.za;kscope@xsinet.co.za.

Training & Workshops

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CCDI WINTER SCHOOL

The CCDI will again be running its very popular Craft Winter School during the June/July school holidays -- from 26 June to 16 July. This consists of week-long training programmes, covering topics such as Design & Drawing; Creating a Product for the Market; Marketing your Craft; Operating a Craft Business; and Production Processes for Craft. There will also be one-day seminars on topics such as Contracts for Part-time Employees; SARS for Craft Business; Colour Theory; and many other interesting topics for crafters. You can register your interest for these short courses at the next Craft Partnership meeting

on Wednesday, 3 May 2006. For more details, contact Ann Weyer | 021 460-3724 | weyera@cput.ac.za.

CAPE REGIONAL CHAMBER: BUSINESS SKILLS DEVELOPMENT PROGRAMME

The Cape Regional Chamber and Thrust Development Services are offering a Business Skills Development Programme from May to July 2006. Please see the attached [invitation](#) and [application form](#) for more information. **Deadline** for applications: 24 April 2006.

WESGRO: EXPORT DEVELOPMENT PROGRAMME

Wesgro together with SEDA (Small Enterprise Development Agency) is offering an Export Development Programme, from May to August 2006. Please see the attached [invitation](#) for more information.

dti: TERMS OF REFERENCE: Facilitator for Colour, Trends and Design Workshop

The dti is inviting applications for a facilitator for the above workshop in the Western Cape. See the attached [Terms of Reference](#). **Deadline** for applications: 24 April 2006.



Sculpture competition

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CAPE TOWN PUBLIC SCULPTURE COMPETITION

The JK Gross Trust, together with the Association for Visual Arts (AVA) and Spier, is holding the 4th public sculpture competition for the City of Cape Town. The site for this winning piece will be the patio of the AVA building in Church Street Mall in the city centre. The prize money is R30 000, while R70 000 will be made available for the creation and installation of the winning sculpture, which will be the responsibility of the winning artist.

All the submitted maquettes will be on exhibition at AVA Gallery from 23 August to 1 September 2006. This competition is open to all, both nationally and internationally, and collaborative entries are welcome. Closing date for submission of maquettes: Friday, 18 August 2006.

More information about this competition, including details and a photograph of the site, as well as entry forms, is available on AVA's website under Projects at www.ava.co.za. Enquiries: AVA 021 424-7426 | fax 021 423-2637 | estava@iafrica.com | 35 Church Street, Cape Town, 8001.

Part - time positions

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PART-TIME POSITION: Skills Development & Training Co-ordinator

CCDI is looking for a part-time co-ordinator for 12 months to assist with the NQF2 Learnership and Winter School. Basic requirements are:

- Learner Management
- Communication with the learners
- Logistical arrangements
- Project administration
- Database management
- Monthly reporting

The Project Coordinator will report to the CCDI Enterprise Development Manager. For a detailed job description and application requirements, contact Ann Weyer | 021 460 3724 | weyera@cput.ac.za. **Closing Date:** Tuesday 2nd May.

dti: TERMS OF REFERENCE: Facilitator for Colour, Trends and Design Workshop

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Sensational new products

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Tin Town has developed and recently launched their range of nature products. These come in a variety of colours, but also in pure white. Contact André Serfontein on 021 426-2226 | 0834589863 | tintown@iafrica.com.



Trade opportunity

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An international Blood Transfusion Conference will run from 2-7 September 2006, with 2000 international delegates. As part of their Expo, which includes meeting and eating areas, a SA Pavilion will host 8 (3x3) stands for craft businesses. The space, a shell scheme and furniture are available free-of-charge. Craft businesses wishing to take up this offer and sell their own and other crafters' products need to register their interest with Xoliswa Phenya by 5 May on 021 460-3562 | phenyaX@cput.ac.za.



V&A Waterfront opportunities

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Invitation

The V&A Waterfront is inviting prospective crafters to bring their products for selection to be able to join the community of crafters who trade in the various craft areas. Crafters are taken through the dynamics of trading at the Craft Market and are able to ask questions to understand how the Market operates. A selection committee meets every week to assess new applications.

With affordable entry level rentals at the V&A Waterfront, the Craft Market allows for crafters at various levels to apply to trade from weekends only, to weekly, seasonal and full time. There is even an opportunity to be a part of a cooperative for those crafters not able to trade themselves.

Training

Training is provided either directly with product development, stall layout and design, regular assessment meetings and regular training programs; or indirectly through a lease with detailed user clause, conditions of trade, financial systems, regular tenant meetings and information sharing and a management team support base.

A crafter who is able to embrace change through product development, skills development, merchandising and relocation is then able to handle the more formal retail sector. Crafters graduate out of the Craft Market into The Red Shed, The Barrows and stores in the Victoria Wharf, Alfred Mall and Clock Tower Centre.

For further enquires contact: 021 408-7842 | f 021 408-7845 | craftmarket@waterfront.co.za.

GROWING CRAFTERS INTO RETAILERS

The Waterfront Craft Market and Wellness Centre has been earmarked for a major revamp in 2007.

This forms a part of the ongoing development of the V&A Waterfront. The success of the V&A Waterfront as the most visited destination in the country is, in part, due to the unique speciality stores, providing quality South African products for the local and foreign visitor.

The V&A Waterfront remains committed to developing SMME's (Small Medium and Micro Enterprises) into retailers and has created a perfect platform for ensuring that crafters, who have vision and talent, can become successful retailers.

Crafters have various reasons for starting their own business. The freedom to control their own direction and set their own goals, while being creative is a powerful incentive. Survival is another very real reason, especially with the high levels of unemployment that face many in our country. SMME's are critical to the growth and development of our economy. While this may be, there are many reasons why SMME's don't get off the ground. Being in an environment that allows the crafter to learn enhances their opportunity for success.

By making facilities available to provide for growth and development, along with a framework that allows for a trader to understand and learn the dynamics that go into running a shop in a shopping centre, the V&A Waterfront has created a dynamic and successful model for Small Business development.

The Waterfront Craft Market and Wellness Centre offers crafters an opportunity to trade in a shopping centre environment, thereby creating an incubator facility for them to learn how to master the various elements of retail.

With a 70% local customer base, the facility is an ideal family environment that allows for unique quality handcrafted products. Products are placed into categories to allow for ease of shopping and brand identity. Regular workshops and demonstrations also allow for the public to be introduced to craft in an age of hi-tech leisure pastimes.