

Western Cape Craft Sector Newsletter

August/September 2006

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It really feels like a new beginning...

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Spring has sprung and this month we have such a bumper edition of the newsletter that we've split it in two - Training and Trade - to make it easier for you to get through.

It's a sign that the season is starting to hot up - the trade newsletter has 12 **access to market opportunities**. It's also a sign of how our new programmes are starting to take root. The Centre for Innovation is piloting **two product development workshops** - handbags and home-ware; and a **Colour & Trends workshop** with Woolworths (see inside for details). This is the start of what we hope will be groundbreaking innovation on the 4th Floor.

It's also a sign of how busy we are. To make sure that we are busy in an effective way - and that our activities and programmes are having the desired impact on craft entrepreneurs across the province, we've commissioned an **Impact Study**. We are currently in the process of defining the questions we want answered and how we are going to arrive at a representative sample from our database which now stands at 747 craft enterprises. Towards the end of this month and into October the appointed service providers - Impact X - will be calling on some of you to participate in the study. Please do so. While we know it is an extra demand on your time - it will ultimately benefit you, as the feedback we glean from this process will inform our programmes and activities.

We've also commissioned a **study on the supply of raw materials** - to understand how you access raw materials; what some of the issues in access are; and what we or government could do to make a change in this area. We appointed Kaiser Associates to do this study and they will also be contacting some of you during the next two months.

Last, but not least, we were very honoured to have a visit from the **Deputy Minister of Science & Technology**. He was very taken by the products from recycled material and urged us to increase the practise

in the sector. We agree and plan to add this on to our list of creative workshops in the Centre for Innovation.

Happy reading.
Erica Elk



Caught, red-handed!
Dep. Minister Derek Hanekom of Science & Technology paid a flying visit to the CCDI, and got rather 'carried away' by all products made from trash! He would like to see the practice of recycling firmly established in South Africa, viable economic products made from waste material, jobs created and lives improved as a consequence.

Call for board nomination...

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A vacant seat for a craft producer exists on the CCDI Board. The seat became vacant when Jen Kummer resigned for technical reasons. The other craft sector seats on the board are occupied by Derrick Senteni and Matanzima Baleni (craft entrepreneurs), Tessa Graaff (retail) and Roelf Mulder (industrial design). Board members are required to attend 4 meetings a year (once a quarter) and are there to provide oversight and guidance to the programmes of the CCDI. Please see [attached nomination form](#), which needs to be completed and submitted to Nomzamo Landingwe on landingwen@cput.ac.za | fax 021 460-5101 by 22 September 2006.

Craft Partnership Meeting – don't miss this

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The next Craft Partnership Meeting will take the form of a visit to the CCDI Centre for Innovation and an AMTS FabLab demonstration. This is not to be missed!

Venue 4th floor, 75 Harrington Street, East City, Cape Town

Date Wednesday, 6 September from 13:30-15:30

WHAT DOES THE CENTRE FOR INNOVATION AND AMTS FABLAB OFFER YOU?

As part of its services to crafters in the province, the Cape Craft & Design Institute (CCDI) offers a state-of-the-art Centre for Innovation and AMTS Fabrication Laboratory, to assist crafters develop new products. In this way craft producers gain access to technology and resources that would previously not have been available to them. The Centre for Innovation will encourage crafters in their innovation skills, as well as provide inspiration for new trends, new applications and new materials.

This first Craft & Design FabLab in the world will significantly enhance local product competitiveness in global markets.

The AMTS FabLab, which is supported by the Dept of Science & Technology, and the Massachusetts Institute of Technology, USA, is visited by designers, design students and crafters, and this could lead to joint projects between the two groups.

Case study 1

One such collaboration took place between master craftsman, Jim Chiota, and Chris Jones, design student of the Cape Peninsula University of Technology. Jim, a wire and bead artist, developed a new torso-light, 'Dorothy', to the designs and cross-sections that Chris mapped out using the design software. "This is manna from heaven," enthuses Jim. 'It opens so many new avenues and ideas.'



1. Jim Chiota, with a half-torso –



- one of his original products, which serves as a wall light
2. The pattern pieces for a full torso, cut from the computer pattern designs
3. 'Dorothy', the new torso-light, developed through a collaboration of design

technology and handcraft.



What visitors have to say

'Awesome stuff,' raves Oliver Reissner, a 3D visual designer, 'This is design heaven!' 'I

learnt a valuable new trick in the first 2 minutes of my visit,' says Alison Coutras of Kunye Craft. 'With all this equipment and my ideas, all one has to do is mix the ingredients to get something out of this world,' affirms Jimmy Shiduma, wire artist.

The facilities at the Centre for Innovation include the high-tech FabLab, with design software linked to digital desktop manufacturing technology; a Product Development Clinic for one-on-one product development support, with sources of inspiration and a net-search computer; and a Resource Centre which will provide market information and documentation of indigenous knowledge and cultural heritage for inspiration.

Training Galore!

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Don't miss these amazing training opportunities! Book your place at the workshops NOW.

PRODUCT DEVELOPMENT WORKSHOPS FOR WC CRAFTERS

The Centre for Innovation is conducting the following Product Development workshops:

Textile Workshop: Handbags

Description The purpose of this product development workshop is to create contemporary handbags complete with innovative multi-media surface decoration consisting of fabric painting techniques overlaid with embroidery, appliqué and beading. Crocheting, hooking and knitting may be included.

Outcomes Each crafter will complete one handbag but will have acquired a range of generic patterns for handbags, knowledge of how to conceptualize designs, knowledge of current market trends and fabric painting techniques.

Method Crafters will collaborate with each other and use a range of technical expertise available which includes the expertise of their fellow crafters and that provided by the new FabLab to embellish their handbags.

Details

- **Commencing date** 2 October 2006
- **Duration** 6 Weeks - Mondays & Thursdays, 9 to 1

- **Timetable** Mondays 2, 9, 16, 23, 30 October; 6 November 2006
Thursdays 5, 12, 19, 26 October; 2, 9 November 2006
 - **Cost** R1 200.00 per person inclusive of raw materials. Note that this cost is highly subsidised.
 - **Maximum attendees** 18
 - **Facilitated by CCDI Product Developer** Amanda Youngleson
 - **Enquiries** Mano Reddy, Manager Centre for Innovation 021 460-3811 | redzym@cput.ac.za
 - **Bookings** Zanele Donker 021 460-3982 | donkern@cput.ac.za
- Applications for full subsidies are available upon request. Bookings are essential.**

Textile Workshop: Home-ware

Description The purpose of this product development workshop is to create contemporary home-ware, complete with innovative multi-media surface decoration consisting of fabric painting techniques overlaid with embroidery, appliqué and beading.

Outcomes Each crafter will complete a range of home-ware and will acquire a range of generic patterns, knowledge of how to conceptualize designs, knowledge of current market trends and fabric painting techniques.

Method Crafters will collaborate with each other and use a range of technical expertise available which includes the expertise of their fellow crafters and that provided by the FabLab to embellish their home-ware. Products include table mats, aprons, oven gloves, table runner, cushion covers.

Details

- **Commencing date** 3 October 2006
- **Duration** 6 Weeks - Tuesdays & Fridays, 9 to 1
- **Timetable** Tuesdays 3, 10, 17, 24, 31 October; 7 November 2006
Fridays 9, 13, 20, 27 October; 3, 10 November 2006
- **Cost** R1 200.00 per person inclusive of raw materials. Note that this cost is highly subsidised.
- **Maximum attendees** 18
- **Facilitated by CCDI Product Developer** Amanda Youngleson
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COLOUR DAY WORKSHOP

The CCDI Centre for Innovation is presenting a Day Workshop on Colour Forecast, focusing on Spring/Summer 07 and International Trends. This will be presented by Woolworths Design, facilitated by Peter Gordon.

Venue: Centre for Innovation
Date: **22 September 2006**

Contact Zanele Donker to confirm your attendance on 021 460-3982 | donkern@cput.ac.za

TAX AMNESTY WORKSHOPS

The Taxpayer Education Unit of SARS in the Western Cape is launching a drive to educate and inform small businesses about the Tax Amnesty. They are running Tax Amnesty Workshops at their offices in Bellville and Cape Town. The sessions will be held on Tuesdays and Wednesdays from 9 - 11am and from 12 - 2pm. Due to limited seating it is imperative that you reserve your seat. For more information and to reserve your place, **contact** Mark Hansen on (021) 417-1400 or mhansen@sars.gov.za.

These workshops will cover a range of tax related issues including:

Basic	Intermediate
Tax Amnesty	Income Tax
Registration (Income Tax, VAT, PAYE)	VAT (Input tax, Adjustments)
Small Business (Business Entities)	PAYE (Fringe Benefits, Allowance)
VAT (Incl. Completion of VAT 201)	Provisional Tax (Incl. Completion of IRP6)
PAYE (Incl. Completion of PAYE 201)	

VALUABLE CRAFT SECTOR EXPORT TRAINING OPPORTUNITY – 19,20 September 2006

CCDI has negotiated a valuable export 2-day training opportunity with our partners Wesgro. This training will be focussed specifically on the craft sector and is highly relevant to businesses serious about starting (or enhancing) an export drive.

The training is expected to be a valuable export development process if you are part of the Aid to Artisans programme your attendance is strongly recommended. The training is ideal for the **decision-makers** and **business managers** and will help to align the needs of your export strategy. See **attachment** for full details.

Please email your completed application form directly to Wesgro, and copy to Cathy Wijnberg wijnbergc@cput.ac.za.

MAPPP-SETA SERVICE PROVIDER TRAINING

The MAPPP-Seta is looking to build the training and facilitation capacity of service providers and increase their pool of accredited assessors.

Outcomes based education is an approach to education that is here to stay. We have found that the service providers who have gone through the assessor training are providing very good quality training, that delivers real results, while being compliant with the Seta reporting framework, which is very specific.

The training provided by the MAPPPSeta is free and we urge service providers to attend the training to upgrade their skills and ensure their processes are in line with Seta requirements. The CCDI will in future require service providers to be accredited and have been through the training.

The Western Cape training will take place on the indicated dates in Somerset West. To attend the training contact Christa on 072-961-1545 | fax 086-510-8530 | christa@assessortrainer.co.za or Ann at CCDI on 021 460-3724 | weyera@cput.ac.za. for the enrolment form and agreement. These must be returned by fax to Christa.

Dates for Western Cape:

September:

- 18-22 - Conduct Outcomes-based Assessment (ID 115753)
- 18-22 - Conduct Moderation of Outcomes-based assessment (ID 115759)
- 26-28 - Facilitate the preparation and presentation of evidence for assessment (ID 12544)

November:

- 6-10 - Facilitate learning using a variety of given Methodologies (Id 115755)
- 13-15 - Coaching (ID 117877)
- 13-17 - Design and develop outcomes-based assessment (ID 115755)
- 20-22 - Coaching (ID 117877)
- 20-24 - conduct outcomes-based assessment (ID 115753)
- 27-29 - Coaching (ID 117877)
- 27-1st Dec - Moderate outcomes-based assessment (ID 115759)



OLD MUTUAL MASTER CRAFTERS

The Old Mutual Master Crafter project was featured in an amazing collaboration with Spier. Trainer and interior design John-Anthony Boerma and his ArtAid team completed an absolutely stunning room installation at the Spier hotel, using the modern Art Deco products that were produced by the 18 master crafters. The room is an interpretation of the diversity of South African craft and clearly shows the value of using local décor to create mainstream hotel interiors.

The room that signals African Art Deco chic, and the team that collaborated in the Master Crafter project: Cathy Wijenberg, CCDI, John-Anthony Boerma, trainer, and Sandile Cele from ArtAid, Farzanah Badsha from Spier, and Benna van der Merwe and Kate Miszewski from Old Mutual Foundation.

XMAS DÉCOR PROJECT

The City of Cape Town has agreed to fund a second phase of the successful Xmas décor project, in which CCDI partnered with Link Africa and Xmas Africa. In the pilot phase, orders totalled R103 975. The second phase orders have already topped R341 650, and the project is seeking international markets in order to support further growth. The Xmas décor project is also urgently seeking new Western Cape producers to strengthen the product offering [see **Retailing Opportunities in the TRADEnews**]

AID TO ARTISANS – NYIGF and SARCD A

Producers from the Aid to Artisans programme had a successful August – with good interest shown in the new ranges at the New York International Gift Fair and SARCD A. US Buyers were particularly interested in the range of lights presented by Heath Nash, and the new range of lampshades by Wola Nani. There was also good interest in the new ranges of Kuba-style textiles presented by Zambane, and the funky recycled storage containers by Kunye. Final sales data is not yet available.

Closer to home, SARCD A yielded confirmed orders of R33,424 with an additional 54 serious enquiries. The top sellers were Wola Nani and Zambane – both of whom showed range extensions that appealed to existing loyal clients and new buyers alike. Interest in all products was intense and visitor numbers were excellent. We

anticipate a busy post-show follow-up period – which will hopefully lead to a doubling of the sales figures.

The Aid to Artisans programme is due for completion in March 2007.

Best Stand Award

The Aid to Artisans|CCDI stand won the Award for best stand. Well done to the design team in Johannesburg!

Aid to Artisans Training

August was also a training month, with Pam Xapa attending training in New York, and Patricia Tonisi, Cuthbert Chisoka and Rina Venter attending training in Johannesburg. Sadly Willard Musarurwa and Malin Olofsson were unable to travel to New York at the last minute due to visa and passport dramas. Travel restrictions are very challenging these days – and anyone wanting to get to USA is advised to take their

passports to the USA consulate for checking – even if they don't need a visa!

ONE OF A KIND 2006 - REPORTBACK

Sixteen Western Cape crafters participated in this annual event. Of the 16, four are in their third year of the programme and will be graduating into individual stand-holder status. Congratulations to them!

This year's event has shown a marked growth from last year. The organisers made a concerted effort to set up meetings between crafters (individual and provincial stands) and the buyers, through a business-2-business matchmaking programme. These were well received and appreciated. Other growth points included a better set-up of the provincial stands. The new design ensured that all stands received an equal amount of showing. The Western Cape had an additional four craft businesses who took up their own stands. All crafters came back with orders to fulfill, enquiries to follow up on, and cash from direct sales.

Should you wish to apply to be part of the three-year One of a Kind Provincial Stand programme next year, be sure to keep an eye on the newsletter for the selection criteria.



Thanks from the dti

The Cultural Industries Sector Desk of the dti expressed their thanks to all provincial structures for their co-operation in making One of A Kind 2006 the most successful to date, and for their assistance to the emerging craft businesses from their respective provinces. The dti is working towards an efficient, formalised South African craft sector that will create jobs and increase the number of small businesses from being previously disadvantaged to being part of mainstream economic activities.

SMALL BUSINESS WEEK

'Craft entrepreneurs who paid a visit to the CCDI's stand at Small Business Week, view the craft sector as a viable business sector and are willing to research the setting up of a business,' said Ann Weyer, CCDI's Manager Business Development. SBW provides an excellent opportunity for potential businesses to network and to inform themselves of the wide array of services on offer. 'It was most encouraging to see how many crafters were visiting and making the most of the opportunity,' she said. 'Next year we would like to see many more crafters attend the workshops that are offered.'

The SBW was also useful for the CCDI to network with other organisations and expand its Service Provider database of people committed to the growth of the craft sector.



Trophy Competition

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CALL FOR TROPHIES - for the Arts, Culture, Heritage, Libraries & Archives Awards

WC crafters are invited to design and produce 30 trophies and 1 centre-piece trophy for the Arts, Culture, Heritage, Libraries & Archives Awards as commissioned by the PGWC's Dept of Cultural Affairs and Sport. 'We would like crafters to collaborate with industrial design students to execute this commission,' says Mano Reddy of the Centre for Innovation. 'We will assist with bringing the right people together.'

The theme of the Awards is the Age of Hope. *'Our people are firmly convinced that our country has entered its Age of Hope. They are convinced that we have created the conditions to achieve more rapid progress towards the realization of their dreams. They are certain that we are indeed a winning nation,'* said President Thabo Mbeki, in his 2006 State of the Nation Address.

Contact Mano Reddy, Manager Centre for Innovation, immediately to express your interest to be part of this project, on (021) 460 3811 | 082 958 3409 | redm@cput.ac.za. **Deadline:** 15 September 2006.

Billboard

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EVENT ORGANISER NEEDED FOR MINI TRADE DAY

A stylist/event organiser is needed for the Mini Trade Day on 21 September. This opportunity would suit a start-up individual or small business. It involves the styling of the Centre for Innovation to accommodate about 25 mini stands, arranging registration, catering and parking.

For more information call Trade Day Coordinator on 021 460-3982 wijnbergc@cput.ac.za

TOURISM YOUTH AWARDS 2006

If you know of someone between the ages of 18 and 35, who has contributed significantly to the promotion and growth of tourism, which includes the Craft Sector, you may want to nominate that person for the Tourism Youth Awards 2006. See [attached](#) form.

Last year we nominated Jo-lene Sathorar from Sibanye, for her efforts in craft marketing and promotion, and she walked off with the top Tourism Youth Award! "In the craft sector one is always battling the odds, the returns are



slow,' says Jo-lene. 'One battles to find the money and the people support to execute one's plans, until you think no-one takes notice and no-one cares; but the Award came at just the right time. 'I was thrilled to be classified as an entrepreneur; and to be given recognition for all my hard work. It motivated me to continue the work I am doing.'

LET US HAVE YOUR OLD MAGAZINES!

Mano Reddy is collecting a huge stockpile of old magazines for the Open Studio in the Centre for Innovation. This will serve as design inspiration and for cutting up into assorted story-boards. Magazines required are: Interior Decor (House & Garden, Elle Deco, Architectural Digest, etc); Fashion (Vogue, Tatler, Vanity Fair, etc); Art & Design; Craft Magazines like Threads; Your Family; Woman's Value; Living & Loving; Fair Lady; Cosmo; O-Magazine; etc.

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Contact Manya on 073-33-44-615 | manyalila@telkomsa.net.