



Western Cape Crafters' Newsletter February/March 2006

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February has been the month of design...

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There was Design Indaba. Design Indaba Expo. And we hosted two design-led programmes.

At the DI Expo we showcased the products of three of our programmes: the Aid to Artisans product-to-market programme with 6 craft enterprises, 4 product development trainees and New York based designer, Stephen Burke; the products from the Nokia CT Fashion Week programme with fashion design students from CPUT and 20 craft entrepreneurs; and a peek preview of some of the products from our Master Crafter training programme with Old Mutual Foundation. A lot to pack into a stand. We sold R20,000 worth of products and the individual businesses made many trade contacts ... as with all these events, the real value lies in the post-show follow-up.

In this month we also had a return visit from Stephen Burke in the second round of the ATA programme. Stephen spent two weeks working with a new group of 6 enterprises developing another range of WOW products. This time he did it in conjunction with Enrico Bressan, MD of Artecnicca, a global company which designs, manufactures and markets home accessories that fuse function and aesthetics; art and technology - a real-time example of how the product to market process can work synergistically. Also how we need and can bring together craft, design & technology. The real challenges lie in the next steps... but we're up to it!

While this was happening, we also played host, together with the Industrial Design Department of CPUT, to a group of 14 students, and Prof George Teodorescu, from the Masters in Integral Design programme at the State Academy of Visual Arts in Stuttgart, Germany. The students spent 10 days working with 4 local crafters and industrial design students on a non-prescriptive design project which arose out of a programme with the Design Institute in the North West Province last year. The underpinning philosophy of this approach is that design is a process of problem solving and the focus is on process and technique. The resulting products are 'anonymous' - and can be manufactured, replicated and adapted by anyone. One unexpected outcome of this project is that crafter Thabang Mbatha so impressed the lecturers and students in the programme that he is now registered as a first year Industrial Design student at CPUT - thanks to the support of the Dean (Mel Hagen), the HOD (Bart Verveckken) and bursaries from the MAPPP-Seta. Don't you just love it when a plan comes together...!

Finally - in a major leap forward that will see further integration and synergies between design & craft - we are moving (next month) and establishing a Centre for Innovation (next month too!) which will include an AMTS/FabLab on site. Together with AMTS, CSIR, the Province and City, we are establishing a craft & design-focused FabLab in Cape Town. (*The FabLab - or fabrication laboratory - is "a group of off-the-shelf, industrial-grade fabrication and electronic tools, wrapped in open source software and programmes" pioneered by the Massachusetts Institute of Technology (MIT), Boston. Fablabs give users the ability to conceptualise, design, develop, fabricate and test almost anything.*)

What with power cuts, elections, hung cities and everything else that is going on ... this is the first time in four years that the newsletter and the CP meeting is not happening as scheduled... when will someone design a desk-top and printer that runs on a battery....?

The events of this month have been overshadowed by the sudden tragic passing of Shahida Hendricks. We will miss her love, passion and energy in our craft family.

Erica

Craft Partnership meeting

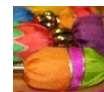
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At the Craft Partnership meeting of 1 February two crafters shared their experiences; Lindsay Fisher of Bili Beadwear spoke on setting up a production line for her product - beaded bra-straps - and staying in sync with the market as well. Lorin Strieman has crossed the line from being a crafter to running a retail outlet, and shared straight-down-the-line tips with crafters on interacting with shops.

The next Craft Partnership meeting will take place on **THURSDAY, 9 MARCH 2006, from 1:30 to 3:30**, having been postponed from Election Day, 1 March. Again we have drawn on our craft producer community to share from their growth experiences. The programme:

- 1:30 **Willard Musarurwa** - Aid to Artisans - from producing small corporate items to producing large décor objects
- 2:00 **Duncan Clews and Amanda Youngleson** - Product Development - from producing novelties to producing art





Competition & Exhibition NEWS

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LIGHT YEARS AHEAD - Deadline 15 March

The **deadline** for submitting your entries for the Sanlam 'Thinking Ahead' LIGHTS competition is only days away. We have had many responses from crafters and are very eager to see the results. Just to recap, here is the process:

Process

- 15 March Submit your completed product and a 100-word description of your lighting project to Marjorie Naidoo, CCDI
- 16/17 March CCDI will take photographs of the lights and the crafters (you are also welcome to submit your own photographs)
- 24 March Selection of CCDI winning entries
- 31 March CCDI winning entry photographs submitted to Sanlam selection team
- 30 Apr-2 May Sanlam-selected winning entries on show on Sanlam stand – other entries on show on CCDI stand

Don't forget, you stand the chance of winning **R5000** from Sanlam, and have **pre-show publicity** in Visi Magazine. And entries that are not selected by the Sanlam selection team, will be displayed on the CCDI stand on Decorex Cape 2006.

Keywords

THINK MATERIAL & PURPOSE - recycled materials, multi-purpose, practical, functional, energy-saving, next generation of home lighting.
 THINK TYPE OF LIGHT - table lamps, floor lamps, ceiling lights, wall lights, chandeliers, spot lights, floor lights, garden lights, lampposts.
 THINK INSPIRATION - fresh, energetic, creative, futuristic.
 THINK COLOUR - white and blue (Sanlam colours), or transparent material, silver, crystal.

ESKOM ENERGY EFFICIENT LIGHTING DESIGN COMPETITION 2006

The 2006 Eskom Energy Efficient Lighting Design Competition is inviting you to design a luminaire or lamp-holder that uses an energy efficient light source (such as a compact fluorescent or halogen bulb). The winning designer will be awarded R30,000 and receive extensive media coverage.

The closing date is 18 August 2006. You would need to supply a physical prototype or model of your design. Courier costs for delivery will be covered. All entries will be returned after the competition. Find full details about the competition, including entry forms, at www.eskomdsm.co.za/liqcomp2006/index.html.

The goal of the competition is to demonstrate that efficient lighting technologies can be used in very contemporary and attractive luminaires intended for residential and commercial lighting. Professional designers can enter a functional or decorative design, intended for either of these markets.

For further information, contact the exhibition organiser, Anna-Marie Roux, at Communication Xellence | 012 997 1334 | amroux@mweb.co.za or Anna Faherty | 076 114 8172 | anna@southernscience.co.za.

FNB CRAFT NOW 2006 EXHIBITION

FNB and the Craft Council of SA are launching the FNB Craft Now 2006 competition and exhibition. There are great prizes to be won. The exhibition will take place from mid July to mid August in Durban, and an auction of the entries will be held in Johannesburg after the exhibition. Please see the **attached** invitation letter and entry form. For more information, contact Windy Mthembu, on 011 834- 9569 | f 011 492 3696 | windythembu@craftcouncil.co.za.

PICASSO AND AFRICA

THE first major exhibition of works by acclaimed European master, Pablo Picasso, is on show in South Africa. Picasso and Africa, as the exhibition has been called, will display some 84 original works and a selection of 29 African sculptures to explore the influence of African art on Picasso's work. The exhibition will be on show in the Iziko South African National Gallery in Cape Town from April 13 to May 21. Admission fee is R10 for adults and R5 for children, while students and senior citizens are free.

WASTE AT WORK CRAFT EXPO 2006

Can you create products with paper? Artwork? Corporate Gifts?

WASTE AT WORK 2006 is a joint effort between 20 Corporations and 20 visual artists to minimise paper waste within the business sector. The outcome is less wasted paper and a beautiful work of art (made from the corporation's paper waste) owned by the corporate, and showcased on two exhibitions (Cape Town and Johannesburg). Alongside this, twenty crafters will be given the opportunity to develop corporate gifts from paper, which will be displayed at both exhibitions. Crafters will be selected on merit and should have contactable references.

Corporate buyers for the range of specially designed craft items will be provided with an illustrated pricelist and order forms. (A minimum of 25 units per design will be ordered at a time). Ideally designs should be adaptable to take corporate colours and/or logo's into account. This initiative offers crafters the opportunity of maintained business.

Crafters that are interested to participate can contact Liza at collaboration@coeo.co.za | 021 461-2679 before 7 April 2006. To view the project online visit: www.coeo.co.za; click on WASTE AT WORK.



TRAININGnews

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DON'T MISS THIS!!

CRAFT PRODUCTION LEARNERSHIP - 2006

After successfully completing an NQF level 4 Learnership in 2005 with 30 crafters, CCDI are now looking for 20 creative crafters for an NQF Level 2 learnership in **Craft Production**.

If you are interested, and want to:

- spend time in training to improve your craft business
- are currently earning most of your income from craft
- own a business, or work in a craft project or business
- are committed to learning and improving your business
- can attend training between April and November 2006
- live on the Cape Flats and surrounding Townships

then this Learnership is for you. What you learn will be directly linked to what you are working with every day, i.e. the production and marketing of craft.

The learnership consists of the following modules, all of which need to be completed in order to get the qualification:

Craft Design, Craft Production, Marketing, Business, Maths & Communications.

Please contact Ann Weyer on 021 460 3724 / weyera@cput.ac.za for an application form. Closing date: 15 March 2006.

CRAFT FOR EXPORT - Q&A Sessions

Do you wonder how to go about exporting your craft? Do you just need information on exporting craft? Have you had queries from customers to send craft overseas and don't know how to do it?

Wesgro, together with the CCDI and Red Door, will be holding Question and Answer sessions for crafters who want to know more about exporting their craft. These sessions will take place on the following dates:

Wed 5 April - CCDI meeting room- Seminar room 2, CPUT
Tues 11 April - RED Door - Knysna

Wed 19 April - RED Door - Khayeltisha

For more information, please contact Ann Weyer on 021 460 3724 | weyera@cput.ac.za

FAIRTRADEnews

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We are continuing our series of providing information about Fair Trade. So let's look at the principles of Fair Trade, what is fair, what is not fair, and what the benefits would be to a business as a whole, to practice Fair Trade principles.

PRINCIPLES OF FAIRTRADE

- ❖ Fair price
- ❖ Fair wages
- ❖ Equality for all, particularly the most disadvantaged
- ❖ Safe and healthy working conditions using good environmental practices
- ❖ Capacity building through poverty alleviation and sustainable development
- ❖ Transparency & accountability
- ❖ No forced labour

WHAT'S NOT FAIR

- ❖ Price exploitation
- ❖ Inability to pay fair compensation to employees
- ❖ Unsafe & unhealthy working conditions
- ❖ Lack of transparency & accountability
- ❖ Shortage of skilled labour
- ❖ Unfair trading conditions
- ❖ No access to finance
- ❖ Lack of business support
- ❖ Violation of rights of marginalized producers

BENEFITS OF FAIRTRADE

- ❖ Fair compensation for products and labour
- ❖ Sustainable environmental practices
- ❖ Improved social services
- ❖ Investment in local economic infrastructure

WHAT IS FAIR

- ❖ Price that covers all material costs
- ❖ Equality for all, especially women
- ❖ Sustainable wages for employees
- ❖ Fair international trade practices
- ❖ Financing of large orders

News

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ANTON LEAVES STREETWIRES

Anton Ressel, is leaving Streetwires after 5½ years to pursue other business interests. He writes: 'I would like to thank you for your support, encouragement and camaraderie over these years, and wish you all the best for

the future. I am confident that I leave a wonderful team in place who will take the company to even greater heights in the future. Please address any sales-related queries to Kim Hawke on kim@streetwires.co.za.'



Events

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DECOREX CAPE : 27 April – 1 May 2006

Our participation in this year's Decorex Cape will have two components – an exhibition of the best entries for the Sanlam 'Think Ahead' competition, as well as a bigger and better retail shop. For the shop, we are looking for a variety of products that are:

- High-quality
- Unique
- Technically proficient (a high level of practical production skill per medium, including treatment and durability)
- Excellently designed (form, scale, visual impact)
- High level of decorative skills (including pattern, texture and use of colour)
- Evidently of a South African aesthetic (an advantage rather than a requirement)

This is a call for interested craft businesses to register their interest to participate. For more information or to register, call Xoliswa | 021 4603562 | f 021 4603553 | phenyax@cput.ac.za on or before **10 March 2006**.

DESIGN FOR LIVING : 21 – 28 April

Design for Living has been described as Cape Town's longest running expo, attracting more than 250 exhibitors and

70000 visitors annually. Under a new team of organisers, this year's event is promising to be bigger and better. Design for Living targets audiences across the cultural and economic spectrum. For further details or to obtain an application form, please contact Denise | 021 4885860 | denise@kagisoexpo.co.za

LIFESTYLE & CRAFT MARKET : 1 - 9 July 2006

Table View High School Hall, Table View. Contact Deon Roux | 083-236-3961 | 021 556-2146 home a/h | 021 447-4650 work o/h

FEEDBACK ON ICLEI CONFERENCE, CRAFT SHOP: 27 Feb - 03 Mar 2006

This conference was attended by mayors and municipal managers from the largest municipalities around the world. Eleven crafters responded to an invitation to sell from the Cape Craft shop. Sales of over R22 000 were recorded. Umtha beadwork worked on site, which the delegates found interesting. Fair trade queries were received from Italy, Australia and New Zealand. And of course, the ICLEI organizers bought their thank-you gifts from the Cape Craft shop. Thank You!

Stylists sought

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DECOREX CAPE - CRAFT SHOP

The CCDI extends an invitation to stylists and shop designers to submit a design proposal and a quotation for our stand at Decorex Cape. CCDI stands have been noted and awarded for excellent design. Our shops have attracted thousands of visitors annually. This has translated into wonderful sales for the participating crafters.

We are looking for innovative, fresh, and exciting ideas that will take the use and decorativeness of craft to another level. If you think you have or can come up with a concept that answers this need, then you are the person we're looking for! For technical details, please contact Xoliswa on email phenyax@cput.ac.za or call her on 021 4603562/0834458441. **Deadline for proposals: 17 March 2006.**

TRADEnews

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DÉCOR DIRECT...

<http://www.decordirect.co.za>

This website draws 45000 hits per month. To subscribe to their regular décor newsletter, email kscope@xsinet.co.za and type 'subscribe'. It is also a sensational site on which to advertise and sell your décor and home ware products. The rates are R250 p/m, with a R450 once-off payment for setup. Contact Lorraine St Claire | lorraine@decordirect.co.za | 082-851-3921.

SMALL GIFTS NEEDED

The Leprosy Mission needs a craft product in the R30-price range (100 items) to be used as a hostess gift. They are

also looking for 6 larger gifts in the R130-price range. The gifts are for an older age-group, but need to be unusual and a talking point. Contact Nina Venjakob | nina@ditoro.org.za | 011 673-6592 | 083-583-5383 for more details, and for the Leprosy Mission prayer, which could be used on small items.

FOREIGN BUYERS SOUGHT

Jane Schaille | janies@mweb.co.za | 021 863 1493 | 072-392-9454 is looking for contacts abroad who would be interested in one-off exclusive art items, such as blown glass products, bronze sculptures, and other interior design items.



Sensational new products

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Duncan Clews of Wire Wonder started out creating intricate wire forms that he really wasn't sure how to market. He attended the Product Development Clinic a number of times, and over a period of time developed wire artwork – delicate

wire pictures with light features, contained in a frame. His business has taken off. He can be contacted on 021 671 2558.



Mariki Visser of Vogels developed this new concept for bags during the Nokia CT Fashion Week. A combination of different kinds of leather, denim, lace and other features, the bugs are funky and popular. She can be contacted on 023 312 1611 | 082-787-5394.

Suppliers

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GOLD AND SILVER BEADS, SEQUINS AND BUTTONS

A World First Launches in South Africa

Flying Fish™ is the only business on the globe that is producing a brand of precious metal jewellery components (hand made genuine gold and silver beads, sequins and buttons) for the fashion, jewellery, accessories and décor industries. The precious metal components can be customised with motifs, logos, textures or oxidation.

South Africa is the second largest market for beads, behind the USA, thanks to a booming local craft industry. Several South African craft groups have switched from glass beads to silver beads, quadrupling their margins overnight. The beads retail from R8 to R17 per unit, on par with other imported silver beads, and will be available through bead merchants and wholesalers.

Flying Fish™ will be launched to the public at the Gold of Africa Museum on Tuesday, 28 March 2006.

Contact: Sarah DaVanzo | 0833999863 | 021 405 1540 | sarah@gold-r.com or Julie Roberts | 0738107251 | 021 405 1540 to attend, or for more information.

EXOTIC LEATHERS

A reputable supplier of ostrich and leather skins (eg kudu, elephant, zebra, buck, nguni, angora mohair and sheep, with wool on), ostrich feathers and game. In various colours. Can provide small quantities of finished products for specialized markets, but also large quantities for big multi national production facilities.

Contact Michaelle Oosthuizen | 044 272-4242 | 076-205-8772 | F 044 272-4242 | m.oosthuizen@absamail.co.za

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ARTS AND CRAFTS WHILE TRAVELING THE USA

Are you an artist or crafter? Creative with your hands and ideas? Do you long to travel overseas and draw on new inspirations and ideas to illuminate your composition? SASTS Working Adventures can help turn this dream into a reality.

SASTS Working Adventure is looking for young, dynamic, creative, confident artists and crafters producing innovative handmade products reflecting the cultural diversity of South Africa, to work in the USA at Summer Camps, teaching Arts & Crafts to children between the ages of six and sixteen. This three month working holiday will enable you to hone your skills and develop your own unique method of teaching. After your Summer Camp has ended you can combine your passion for Art by experiencing Art galleries such as The Guggenheim Museum, The Metropolitan Museum of Art and The Museum of Modern Art all located in New York City.

SASTS Working Adventures is a not-for-profit organisation dedicate to making travel more than an impossible dream. To find out more information about the SASTS Summer

Camp USA programme, prices and free flight option, check the website www.sasts.org.za | contact Rashid Toefy | rashid@sasts.org.za | 021 418-3794 for more info.

MARKETING/SALES MANAGER REQUIRED

for Khumbulani Craft, Bryanston, Johannesburg. Contact Jane Zimmerman | jane@pixie.co.za | jane@siyazisiza.co.za | 011 883-7407 | 083-255-6797

JEWELLERY EQUIPMENT SOUGHT

Jameelah Kasper would like to buy a second-hand soldering iron, a small drill and other light-duty jewellery equipment. If you have these items, please contact her on 084-225-8475 | fax 021 694-3452 | 9754521@uwc.ac.za

CRAFTY NEWSLETTER

The Red Balloon Homecraft Directory provides crafting tips, topical books and suggestions for the use of craft. Contact gazette@redballoon.co.za to subscribe.



In memory of Shahida

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It is with great sadness that we mourn the passing of Shahida Hendricks, who co-led the Ikhwezi Centre with her husband Titus. Shahida contracted a virus while in Germany (she was attending the Ambiente décor show) which rapidly developed into severe respiratory complications. She passed away on Friday, 24 February 2006, and was flown back to South Africa and buried on 1 March 2006.

At her memorial service, Erica Elk shared the following impact Shahida had on all of us at the CCDI:

'Shahida came into our lives with such extraordinary energy and passion for life and the work she was doing with Ikhwezi that it feels as if we have known her for ever. She packed a lot of energy and love into her small frame and embraced life in a wholehearted way. She was a passionate and loving life force in this community and the big community of crafters in the Western Cape.



She was a wife and mother – not just to Titus and their two children – but to a whole community at Ikhwezi and beyond. To Titus, she was the left hand to his right - business partner, supporter, leader and wife. We offer our love and support to him and to their children as they live with this enormous vacant space in their lives. To Ikhwezi she was a generous spirit, keen to develop the skills of others – evident in the suite of young managers that have all had the opportunity to develop and grow under her leadership.

Shahida was a brilliant communicator, collaborator, and partner – a real development worker. She had the extraordinary ability to work with everyone, to encourage,

persuade and inspire people to collaborate. This ability stemmed from her selfless commitment to the betterment of everyone's lives, and from a deep personal integrity and an honesty, which made her a very comfortable partner in any team. Shahida was selfless and visionary. She carried no baggage from the past; she made no judgments of people; she looked only forward to the future.

She was consumed by the desire to 'make things better' – not for herself, but for everyone around her. This passion overcame all the many physical constraints that she herself suffered – she ignored the pain, or found ways to mask it so that she could continue with her work. It is painful that she passed away whilst in Germany – so far from her home, her children and her family, in a foreign country, a foreign language. We take comfort that Cheryl and Titus were with her and that she was amongst friends who did everything they could to save her. We also take comfort that in her passing she has drawn closer the hearts of the Ikhwezi funders in Germany, and of people worldwide – we are receiving messages from people in England and USA wanting to know how they can help to continue the vision and work that Shahida has started.

Over the last four years of our work as CCDI in the craft sector we have been involved with so many people along the value chain. We have been weaving a network of contacts and relationships that bring us all together in mutually supportive and nurturing ways. Shahida was particularly pro-active - not only in managing Ikhwezi but had wholeheartedly taken on the role of representing the ATA group of crafters in international platforms.

With her passing, it feels as if a strand has been pulled out of the woven network, leaving a gap in the weave; it will be very hard to fill.

Hambe Kahle to an inspiring and visionary leader; to the essence of love; and to a true daughter of Africa'.

We are collecting thoughts, wishes and memories of Shahida to include into a Memorial Book for Titus and his sons. Please send emails to naidooml@cput.ac.za or pop into the CCDI office to write in the book. Your messages will be appreciated for many years to come.