



Western Cape Crafters' Newsletter May 2006

Index

[Don't miss the Winter School!](#) | [Craft Partnership](#) | [Training & Workshops](#) | [Trade opportunity](#) | [Shows & Expo's Reportback](#) | [Corporate gifts are NOW!!!](#) | [21 June - Market Access Strategy Day](#) | [Competitions](#) | [WCape ceramists on SABC1](#) | [Notices: jobs, moves, grants](#) |

Don't miss the Winter School!

[Back to Index](#)

For 3 weeks, at the end of June and early July, we are going to be holding our second annual Winter School.

The Winter School has its roots in our very first pilot skills development programme, which we ran in the June 2002 holidays. The programme was called Design for Production, and 23 learners were brought together from all over the province (and some from the Northern Cape and Free State) and housed in student accommodation. Over the three weeks we taught them about drawing as a design tool - both creative and technical (some learners had never held a pencil); about where to find inspiration (museums, shops, magazines, nature) - 'O' said a surprised learner, Winston Rangwane from Streetwires, 'so ideas don't have to be plucked from the sky!' - about colour and texture and composition... and finally helped them to design new products.

We also learnt a great deal. It was the early days of CreateSA and the SETA/NSDF framework. There were no unit standards; and no qualification. We were piloting a programme that would inform the writing of the unit standards for the Craft for Production, Craft Micro-Enterprise and Craft Operations Learnerships.

Since then we've trained nearly 200 people. We've completed two full NQF4 learnerships, and have just started our first NQF2 learnership; we've run 3 skills development programmes on Exhibition Design & Installation; we've completed a very intense and complicated MasterCrafter training programme; and we've piloted a Mentoring Programme for graduates of two learnerships. Last year we ploughed this experience and extracts from these courses into our first Winter School. The 6 1-week courses and 5 seminars were attended by 70 learners. In total they completed 431 training days.

'I never thought that one could learn so much about a business in so little time,' said one learner. 'The environment was a-buzz with learning; and the amount of information that I learnt was just amazing...' said another.

Our 2006 Winter School is going to be stunning! We've learnt that for craft entrepreneurs time spent in training is income lost. So we have got to ensure that the training is valuable and a return on investment. As a consequence, we have created a modular approach to training, based on the unit standards that comprise

the accredited learnership. You can therefore attend a 1-week workshop or a full 3-week programme and accumulate credits towards a qualification. For those who are really busy, you may choose to do a 1-day seminar|workshop.

Winter is the ideal time to schedule training, as crafters are less busy and it has the least impact on production.

The process of assessment and certification is rigorous. But if learners want the certificate they do need to commit to this part of the process.

We've seen encouraging results from the learners who have gone through these programmes. In the past the sector was characterized by the informal nature of the training, as well as by a strong emphasis on the supply-side - teaching people basic making skills, with little thought for the demands of the consumer and the market. This limited crafters' growth. Within the environment created through the learnerships and unit standards, we now see people emerging from the training process who are empowered, skilled, transformed, and able to take their businesses and their craft to new levels.

Erica Elk

Craft Partnership

[Back to Index](#)

The next Craft Partnership meeting will be held on Wednesday, **7 June 2006**, from 13:30 to 16:00, in **Seminar Room 2, Admin. Bldg, CPUT, Keizersgracht, District Six.**

A number of presentations will be made - some are still being finalized.

The focus will fall on the upcoming Winter School; learners from past training courses and the 2005 Winter School will share what they have benefited from training. If anything will convince you that the Winter School and the 1-day Seminars are NOT TO BE MISSED, this will. Come, and bring your craft friends

Training & Workshops

[Back to Index](#)

2006 WINTER SCHOOL

The Winter School of 2005 was so successful, that it will be repeated. Last year, 70 enthusiastic learners completed a total of 431 training days. The School also provided essential networking opportunities for the craft entrepreneurs. Twelve entrepreneurs attended from outside the Cape Metro.

The 2006 Winter School is once again being offered to emerging and established craft entrepreneurs. It will take the form of week-long business and design skills programmes, as well as short 1-day seminars. All of the courses offered are accredited and aligned to unit standards for the learnership qualification: NQF4 Craft Micro-Enterprise.

The full programme is attached – please urgently contact Ann Weyer on 021 460-3724 | weyera@cput.ac.za for registration forms.

INNOVATIVE THREADS – EXHIBITION (11-25 June) AND CREATIVE COURSES (5-25 June)

Please see the attached programme of courses in creative fibre art. The one- or two-day courses run from 5 to 25 June. Please contact Theresa on fax 021-794 4798 | info@inno.co.za to request registration forms.

NOTES FROM TALK AVAILABLE

Cathy Wijnberg presented a talk on 'Turning your hands to profit' at a recent Craft Partnership meeting, in which she evaluates your 'assets', these ranging from a product idea, to a skill, to available raw material, and working towards a marketable product. Her talk is available on Powerpoint, with notes; it is available on our website, at (don't be intimidated by the long address) <http://www.capecraftanddesign.org.za/articles/bussdevelo p/turning%20your%20hands%20to%20profit%20CW.ppt>.

UCT CENTRE FOR INNOVATION AND ENTREPRENEURSHIP OFFERS TWO TRAINING OPPORTUNITIES

1. **Short Entrepreneur course** - 4 full days spread over 4 months. Offers business management, cash management, accounting, marketing & operations. Ideal opportunity for people who are serious about turning their business into a longterm success. Mix with small business

owners from other sectors - learn from thier experiences. Improve your chances of business success. Starts **18 July 2006** Cost R250.

2. **Growth Strategy for Entrepreneurs** - Practical and innovative strategies for taking your business to a new level of profitability. **5 - 7 June 2006**. Cost R3500

Apply now to Tonia Overmeyer | 021 406-1440 | fax 021 406-1456 | toniaove@gsb.uct.ac.za

CAPE CHAMBER OF COMMERCE

The Cape Chamber of Commerce has a regular programme of interesting presentations, which could benefit your business knowledge, and provide you with networking opportunities. Contact Helga Smit on 021 948-9800/1 to place your name on their list to receive regular notices.

Two interesting Lunch Break Networking Function's are coming up:

8 June 2006, 12:30-14:00 : Positive Selling

Learn to: * Sell yourself first * Remain motivated * Overcome objections * Turn a negative sale into a positive experience, Lionel Bourgeois, Vetta Communication.
Venue: Stellenbosch Lodge , Blaauwklippen Village, Paradyskloof, Stellenbosch
Cost: R35-00 per person
RSVP: Helga Smit on 021 948-9800/1

22 June 2006, 12:30-14:00 : Blackberry, Internet and more!

The Speaker, Russel Wilmot, MTN.
Venue: Restaurant 101, Simonsvlei Winery, Paarl
Cost: R35-00 per person
RSVP: Helga Smit, Tel: (021) 948-9800/1

PRODUCT DEVELOPMENT TIP

Off-cuts from the production of your product could be seen as waste materials, or, it could be seen as an opportunity for a new product. Trying to create a product using off-cuts could lead to stimulating ideas and innovative products. However, include the cost of your off-cuts from the start; the product line could become so successful that you might need to buy in materials to make it! However, all those products made with the 'free materials', i.e. the off-cuts, allow for more profit – profit from waste!

Trade opportunity

[Back to Index](#)

CORPORATE GIFTS & LOCALLY MADE SHIRTS

Delegate shirts (**1500**) - short-sleeve V-neck style in an ethnic material and staff shirts (**150**) - V-neck in a plain colour with the cuff of the shirt and the collar needed for conference in August. Contact Terri-Ann Boswell, Thebe Conferences, 021 419-8301 | fax 021 419-9770 | terryanne@thebeconferences.co.za.

Shows & Expo's Reportback

[Back to Index](#)

REPORTBACK: DECOREX CAPE 2006



Decorex Cape provided the opportunity for the CCDI to put on the **[light living]** exhibition of unusual lights, chairs and seats, and gorgeous cushions. Magpie provided a magical walkway as backdrop to the product installations – and visitors could meander and relax though the quiet and calm space, in sharp contrast to the bustle of the main exhibition halls.

The vibrant retail shop hosted products from 39 craft enterprises, and clocked sales of R70 000 before the 20% commission. Ceramics proved to be most popular, with cushions and other textiles also in demand.

CCDI also took part in the Sanlam 'Thinking Ahead' lights competition. Six crafted lights were installed on the Sanlam stand, along with 12 lights by design students from CPUT and Boston College.



We were thrilled when Zola Hector Senteni won **2nd place** with his bead and wire entry called **"Switch me, switch me on"** (left). The tops of the lights are interchangeable.

Zola's wire and paper Springbok light was also on the **[light living]** exhibition.



Other interesting entries for the Sanlam competition came from Khanyisa Craft (crocheted recycled sweets wrappers), Hanan Yanny (paper beads) and Daan Samuels from the West Coast (his shell and driftwood boat-light reflects his deep affinity with the sea).

REPORTBACK: CAPE TOWN FASHION FESTIVAL

The organizers of the Cape Town Fashion Festival report a visitor total of more than 18 000 over the four days of the Expo. Visitors enthused over the quantity and quality of South African designer wear available and asked to be informed of similar Expo's in the future. They also needed information on where to purchase South African-designed and -manufactured clothing in one spot.

Corporate gifts are NOW!!!

[Back to Index](#)

REGISTER NOW!

The CCDI would like to **strengthen and expand** its database list to **drive sales opportunities**.

We have identified the following needs for this database -

Corporate Gift professionals - CCDI has many requests from corporate & Government buyers looking for gifts. We urgently need to create a register of corporate gift professionals (Christmas is coming fast!). Corporate Gift providers need **negotiation & networking** ability, **design & innovation talent, costing & pricing** knowledge and the ability to **drive delivery from small producers**. Interested providers should request a registration form from Roselle on 460-3662 | ccdinfo@cput.ac.za.

Corporate Gift producers - Are you a crafter/ producer who can make **medium to large quantities** of product that might be suitable for corporate gifts? Are you willing to accept instruction from a CG Professional, and deliver **consistent quality, on time and to specification**? If so, you might like to register on the database as corporate gift manufacturer. To do so, contact Roselle on 460-3662 | ccdinfo@cput.ac.za

Our database information **creates value** in the following ways:

1. Our very **active website** is a primary source of information - attracting 1400 hits per month.
2. Our **matchmaking service** enables us to provide lists of suitable crafters, agents, retailers etc to local, national & international enquiries
3. The database provides CCDI operations managers with as a **source of information** for our own needs.

21 June - Market Access Strategy Day

[Back to Index](#)

What is needed to strengthen the craft value chain? Which projects have greatest impact?

The Market Access Day 21 June 2006 will discuss '**strengthening the craft value chain**', including initiatives to support **retail, intermediary, e-commerce and logistics**. Interested individuals are invited to attend. Application forms and more information from Cathy Wijnberg on 021 460 3944 | wijnbergc@cput.ac.za.

PROGRAMME

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 - 16.00**

Date: **Wednesday 21 June 2006**

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

Time: **08.30 registration – 16.00 close**

Competitions

[Back to Index](#)

CITY OF JOBURG MERCHANDISE COMPETITION 06

Create an item or product that could form part of Joburg City's contemporary range of merchandise - Clothing| fashion, Accessories and Functional goods - that will sell through retailers, airport shops, and souvenir outlets as well as be used by the City of Johannesburg as mementos and gifts to important visitors and guests. The work must be exciting and innovative and represent the urban identity of Joburg. The designer wares must reflect how your creative mind experiences urban Joburg today.

For more information contact the Fashion District Institute on 011 337-1539 | zanele@fdi.org.za or chantal@fdi.org.za

Closing date to register: Wednesday 31 May 2006.

Registration can be done via e-mail (chantal@fdi.org.za) SMS (082-857-2282) or by telephone 011-337-1539.

DECOREX JHB HOSTS QB AWARDS FOR SOUTH AFRICAN INTERIOR DESIGN 2006

Decorex is proud to announce that the prestigious **Qb Awards** will be held in conjunction with the Johannesburg exhibition this year.

Entry Categories:

Corporate and Office Interiors, Retail Outlets, Hospitality, Domestic Interiors, Restaurant and Food Outlets, Public Spaces and Entertainment Venues, Student Category, and Lighting: Creative Lighting Design for Interior and Exterior Architecture.

Close of Entry: Friday, 30 June 2006

For Category Specifications and information on How to Enter visit www.qbawards.co.za.

Entries have to be done via the internet. For information contact Sonja on (011) 327-3582 | 082-467-6040 | sonja@qbawards.co.za.

2006 INTERNATIONAL YOUNG DESIGN ENTREPRENEUR OF THE YEAR AWARD

Closing date - 09 June 2006

Applications are invited from young creative South African design entrepreneurs for the 2006 International Young Design Entrepreneur of the Year Award (IYDEYA) competition in the UK. This unique award champions and celebrates the importance of creative entrepreneurs. It sets out to identify and nurture future leaders in the following areas of South African design:

- Architecture, interiors and environment
- Graphic design: communication, publishing, branding and multimedia
- Product design manufacture: furniture, industrial products and craft
- Interactive and digital media
- Design promotion: exhibitions, events, festivals and retail

Who can apply?

Application is open to all South African nationals and applicants should:

- be aged between 25 and 35
- already be working in the design sector (as defined above)
- be entrepreneurial and have shown their ability in the promotion of South African design, in either a commercial or public context, or both

- through their character, drive and abilities demonstrate their potential to be a future leader of the sector in their country
- have English language skills to IELTS 6 - 'competent user' or above

The award:

British Council will finance and organise a ten-day visit to the UK from 10 to 24 September 2006. The tour will include visits to London and Glasgow, the Design Museum, the Victoria & Albert Museum, the Lighthouse, the Glasgow School of Art, meetings with leading designer Sir Terence Conran; seminars and a chance to participate at the '100% Design' show in London.

In the UK, the South African winner will compete against other finalists from Brazil, China, India, Indonesia, Lebanon, Lithuania, Oman, Slovenia and Thailand to win a £7,500 financial grant that will further develop their entrepreneurial capacity and professional engagement in the global market.

Please download a copy of the [application form](#) and [briefing and application information](#) from www.britishcouncil.org.za. Alternatively email information@britishcouncil.org.za or ring the Customer Services Team on 0860-01-22-33

WCape ceramicists on SABC1

[Back to Index](#)

HILTON AND ANDILE ON SABC 1

On 25 May at 18:30, SABC 1's HEADWRAP - the challenging weekly Cultural Documentary and Reality TV show - featured Hilton Nel and Andile Dyalvane, in an exciting collaboration exercise. The programme was filmed in Hilton's studio in Calitzdorp.

THE HEADWRAP CHALLENGE: Would they be able to overcome the technical challenges of creating together in a short space of time and find creative common ground or would the generation and artistic gap be too big?

One of South Africa's foremost ceramicists, Hylton Nel treats his plates and bowls as three-dimensional canvases, using them to try out an endlessly fresh stream of ideas, shapes, and literary allusions. 'I am still excited by the past and shy away from the contemporary,' says Hilton. My intention is artistic at the outset so working

with Andile, who has a very different signature, was certainly a challenge."

Andile Dyalvane, a much younger ceramicist and more conservative designer, draws inspiration from traditional Xhosa designs, but interprets this for the contemporary



market. 'It was challenging to work in someone else's studio - but Hilton and I sat and spoke for some time to find a common creative approach. The time was tight, but I think we succeeded. I would like to work with him again. I am eager to learn from him as he is a master in using glazes and colour

Notices: jobs, moves, grants

[Back to Index](#)

NEW PREMISES FOR BLACKSMITHS' WORKSHOP

The Blacksmiths' Workshop has moved into new premises, four times the size of the previous one at Guga S'thebe. The new workshop is in the Ulwazi Centre, 36 Njoli Street, Zone 16, Langa. It is the only non-profit blacksmith-training organisation in South Africa and aims to revitalise this ancient craft as a means of self-sufficiency and economic empowerment.

The Blacksmiths Workshop provides training and skills development opportunities for unemployed men and women. The focus falls primarily on blacksmithing as a decorative, functional craft, for example items like door handles, curtain rails and finials, gates, and fire guards. Business and life skills needed to start one's own business or work in co-operatives are also taught.



Wiseman and the learners on the pilot course spent two weeks building a new forge and setting up the workshop - the fires are now burning!

Back row: Joshua Smouse, Khayaletu Mbelwa, Ntsikilelo Fiyane, Mziyanda Xhala; front row: Wiseman Sineko, the workshop manager and trainer.

Contact Dammon Rice for more information on 082-717-0993 | dammonr@iafrica.com.

CERAMICS ASSISTANT NEEDED

Nicola Harris is looking for a new assistant in her ceramic studio. Contact her on 021 462-2484 | 082-920-5898 | nicolaharris@icon.co.za. The studio is on the Ground Floor, 27 Caledon Street, Cape Town, 8001.

WOOLWORTHS TRUST INVITES APPLICATIONS FOR CLOTHING GRANTS

The Woolworths Trust and GreaterGood South Africa invite South African NPOs to put forward applications for clothing grants, to which they can distribute items of surplus "end of season" new clothing. Under no circumstances may these items be resold and will only be granted to organisations that have the intention of distributing the items directly to beneficiaries in need.

Proposal Guidelines : Submit a letter of interest and a 2-page overview of your organization/proposal for the use of the clothing. Describe where the project operates, the need your project addresses, the impact you have and the people you assist. Your proposal must indicate a clear need for the clothing and provide details of exactly who and how many will receive the items. **Proposal Deadline :** 26 May 2006.

Email proposals to info@ggsa.co.za. The subject line of your email must read: **Woolworths/[Your Organisation Name]/[Your Province]** Alternatively post your proposal to GreaterGood South Africa Trust, Postnet Suite 293 Private Bag X16, Constantia 7848, or fax to (021) 794-2239.

TRENDSETTERS BEADS AND ACCESSORIES

Adele and Janice run a trendy bead shop in Fish Hoek, to service the whole South Peninsula and further afield. They stock an astonishing range of Czech glass beads, Indian beads, Asian beads, Chinese seed beads, Czech seed beads, findings and clasps, tools and finished jewellery as well as beading kits for necklaces, bracelets and earrings.

They also offer beginner and advanced beading classes on Saturdays at a cost of R50 per session. For more information contact 021 782-6407 | Janice@trendsettersbeads.co.za | Adele@trendsettersbeads.co.za or visit Shop2 Warwick House, 150 Main Road, Fish Hoek.

USEFUL WEBSITES

www.redballoon.co.za, for events, hobby tips, and other interesting news; subscribe at info@redballoon.co.za. <http://www.decordirect.co.za>, Decordirect's hottest tips on trends and colours.