

Western Cape Craft Sector Newsletter September/October 2006



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It's possible!

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I'm spending the week in Norway with Nadia Sujee from **the dti**, exploring a pilot Market Access project into the Scandinavian market as a particularly well-placed high-value market.

We've been meeting with retailers and wholesale agents who are importing and selling South African handcraft into the Scandinavian market. And we're having intense discussions about the challenges and difficulties they face on their side - and that we face on our side.

It's the usual story - they need consistent quality; quicker lead times on orders; better prices; compliance with European Union safety standards; appropriate marketing material etc. There is no problem with the products. As one of the sales team from Isandi, an importer of Southern African goods with 7 years experience, put it: 'The products are commercial; it's just the system that's not.'

Our discussions are not all about the problems, though - we are trying to find creative solutions for practical interventions that can be made on both sides to facilitate the export process (particularly for emerging producers), and what can be done from the Scandinavian side to expand the markets for our products.

We are also meeting with South African and Norwegian trade and funding agencies to develop a pilot programme to deal with these issues.

It's very exciting. The potential is huge.

What has been amazing is to see how well our products (particularly the more contemporary ones) translate into this society - which has a very strong modern, minimalist aesthetic. From a Western Cape perspective, it's great to see how some of our businesses are already supplying this market. And it's wonderful to see and feel the passion people have here for South Africa - the people, the place, and the products.

Scandinavia consists of Norway, Sweden, Denmark, Finland and Iceland - all well-organised, middle-class, wealthy societies, whose populations have much disposable income. More importantly, they have a lot of good taste. They appreciate, and have a very strong tradition of, good design and handwork - and thus represent a high value market that we can supply.

Our challenge is to find ways to facilitate and capture this market - to make it easier, and therefore more viable, to do business. We can do it!

Hello & Goodbye

In October Deepak Chunilall **joins** the CCDI as the AMTS FabLab Technical Manager. Deepak is a mechanical engineer with wide experience - he has worked for VW's manufacturing plants in Port Elizabeth and Koeberg in the Western Cape. We think he will bring very valuable and practical skills to the environment of the FabLab and will provide useful assistance to crafters and designers alike. We look forward to having him on board.

September was the last month for Cathy Wijnberg at the CCDI. Cathy is **leaving** us to explore new ventures of her own with her MBA under her belt. Cathy joined the CCDI in 2003 to project manage our Export Development Pilot project, which was funded by the City and which was a great learning platform for our market access programme. She then stayed on to project manage two big projects - one with Aid to Artisans and another with the Old Mutual Foundation while providing invaluable input into the development of our Market Access programme. Cathy spent a lot of time mentoring and providing support to many craft business owners. The work she has done for the CCDI has touched many people and had tangible impact on many individuals and businesses. We are sad to see her go - but wish her well in this new chapter of her life.

Erica Elk

Executive Director, CCDI

Craft Partnership Meeting

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Over 120 crafters were introduced to the CCDI Centre for Innovation, which includes the Product Development Clinic and the AMTS FabLab at the last Craft Partnership meeting. Centre for Innovation manager, Mano Reddy, and Product Developer, Amanda Yougelson, explained the services and facilities that were available to all crafters, free of charge.



The **next meeting** will be held on Wednesday, 4 October 2006, 1:30 – 3:30.

The programme will consist of **reportback** from various shows and retail opportunities by participants -
One of a Kind, Jhb – Cathy Jordaan, Theresa Wormser
SARCD, Jhb – Rina Swanepoel (Wola Nani)
Aid to Artisan training, Jhb - Patricia Tonisi (Kunye), Cuthbert Chisoka
Aid to Artisans, New York – Pam Xapa (Kunye)

And not to be missed. Jennifer Fair of Fair Africa, will do a presentation on her experience as a buyer, rather than a crafter. She will also present information on the Amaridian Gallery in New York and how they are positioning African Art and Design to a very high end, sophisticated market.

PLEASE NOTE: The **venue** for the next Craft Partnership meeting will be on the CCDI's premises, at **75 Harrington Street**, East City Cape Town.

Shows and Exhibitions

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DESIGN INDABA EXPO CALL FOR EXHIBITORS

The 4th Design Indaba Expo takes place from 23-25 February 2007 at the Cape Town International Convention Centre. The Design Indaba Expo is South Africa's premier showcase of local design in all sectors and an important platform for retailing your product to local and international buyers.

Why is the expo unique?

- ⇒ it is multi-sectoral, featuring advertising, architecture, craft,
- ⇒ decor, film, fashion, graphic design, interior, jewellery, new media, publishing, product design and visual media.
- ⇒ it showcases the best of local design - original, ontemporary and innovative product that is quintessentially South African - no derivatives, and no imports
- ⇒ it is curated, not filled. Our advisory panel of the best South African designers, stylists, critics and industry experts, curates the Expo floor and decides who is represented there. The panel is representative of our positioning. Where a designer is not known by the panel, a process of submission is engaged where the designer's work is circulated for the panel's input.
- ⇒ in addition to encouraging exhibitors to trade directly to the South African public, we also bring out several international buyers to stimulate the export market.

Anyone who is interested in exhibiting at the Design Indaba Expo should contact Lauren Shantall or Amanda Africa on (021) 418 6666 or visit the website www.designindabaexpo.com.

SOUTH AFRICAN JEWELLERY EXPOSÉ 2007

The CRAFT COUNCIL OF SOUTH AFRICA invites entries of innovative, interesting South African jewellery to be selected for an exposé in Europe during 2007. The jewellery pieces will be displayed at the International Craft Fair in Munich, Germany from 8-14 March 2007 (http://www.klimt02.net/fairs/index.php?item_id=5295), the Martina Dempf Gallery in Berlin, Germany from 20-29 April 2007 (www.martina-dempf.de), and at the Turnov International Jewellery Symposium, Czech Republic during July 2007 (www.muzeum-turnov.cz [<http://www.muzeum-turnov.cz/>](http://www.muzeum-turnov.cz/)) (still to be confirmed). Please see the [attached notice](#) for all details and contact numbers.

INVITATION TO 2 CRAFT EXHIBITIONS

The Roselyn Gallery, 28 6th Street, Parkhurst – for craft, jewellery, sculptures. **21-30 November 2006.** Unless you need to display it yourself, you need to deliver your craft and display units, and collect on the appropriate days. Please specify "Roselyn Gallery". Email lists and prices (what you will be paid when the item is sold) of what you are exhibiting no later than Tuesday, 14 November to Nina Venjakob on nina@outofthebox.org.za | +27 (0)11 673-6592 | 083-583-5383.

The Gift Fair, 305 Long Avenue, Ferndale – for gifts. **24-26 November 2006.**

You need to help to display your work. Please bring tables, display units or easels. Email lists and prices of what you are exhibiting no later than Tuesday, 21 November to Nina Venjakob on nina@outofthebox.org.za | +27 (0)11 673-6592 | 083-583-5383.

Beautiful Products

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Beaded bowl
Cuthbert Chisoka



Large containers
Kunye



Wire bowl
Feeling African



Mosaic bowl
Mandela Park
Mosaics

To access these products, contact Cheryl Rumbak on +27 (0)21 788-3291 | +27 (0)82-715-3380.

If you have great products to showcase – please send hi-resolution pictures to Marjorie Naidoo at naidooML@cput.ac.za or contact on 021 460-4245.

ALL EYES ON DESIGN INDABA 2007

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The CCDI is gearing up to present an exciting showcase of its activities at the upcoming Design Indaba Show in February 2007. This prestigious international design show hosts top designers from around the world.

The focus of the CCDI stand will fall on 3 of its programmes – the Market Access programme, illustrated by the **sensational Aid to Artisans products**; the CCDI Skills Training programme illustrated through an **exciting new range of products inspired by the recent Picasso in Africa exhibition**; and our new Design & Innovation programme, showcased by a **competition and exhibition of innovative lights** made exclusively at the AMTS FabLab.

In addition, the CCDI is offering a Craft Operations Management Learnership, and these learners will have the opportunity to **assist the selected exhibition designer in constructing the CCDI stand**.

There are many opportunities to get involved -

- if you have participated in a learnership or skills programme, you could join the **Picasso in Africa programme** (**SEE** the notice on this programme under 'Training');
- you could enter the **Lights Competition** (**SEE** the attached notice for this competition);
- or you can apply for the **Craft Operations Management Learnership** to develop your skills in designing and setting up exhibitions for craft (**SEE** the notice for this programme under 'Training').
- The CCDI is also looking for an **exhibition designer** to take on the challenging, but hugely satisfying task of managing and constructing the CCDI Stand at Design Indaba. (**SEE** the attached Terms of Reference EOI08/2006).



Training ... and more training

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PICASSO IN AFRICA PROGRAMME

The CCDI, together with Standard Bank and the Picasso in Africa Exhibition, is inviting crafters to participate in an exciting programme to develop a range of products, inspired by the Picasso exhibition, for display at Design Indaba in February 2007.

If you have -

- completed the drawing modules at either the NQF2 or NQF4 Learnerships or CCDI Winter School
- know the work of Picasso, (or would like know)
- can spend time in training and doing extra work at

home (training will take place in a 5-day inspiration workshop the last week of October, led by trainer, Jane Solomon)

Benefits of the programme -

- your Picasso-inspired products could be displayed at the CCDI/Standard Bank exhibition at Design Indaba
- you will have the opportunity to develop your own business cards and/or marketing brochure as part of the programme

To participate in this once-in-a-lifetime opportunity, contact Ann on 021 460-3724 | weyera@cput.ac.za.

LEARNERSHIP NQF5 - CRAFT OPERATIONS MANAGEMENT LEARNERSHIP – 2007

We have an opportunity for 15 crafters to do the Craft Operations Management NQF5 Learnership in 2007.

A large portion of this qualification is involved with designing and setting up exhibitions for craft. Learners will have the opportunity to work with top-level exhibition designers during the 2007 Design Indaba, CT International Jazz Festival, Decorex and other events, which will give you hands-on experience to apply to your own business.

This learnership is also relevant for people who need the skills and knowledge to run their business effectively. Skills acquired will include:

- communicating in a variety of ways to manage a small/micro craft enterprise
- controlling and maintaining administrative and financial records
- managing the implementation of design
- supervising production processes of craft products
- positioning a small/micro craft enterprise in an optimal location
- managing human resources to promote an optimal level of productivity, and
- strategizing and planning for the sustainability and growth of a small/micro craft enterprise.

Entry Requirements

- a matric or equivalent qualification (essential)
- involved in a craft business for at least 3 years
- able to spend time in training to improve your skills - up to 2 weeks per month

If you are interested, call Ann on 021 460-3724 | weyera@cput.ac.za to get application forms.

LEARNERSHIP NQF4 - NEW VENTURE CREATION - 2006/7

Integrated Business Solutions (IBS) will be running a Learnership in New Venture Creation for crafters. Interested people involved in craft are invited to apply for the Learnership. There is limited space –only 20 people can be accepted - so get your name in soon!

This qualification is at NQF level 4 and will equip you with the following -

- to build basic personal and interpersonal skills which will serve as a foundation for all further business learning
- to use your understanding of the characteristics of successful entrepreneurs to develop these characteristics within yourself
- to apply sound basic business concepts to establish your own viable business venture
- to apply a range of business skills in sustaining your business venture

- to use the resources at your disposal for business growth in response to market conditions
- You will learn all the basic skills to research, start up and run a successful craft business venture in either manufacturing or retailing craft.

Entry requirements

To apply for the Learnership you must:

- have completed a NQF2,4 or 5 craft learnerships or have attended a skills programme such as the CCDI Winter School (essential criteria)
- be able to spend 4 months in full-time training at the beginning of 2007, and will receive 5–7 months mentoring and coaching follow-up
- have passed matric

To apply contact Ann Weyer on 021 460-3724 | weyera@cput.ac.za or Sheryl Smith on 021 761-7770.

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)	

MENTORING PROGRAMME - 'THE APPRENTICE'

The CCDI is calling for crafters and craft businesses who would be willing to mentor and host CCDI NQF2 learners for 3 days or more during the period January 2007 – April 2007.

These learners will be placed according to their craft skill, which include textile printing, fashion (clothing and accessories), beading, woodwork, wirework, papermaking, cutlery design, and candle making. The apprenticeships will add great value to their learning experience. If you would like to assist, contact Ann on 021 460-3724 | weyera@cput.ac.za. If you do not contact us... we will contact you!

The 'Don't miss' Billboard

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JOIN CAPE TOWN TOURISM – your business could benefit from the tourism sector

Cape Town Tourism is the official regional tourism organisation, looking after the needs of both the tourist and the tourism industry. The organization is membership-based and at present has over 900 accommodation providers listed. These establishments may need your craft! Signing up as a member may therefore benefit your business greatly.

Cape Town Tourism has 2 membership programmes to assist your business: The **first** will enable you to provide direct information to the visitor via our 19 Visitor Information Centres. Bring your brochures and business cards, enquire about displaying and selling your work, get listed as a crafter on our website www.tourismcapetown.co.za/capetown and ensure that we have your information in our call centre. The **second** will enable you to get your craft known by the tourism sector, particularly if you can supply to the needs of the accommodation industry.

Contact Bronwen d'Oliveira on 021 487-6800 | bronwen@tourismcapetown.co.za for information on benefits and fees. The maximum you'll pay per year is R550!

END-OF YEAR CRAFTERS' PHOTOSHOOT



We will be having another photoshoot of crafters and their products in mid November. If you need to have your products recorded for the CCDI website, please contact Mandisi Kibito ON 021 460-3662 | kibitom@cput.ac.za to make an appointment.

EMBROIDERERS GUILD OF AFRICA

The Embroiderers Guild of Africa (EGOA) is a non-profit body, serving the embroidery community through regional & national wo+27 (0) and conferences, and the publication of articles and newsletters aimed at informing and training its members in all aspects of modern machine and hand embroidery. To join EGOA and further develop your embroidery skills, visit <http://www.egoa.co.za>.

DO YOU PROVIDE TRAINING IN CRAFT SKILLS?

The CCDI is often approached for referrals to trainers of the various craft skills, and is building up a database of trainers. If you are such a trainer, please contact our database administrator, Mandisi Kibito, to register your area of expertise. You may reach him on 021 460-3662 | kibitom@cput.ac.za.

WC CRAFTED GIFTS FOR MADIBA'S BIRTHDAY

WHEN former president Nelson Mandela turned 88 last month, Cuban rum and cigars from Fidel Castro and a pair of fluffy, hand-made, sheepskin slippers attracted the most attention. The snazzy footwear came from a crafts community project in Buffalo Bay in the Southern Cape. The slippers not only made national news, but were so comfy that Madiba's wife, Graca Machel, also wanted a pair.

'I imagine the famous couple walking in their sheepskin slippers all over their beautiful house, and then I look at the two women who made them – local women who felt truly worthy because someone famous was wearing their handiwork,' said Louise Gerrits of the Goukamma Business Foundation whose Leather for Life project produces, among other things, the now famous slippers. 'Not only were the slippers mentioned, they were also clearly shown on camera, including the little card we had attached to it.' Gerrits recorded the news bulletin and replayed it to Cleopatra Windvoël and Francis Wanie who had made the slippers. 'Cleo was laughing hysterically and could not believe it. Francis was in tears – she said that for the first time in her life she felt like 'somebody'.

'It was touching, and made me realise why the different craft projects we were working on were so important.'
Extract from report by Athane Scholtz for The Herald.

MEET DELILAH



She was created by crafter Jim Chiota in wire and beads - using the CCDI|AMTS FabLab technology - as a specially commissioned piece for the AMTS FabLab Implementation Unit of the Dept of Science & Technology.

Lit up and sparkling all over, Delilah made her high society debut at the DST INSITE EXHIBITION at Gallagher Estate, Sandton. Needless to say, she was a huge hit. Science & Technology deputy minister Derek Hanekom found her irresistible!

WOODEN BLIND OFF-CUTS

The CCDI Centre for Innovation is offering a large selection of assorted wooden blind off-cuts to anyone who can use them. These off-cuts were donated by Lotus Blinds & Flooring and can translate into fabulous products with a little imagination and creativity. Bring a box and help yourself!

Should you need assistance with creative ideas, visit the **Product Development Clinic** for advice. Contact Zanele on 021 460-3982, to make an appointment with Amanda Youngleson.

**One person's waste
is another person's raw material!**