

July/August 2007

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# Western Cape Craft Sector Newsletter

## Focus on Wire

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### V&A WATERFRONT SET TO GET WIRED IN AUGUST

The wire art scene in Cape Town is set for a major boost as Cape Town Tourism, the V&A Waterfront and the Cape Craft and Design Institute gathers their forces together in an event that in the month of August will see Capetonians wiring beads at the Waterfront.

Aptly named **wire+plus [this is my Cape Town]**, the project is a collaborative initiative by the Cape Craft & Design Institute, V&A Waterfront and Cape Town Tourism. 10 wire artists have been selected to take part in the project. Their art works will be displayed at the Waterfront during September and in October auctioned to select buyers of investment art. The wire artists are Andrew Dombuleni, Bishop Tarambawamwe, Herbert Suzha, Joe Mapfuno, John Mkwandawire, Luke Gwatdzio, Masimba Jeffer Mwazha, Takunda Gochera, Tawanda Denedza, and Willard Musarurwa.

An adjudication panel pooling the partners together with established and well-respected sculptors and lecturers, Etienne de Kock and Brendon Dickerson, and industrial designer Felix Holm, selected 11 talented wire artists who all live and work in the Western Cape. During the month of August ten of the 11 artists are to make wire art pieces in the public eye at the Waterfront. The eleventh piece is a public art piece in the true sense of the word. It is to be produced by wire artist, Abraham Tapera who will facilitate public participation in the art piece, providing the public with wire and beads to add to the art piece.



*The 10 top wire artists listen attentively to feedback from the selection committee.*

All the wire in the competition is sponsored by one of the largest producers of wire in South Africa, Allens Meshco, while the beads are sponsored by The Bead Merchants.

During tourism month, September, V&A Waterfront visitors will be able to view the complete wire art pieces, which will build up to the grand finale – the first wire art auction of its kind in Cape Town in October 2007. It is expected that prestigious art investors and corporates will vie for these 11 wire works of art.

The contest provides an opportunity to showcase the talent of creative wire artists and recognize their contribution to the growing craft sector in the Western Cape. Photographs of the final art works will be used for 2008 calendars and catalogues. The proceeds will go towards the wire artists themselves, growing the wire art sector in the Cape, and towards The Ark street children project. Street children will take part in the public wire art exercise, and be trained by the artists in the skills of wire art.



### MANDELA RHODES PLACE COMMISSIONS WIRE SCALE MODELS

Mandela Rhodes Place is to re-launch their premises at the end of September. For this occasion they have commissioned three wire artists to build 1X1 m scale models of the entire complex in different styles of wire art. Seen here is Lauren Urquhart, of Eurocape, acting on behalf of the Mandela Rhodes Place, briefing wire artists Amon Jila, Wonderson Mandlakula and Zola Hector Senteni. These pieces are due to be completed mid-September.

## Craft Sector meeting

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Next Craft Sector meeting: **Wednesday, 1 August, at 13:30**

Venue: **Cape Craft & Design Institute, 75 Harrington Street, East City Cape Town.**

**Patrick Brink** of Integrated Business Solutions will discuss the benefits of formalizing your business in terms of registration and business practices. Crafters who have travelled this route will describe the difference it has made in the way they view their craft businesses and the way they see themselves as entrepreneurs. If you are serious about making your living from craft production, don't miss this interesting presentation. **Wiseman Nako** from SEDA (Small Business Development Agency) will then present their programs of assistance to help start-up, pre-start-up and post-start-up businesses.

## Training & Inspiration

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### INSPIRATION COMES TO THE WC REGIONS

Four Inspiration Workshops were arranged by rural outreach officer, Lyndon Metembo, in the West Coast, Eden and Central Karoo regions during June and July 2007. Groups of excited crafters gathered to generate new ideas based on the techniques they have already mastered and to stimulate their creativity and innovation. The workshops also explored the unique identity of each region to find the essential regional signature that could be reflected in their craft products.

Product developers, Jane Solomon, led the workshops in Darling and Vredendal in the West Coast, and John-Anthony Boerma led the workshops in Beaufort West and George.



Beaufort West workshop with John-Anthony Boerma



Darling workshop with Jane Solomon



George workshop with John-Anthony Boerma



Vredendal workshop with Jane Solomon

## Crafter News

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### THE ART OF LEATHER CRAFT IN UNIONDALE

A leather producer from Uniondale, Feluce Classic Leather, has landed a contract with buyers in Singapore to provide 2 leather products to the value of R90 000. Hand stitched quality has won the day for *Feluce*. Their travel case is an established bestseller and a second product, a travel journal, was also ordered. This order has resulted in 3 new pdi job and learning opportunities being created.



The mastercrafter of *Feluce*, Frik van Jaarsveld is the author of the only South African manual in Leathercraft and also runs the training unit SALA, the SA Leathercraft Academy, to train interested people in leather craft. This is the only specialized training unit for leather craft. 'We specialize in classic design and all our products are totally handcrafted,' says Frik. 'We carefully select the leather we use so as not to hide flawed leather.' *Feluce* has gained valuable ground in the market, with 25 years of practical experience in the field of leather craft, and is now passing on the skill to the younger generation.

*The travel case that landed the contract in Singapore.*

### 4<sup>TH</sup> FESTIVAL OF ARTISTIC OBJECTS, POZNAN, POLAND - DECEMBER 2007

The 4<sup>th</sup> Festival of Artistic Objects in Poznan, Poland is a flea market-type festival of mainly Polish fine art, folk art and handicrafts, including art and craft workshops. The emphasis is on Christmas items (gifts and decorations - small, lower-priced items). The Festival runs from 7-9 December 2007. See [www.festiwal.mtp.pl/en](http://www.festiwal.mtp.pl/en). The SA Embassy in Warsaw, Poland has taken a stand at the Festival and is funding much of the costs of 1 Western Cape crafter's attendance.

#### Call for applications -

- **for 1 crafter** - to attend the festival from about 4-12 December 2007 – to sell his/her own work and other crafters' work, and to demonstrate craft skills on the stand;

- **for craft** - Christmas decorations/small Christmas gifts – for sale at the festival.

#### Criteria for crafter selection:

Previous international travel experience – you will be traveling to Poland alone and met by the SA Embassy; have participated in consumer/trade shows –setting up the stand display, selling your own and other crafters' work, produce on the stand; strong communication and sales skills; be able to manage the finances in a foreign currency reliably; produce Christmas decorations/small Christmas gifts; and more...

#### Criteria for product selection:

Christmas decorations/small Christmas gifts, mid - lower range priced items (not high-end artworks), products must be South African in origin and design content, must have business cards/marketing material, and more...

**Contact** Nicola Dolby, CCDI Market Access: Retail & Export, on 021 460 3944 | [dolbyn@cput.ac.za](mailto:dolbyn@cput.ac.za) for information on the selection criteria. **Deadline** for applications: 4:30 Thursday, 16 August 2007. A selection panel will interview the candidates and select the other craft products.

### EXPORT AWARENESS WORKSHOP

If you are thinking about exporting and want to find out more about what exporting involves, mark Wednesday, 12 September in your diary. Wesgro will be running a craft-specific Export Awareness workshop. Look out for details in the next newsletter. **Contact** Nicola Dolby, CCDI Market Access: Retail & Export, on 021 460 3944 | [dolbyn@cput.ac.za](mailto:dolbyn@cput.ac.za) for more information.

### CULTIVARIA, Paarl – 21-24 September 07

Cultivaria, an arts and craft festival, which runs from the 21–24 September 2007 in Paarl, caters for the higher end of the market. The festival offers performing art productions, ranging from ballet, opera, contemporary music, drama and comedy; there are wine & art routes to choose from, with 14 art exhibitions featuring the work of 100 top South African artists in all genres.

The Craft Market invites interested crafters to take part for a fee of R2800/per stand, which includes a 3x2m tent

and 24 hour security. The festival support local products and the craft needs to be unique, handmade and proudly South African. **Contact** Heinrich von Wielligh for further information, on 021 872 9754 | [admin@cultivaria.com](mailto:admin@cultivaria.com) | [www.cultivaria.com](http://www.cultivaria.com) | fax: 021 872 1003.

### BLACK DIAMONDS FESTIVAL, – 7-9 December 07

The Black Diamonds festival is a three-day lifestyle event aimed at the upcoming Black Middle Class. 'The Black Diamonds Survey' established that there are over 2.6m black South Africans with an annual spending power of about 180 billion rand. However, the marketing fraternity struggles to connect with this burgeoning middle class because they have very limited exposure to their history and lifestyle.

The festival creates an experiential branding opportunity for marketers and advertisers to emotionally connect with this powerful market segment, with an expected turn out of 17,000 visitors. Visitors will be treated to a healthy mix of the sights and sounds that capture the essence of the Black Diamonds lifestyle - from life and business learning to show stopping exhibitions, inspiration, fashion, comedy, live bands, dance routines, and networking opportunities.

Black Diamonds is inviting crafters to participate in the festival; exhibition space is available at R9000/6 sq m. The festival takes place from 07-09 December 2007 at the Cape Town International Convention Centre. **Contact** 021 674 6764 | [info@humanelementinc.co.za](mailto:info@humanelementinc.co.za) for more information.

### CAPE TOWN VOTED TOP MICE CITY

UK-BASED agencies voted Cape Town as the top long-haul city for the Meetings, Incentives, Conferences and Events (MICE) sector. Cape Town beat New York, Atlanta, Chicago, Dubai, Toronto and Las Vegas. Following a vote by 16 327 UK agencies, South Africa was voted as the second favourite long-haul country behind the USA. 'Our mandate is to bring more visitors here, to get them to stay longer, spend more, visit more often and visit throughout the year', says Calvyn Gilfellan, acting ceo for Cape Town Routes Unlimited. Brought to you by TravelHub.

### UK SOCCER FANS TO FLOCK TO CT

BRITISH soccer fans visiting South Africa for the 2010 World Cup are most likely to base themselves in Cape Town, says research conducted by Sports Marketing Surveys. 'Research has also shown that many soccer fans plan to make time to include Robben Island, Table Mountain, cultural tours, wine tours, visits to other key attractions and a couple of rounds of golf in their itineraries,' says sponsorship insights manager for Sports Marketing Surveys, Eddie Roux. Brought to you by TravelHub.

Shopping, we know, will not be neglected. Memorabilia of a city's unique experience will be in demand, and crafters will have the opportunity to showcase the creativity of the Western Cape.

## Call for ICONS Exhibition

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### WC ICONS and ICONIC [craft] TO BE SHOWCASED

France and Japan have their 'Living Treasures': crafters and craft-artists with rare skills, who are honoured while still alive, and who are encouraged to teach their skills to an apprentice.

The Western Cape has its **Craft Icons**, introduced in 2003 by the Cape Craft & Design Institute. To date 43 Western Cape crafters and craft-artists have been acknowledged and honoured. These are craft-artists who contributed significantly in the creative, economic and social spheres, excelling as a designer, innovator, entrepreneur, job creator, role model, trendsetter and/or leader in the craft sector.

These Icons are now invited to submit an iconic example of their work for the **ICONIC [craft] exhibition** - a tribute to Western Cape creativity and innovation exhibition -which will run from mid-November 2007 to mid-January 2008 at Spier, alongside the prestigious Spier Contemporary Art Exhibition.

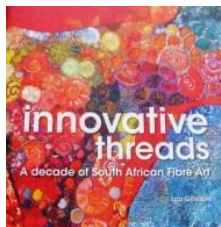
**ICONIC [craft]** will feature one outstanding item per craft-artist, which symbolizes the essence of their product over the years, in whichever medium they work. The exhibition will therefore feature a variety of media, such as ceramics, wood, textiles, recycled and natural material, glass, wax, wire, beads and metal.

However, this is also the opportunity for new Icons to emerge. Crafters may enter their own names or may be nominated - application forms are available from the Cape Craft & Design Institute, at 75 Harrington Street, East City Cape Town, or from Marjorie Naidoo on [naidooML@cput.ac.za](mailto:naidooML@cput.ac.za) | 021 460-3982. All new entries will be adjudicated according to selection criteria.

Register your interest to participate in this exhibition before 1 September 2007. All exhibit items are to be delivered to the CCDI by 25 October 2007. Contact Marjorie Naidoo on [naidooML@cput.ac.za](mailto:naidooML@cput.ac.za) | 021 460-3982 for more information.

## Creative Notices

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### 'INNOVATIVE THREADS: A DECADE OF SOUTH AFRICAN FIBRE ART'

A uniquely South African book has been published recently on South African Fibre Art, which reflects the work of South African fibre artists over the past 10 years. The recommended retail selling price is R240. The book is also available at Exclusive Books. **Contact** Liza Gillespie of Innovative Threads for more information, on 083 6300 962.

### CLEMENTINA - RETROSPECTIVE

Clementina van der Walt will be holding a retrospective ceramics exhibition at the Clay Museum at Rust-en-Vrede, 10 Wellington Road, Durbanville, from 21 July to 30 November 2007. Don't miss this fascinating opportunity to track her art through many years.



### CREATIVITY WORKSHOP

A creative workshop to revitalize your innovative juices and affirm your sense of creativity is being offered on Saturday 18 August 2007 in the Northern and Southern suburbs. Bob Commin, poet, writer and storyteller will encourage you to shed some old skins to inspire creativity. The workshop costs R350 per person. **Contact** Bob Commin for more information on 021 447 9550 | 082 2025303 | [bcommin@netactive.co.za](mailto:bcommin@netactive.co.za) | [www.making-poetry.com](http://www.making-poetry.com).