

November 2007

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Western Cape Craft Sector Newsletter

From the ED

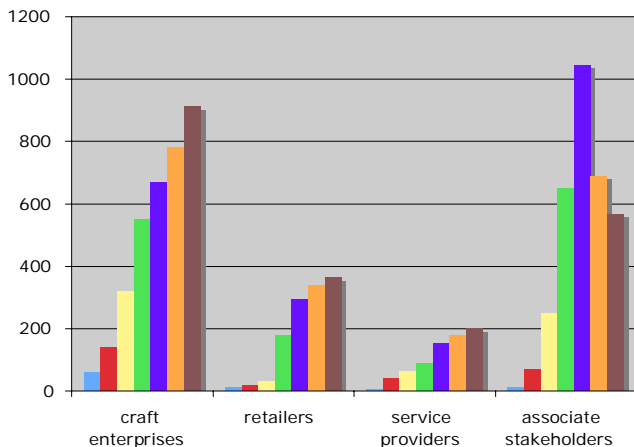
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WHAT A DIFFERENCE **A MOVE** MAKES...

We've been in our new offices in Harrington Street for over a year now and what a difference it has made...

Growth

Our increased visibility and accessibility has seen an enormous growth in our database and our sphere of influence. Last week I had to present to the City of Cape Town's Portfolio Committee and it gave me the opportunity to look at our database. The latest figures show our phenomenal growth since our inception.



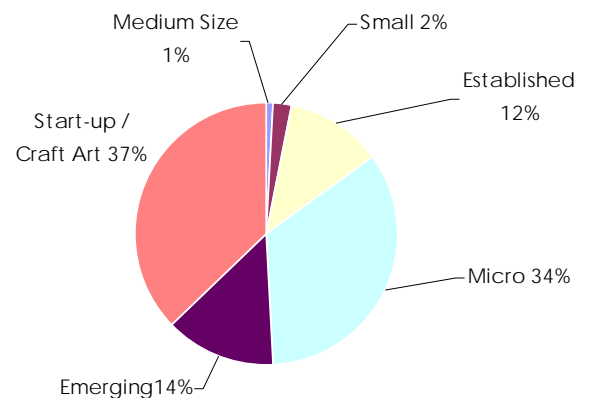
Growth in the Database since 2001.

Services

In this context, the provision of systematic and dependable services is critical. With our own physical space and the luxury of individual offices we are more able to provide a more consistent service. This year we have been piloting a Business Advice Service and a more integrated Product Development Clinic into the services of the Centre for Innovation. We are hoping to create

Profile

Analysis of the database also tells an interesting story about the relative 'youth' of the majority of enterprises we work with. The charts show the numbers of entities we are working with and the nature and age of their businesses. Mostly young, mostly micro & emerging – which means we are supporting a large number of businesses at their most vulnerable stage of existence. The rural/urban divide is shrinking too with 42% of enterprises from outside the Metro; and within the Metro there is a fairly equitable spread.



Type of enterprises.

more structured partnerships with other role players, like Seda and Red Door, so we can streamline this support and referral process.

Official Craft Hub

Helping us along this path is recognition by **the dti** of the CCDI as an official Craft Hub for the Western Cape. A fantastic milestone and acknowledgement for us - which

of course will bring more work and challenges. But most importantly it brings with it the opportunity to develop and provide long-term support to the sector. Last week we hosted a delegation of 40+ officials from the Eastern Cape, North West, KZN, Gauteng and national departments (**dti**, DAC, MinTek, the Presidency) and facilitated a workshop on the implementation of these Craft Hubs in the various regions.

The challenge with all of this activity, and the growth of CCDI staff, is to maintain a space that is warm and welcoming and provides a valuable service to the people it is intended to serve. We know we don't always manage this – but we are doing our best... Any suggestions of ways to improve and enhance our services are welcome.

2008... and then 2010...

While next year needs to be a year of consolidation we are not quite finished with our own creations. In 2008 we hope the pilot production cluster-space in Khayelitsha will be complete and our Raw Materials Bank starts to take shape... and of course 2010 is looming and we have some great ideas about how we can maximize the value of this opportunity ...

In the meantime we are focused on the last two months of this year.

NQF Graduation

In November 14 learners will complete their year-long NQF5 learnership – we'll celebrate with them in December.

ICONIC [craft] exhibition

In December we will also open our very first complete Icon Exhibition at Spier. In the last week Marjorie has been inundated with submissions for the Icon Exhibition and we have been humbled by the exquisite pieces that are streaming in – the phenomenal talent and creativity of the best of the best in this province - and the absolute commitment so many people have shown to this process.

This exhibition is going to be a real treat - watch this space for details...

Erica Elk

Executive Director: CCDI

Design Competitions

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DINING IN 2015

for entries

designboom and MACEF international home design competition is inviting participation applicants from every country in the world, professionals, students, design-enthusiasts in the Macef Design Award 2008. Registration is free.



- Call

show

from

from

and

Submission of entry / entries - Whether you are an individual or a group, you can only submit a maximum of 3 works.

Questions? - Inquiries may be sent to mail@designboom.com. Please write in the subject line : EATING IN 2010.

Consult the websites below for details on registration, design criteria, submissions of entries, copyright, the jury, and announcement of results.

Info on the MACEF Award –

http://www.designboom.com/contest/winner.php?contest_pk=16;

http://www.designboom.com/contest/winner.php?contest_pk=6; <http://www.designboom.com/mcef/results.html>

The subject of the international competition is DINING IN 2015 -

- at work

- during travel

- at home

The competition invites submissions for cutlery, tableware, cookware and tools (electrical appliances are excluded).

Awards - The designers of 4 winning entries will be granted cash prize awards – a first prize of Euro 5000 and 3 honorable mentions of Euro 1500 each. The winning entries and a selection of the works sent in will be shown at the next MACEF spring salon (by Fiera Milano International), which will be held in Milan, Italy from **18 - 21 January 2008**. The most interesting designs will be presented to companies in the production sector for possible realization.

Registration deadline - Application registration will be accepted until **December 10, 2007**.

Deadline for submission of entries - Works can be submitted until **December 15, 2007**.

EAST MEETS WEST FUSION FASHION

The East Meets West fusion fashion show will be hosted at the Theatre On The Track, Kayalami, Gauteng on 1st and 2nd December 2007. All designers who are interested in participating in the show can contact Shivani Kara on 083 776 9222 or Bhavnesh Narotam on 072 349 6165.

PIMP MY COFFEE TABLE

Homemakers Expo, South Africa's largest group of home enhancement shows, will be hosting an exciting design competition at the 2008 Johannesburg Homemakers Expo (51 000 visitors). They are looking for 10 designers to each "pimp" a coffee table. Contact Hestelle Robinson, Public Relations Manager T 011 683 9215 | 082 779 8740 | hestelle@homemakersfair.co.za | www.homemakersexpo.co.za

Craft Sector Meeting – a Sector Indaba

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WEDNESDAY, 7 NOVEMBER CRAFT SECTOR MEETING **IMPORTANT**

At our next Craft Sector meeting, Erica Elk, executive director of the CCDI, will provide an overview of the sector (how it has grown over the year, important developments, the plans of government towards the sector, etc) and where you and the CCDI are heading for in 2008. **Don't miss gaining a vital insight into your sector.** This is also your opportunity to **ask questions** and **make suggestions**. The meeting will be on Wednesday, 7 November 2007, 13:30, at the premises of the CCDI in 75 Harrington Street.

DECEMBER CRAFT SECTOR MEETING - **SALE! SALE! SALE!**

We have decided to turn our **last Craft Sector meeting of the year** into a big happy party! This will take place on Wednesday, 5 December 2007. **Crafters**, bring any excess stock that you want to get rid of, we will set out tables, provide the tea and cake, and hold a gigantic end-of-year SALE and PARTY! Please notify Xoliswa on 021 460 3562 | phenyax@cput.ac.za of your intention to sell. We invite any of our **readers and the public** to come and buy gifts for the coming Season; this will be the time to pick up bargains!

CCDI WILL CLOSE FOR **HOLIDAY** BREAK

As this will also be the last newsletter for the year, you need to be informed that the CCDI will close for a short break between 21 December 2007 and 2 January 2008. *How the year has flown!!*

Business Ethics

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At our last Craft Sector meeting, Brain Adams from Thrust Development Services spoke to crafters and other visitors about the importance of ethical practices and behaviour in one's business. This is a synopsis of what he had to say.

Ethical behaviour is doing what is morally right, doing things right, and doing the right things. Ethical decisions / considerations are about what is right and what is wrong. (The law is about what is lawful and what is unlawful). It boils down to honesty - trust - fairness – loyalty.

Business Ethics are therefore how an organization conducts its business in order to make a profit or achieve goals, guided by ethical values such as conduct | customs | character | responsibility | right | wrong.

These are the principles and standards that:

1. Define acceptable conduct in business
2. Should underpin decision-making

Business Ethics applies to all aspects of business conduct, from boardroom strategies, how companies treat their employees and suppliers / competitors / relationships, to sales techniques and accounting practices.

Examples of **Business Ethics** issues -

- Clear agreements as opposed to fuzzy talk
- Bribery and corruption
- Gifts and hospitality
- Conflict of interest
- Supply chain management
- Customer data-protection
- Social / environment impact
- Illegal, questionable practices

- Wrongful use of resources
- Mismanagement
- Not honouring contracts, agreements, deadlines
- Poor / bad communication
- Reliability

TEN Practical rules for SMEs for **good business conduct -**

1. Establish your core business values and stick to them or else your reputation will suffer.
2. Welfare and motivation of your staff are critical to your success.
3. Remember that the owner-manager's business behaviour will be taken as a role model by staff.
4. If you need a partner in the business make sure that they share both your vision and values.
5. Work at your relations with customers; they neither start nor stop when the sale is made.
6. Don't knock your competitors.
7. Stick to your agreed terms of payment.
8. Record all financial transactions in your books.
9. Find at least one way of supporting the communities in which you operate.
10. If you are doubtful about an ethical issue in your business, ask for advice.

*Taken from: **Priorities, Practice & Ethics in Small Firms** by Laura Spence*

Strategic outcomes from a -

Customer Perspective - Delighted Customers
Financial Perspective - Satisfied Shareholders
Staff Perspective - Motivated and Prepared Workforce
Administrative Perspective - Effective Processes

SPECIAL COMMENDATION - **INVESTING IN THE FUTURE** CORPORATE AWARD: **GIFT** PROJECT

Kate Miszewski, head of the Old Mutual Foundation, has been awarded Special Commendation in the *Investing in the Future Corporate Awards*. The project that bagged her this award was the GIFT project, an initiative of the Cape Craft & Design Institute (CCDI) and Old Mutual Foundation.

GIFT, a corporate gift warehouse, was created to give corporate gift buyers access to local hand-made products and provide the Western Cape's many talented crafters with an entrée to this major niche market. The initiative underway in the East City part of Cape Town's central business district seeks to halt a trend that sees companies mass-producing and mass-importing gifts and, by doing so, undermining the local handcrafting sector. 'The project not only directs significant revenue from corporate gift-giving to the mostly informal and under-resourced micro-businesses, but also aims to replace the dominant mass-produced, imported corporate gifts with handcrafted local products,' says Kate Miszewski.

The CCDI was launched in 2001 by the provincial government of the Western Cape and the Cape Peninsula University of Technology to grow the crafts sector in the province. It is involved in product development, training and business development, and providing support in getting goods to the market.

With a teaching and social investment background, Kate Miszewski has played a vital role in setting up corporate social investment campaigns in corporate South Africa, such as Redi, the Rural Economic Development Initiative. Singled out for her passion for making a difference in the lives of rural people in South Africa, Miszewski has earned the respect of many by demonstrating sustained growth and showing commitment to bettering the lives of people in communities, consequently giving birth and meaning to the term 'community champions'.

Adapted from the news release Crafty solutions by Percy Zvomuya, in the Mail & Guardian of 25 Oct 2007.

SEOUL APPOINTED DESIGN CAPITAL 2010
Montreal, 20 October 2007 – Seoul has been declared the winner of the **World Design Capital (WDC) 2010 competition** by at the International Council of Societies of Industrial Design (ICSID) on behalf of the International Design Alliance (IDA), at the closing session of the ICSID Congress held in San Francisco on 20 October 2007.

Seoul received wide praise from the five-member expert jury, which consisted of internationally acclaimed designers Marc Newson and Patricia Urquiola; Sergio Chiamparino, Mayor of Torino (Italy), World Design Capital 2008; Prof. Dr. Peter Zec, President of ICSID; and Jacques Lange, President of the International Council of Graphic Design Associations (Icograda). The jury unanimously endorsed Seoul's bid to become the World Design Capital 2010. 'Seoul's remarkable achievements in design-led development – particularly in the past decade – exemplify the spirit of the World Design Capital competition,' said

CCDI's executive director, Erica Elk, says the research that preceded the formation of GIFT showed there was huge potential for craft products. 'There is a window of opportunity in South Africa - and probably globally too - where public and private sector companies are increasingly seeking sustainable ways to 'give back' to the community,' says Erica. She says GIFT provides companies with a socially responsible gifting solution that will help them meet corporate social investment and broad-based black economic empowerment targets while supporting the development of indigenous design and the creative and social capital of South Africa.

Rose Reddy, general manager of GIFT, says a lack of effective communication between corporate buyers and craft producers has been a major hindrance to trade. 'Craft producers, often based in townships or remote rural areas, have limited logistical know-how and support, and corporate gift buyers are understandably concerned about their orders being fulfilled,' says Reddy. 'This has created a situation in which local craftspeople are cut off from the lucrative market.'



Western Cape Premier Ebrahim Rasool meets ceramicist Majolandile Dyalvane at the opening of GIFT, a corporate gift warehouse project of the CCDI and Old Mutual Foundation.

Prof Dr. Peter Zec. He went on to explain that Seoul's application detailed the far-reaching impact of design on the social, cultural and economic development of the city, and with the recent profusion of high-tech Korean consumer products around the globe, Seoul has been defining its international image in terms of its design capabilities.

The announcement of Seoul's selection as World Design Capital 2010 comes during the lead-up to the **first-ever World Design Capital celebration in Torino, Italy in 2008**. 'The government of Seoul, like Torino, has pursued strategies of growth through design with great determination and dedication,' stated Torino's Mayor, Sergio Chiamparino. 'We congratulate Seoul for its achievements, and are looking forward to sharing our experiences as part of the World Design Capital network.'

Seoul Mayor Oh Se-hoon said in his acceptance speech 'Design is a driver of growth in the Seoul economy. We have surprised the world with the miracle of the Han River and

advancements in the IT sector. Now we would like to bring global attention to Seoul through strong design. With Seoul's designation as WDC 2010, the city will be able to breathe creative energy into the design industry and reinvent itself as a globally recognized city of design and collaborate with other cities in the world to communicate through design. Seoul will send out the message that design is the power to change the world for the better.'

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About IDA

In a major step for the global design community, Icsid and the International Council of Graphic Design Associations (Icograda | www.icograda.org) have committed themselves to forming a collective voice for all disciplines of design through the creation of the International Design Alliance (IDA). The IDA is positioned as the design advocate working with international organizations, governments and industry.

ICONIC [craft] EXHIBITION PROMISES TO BE SENSATIONAL

Close on 100 crafted art pieces will be on show at The Beam Gallery in the old Wine Cellar at Spier Estate from 27 November 2007 to 20 January 2008. The ICONIC [craft] exhibition, curated by the CCDI, has drawn showpieces from the very best crafters of the Western Cape, Icons nominated during 2004 and 2005, and aspiring Icons, who will be adjudicated by a selection panel.

The showpieces represent every medium, from beads, ceramics, glass, mosaics, leather and metal, to natural material, paper, recycled material, textiles, wax, wire and wood. There will be a special section on jewellery and fashion accessories.

An exhibition of this nature challenges craft artists to excellence. Many of the crafters have drawn deeply from their respective wells of creativity and have produced items that have stretched their powers of innovation and production. Others have submitted work that exemplifies the best of what they have produced over the years.

Well-known artists such as Jackson Nkumanda, Haldane Martin, Derrick Senteni, Heath Nash and Lehopo Lichaba will be exhibiting in the Recycled section; Majolandile Dyalvane, Lisa Firer and Katherine Glenday in the Ceramics

GOLD MEDAL AWARD

The CCDI's stand, hosted by Cape Town Routes Unlimited, and promoting Cape Craft was awarded the Gold Medal for the Best Commercial Exhibit: Indoors at the Cape Town Flower Show, held at Louwrensford Estate, Somerset West, from 25-28 October 2007. The beautiful craft on sale added value to the exotic displays of flowers, small gardens and the South African entry to the Chelsea Flower Show, held in London earlier this year.

BOOM IN CHRISTMAS CRAFTED PARAPHERNALIA

A relationship developed with Norwegian-based import agent, Isandi, which was facilitated by **the dti**, recently resulted in an order for Christmas-related craft. At the same time workshops had been held to develop Christmas paraphernalia for Woolworths. Orders for 15 of the producers to the value of R583 000 have been secured from both Woolworths and Isandi.

About ICSID

The International Council of Societies of Industrial Design (ICSID) is an international non-governmental organization for professional industrial design. Founded in 1957, ICSID currently counts over 150 members in more than 50 countries, representing an estimated 150,000 designers worldwide. ICSID members are professional associations, promotional societies, educational institutions, government bodies, corporations and institutions — all of which contribute to the development of the profession of industrial design. ICSID facilitates co-operation and interaction among these societies and supports a global network through which design institutions worldwide can collaborate. Through shared interests, experiences, and resources, ICSID provides an international platform for its members to be heard as a powerful voice. ICSID also holds consultative status with UNESCO, UNIDO, ISO and WIPO to support and highlight design in international forums.
www.icsid.org

For more information, contact:

Ms Dilki de Silva, ICSID Secretary General, T +1-514-448-4949 ext. 227 | ddesilva@icsid.org or
Ms Andrea Springer, ICSID Communications Manager, T +1-514-448-4949 ext. 232 | aspringer@icsid.org

section; Joe Mapfuno, Jefter Mwazha and Mike Carellas in the Wire section; and Jane Solomon, Nosipho Mfengwana, Ena Heese-Kranenburg and Zandra Klapwijk in the Textiles section. Co-operative craft enterprises such as Monkeybiz, Streetwires, Mielie and Xenoga have submitted entries. Kapula Candles have outdone themselves with a truly magical candle installation. Thys Carstens and Parker have entered the most exquisite woodwork art pieces. And the list goes on.

This is not an exhibition to be missed. Take your whole family to Spier for a picnic and view this exhibition – truly a feather in the cap for the Western Cape. And across the river from The Beam Gallery, the Spier Contemporary Art Exhibition will also be in full swing.

NEW DATE FOR WIRE ART AUCTION TO BE CONFIRMED

Due to unforeseen circumstances the auction of the 10 wire+plus art pieces have had to be postponed. It was due to take place on 7 November. A suitable venue is being sought and buyers will be notified of the new date. Interested parties are requested to register their interest with Marjorie Naidoo on naidooML@cput.ac.za.



Conferences & Training

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UNIQUE **ART & CRAFT** WORKSHOP

Thupelo Cape Town at Greatmore Studios invites you to apply for the unique **Thupelo International Art and Craft workshop** to run from 1-15 December 2007.

Thupelo workshops are lead by artists in response to a need for interaction between artists and crafters. This workshop will include 15 artists and 15 crafters; all with experience in their various practices and able to experiment, exchange ideas and expand their practices.

Visual artists and crafters who would like to extend their skills and exchange ideas and techniques are invited to apply to be part of this stimulating two-week workshop, where discussion and interaction between artists and crafters will be encouraged and debated. Applications in all media will be accepted and arrangements for equipment and materials can be discussed.

The workshop will close with an open day exhibition on Saturday, 15 December 2007, which will celebrate the exchange, interaction and friendships made during this intense experience.

To apply contact André Barnard at artmore@mweb.co.za or applications@greatmoreart.org | 021 447 9699.

'The concentration of so much energy and commitment into a short period of time encourages risk taking and experimentation that might not happen in the artist's own studio. At the same time the process of exchange that lies at the heart of the [Thupelo] Workshops, based on the Triangle model, often has a long-term influence on the practice and sometimes the lives of the participants. The strong emphasis on process rather than product engendered by the workshops means that the work made and exhibited at the workshop open days is often not finished work. Robert Loder.'

FROM IDEA TO **PRODUCT**

A seminar on product development will be held on 17 November 2007 from 8:00 to 16:30 at the Faculty of Art, Design and Architecture campus of the University of Johannesburg in Auckland Park, Johannesburg. The seminar forms part of the SABS Design Institute's initiative to support new product development. Experts from

industry will lead the discussions. Information on various government incentives will be made available to participants. The complete programme and registration form are available at https://www.sabs.co.za/Business_Units/Design_Institute/Initiatives/Africa/Seminar.aspx. The content of the seminar has been selected to address the problems most commonly experienced in the following areas:
Pitfalls in the development of a new product
The protection of intellectual property
· Available financial incentives and how to access them
Available technical assistance and how to access it
The role of the industrial designer
Individual Business strategy and Entrepreneurship

Deadline for registration is Friday, 9 November 2007. Contact Zenobia Norval on T(012) 428 7038 | F (012) 428 6546 | norvalzz@sabs.co.za for registration details.

BARCELONA DESIGN WEEK

Barcelona Design Centre has organised the second Barcelona Design Week, an annual event concerned with business and focusing on the world of design in Barcelona. This international congress will take place from 5 - 9 November 2007. Go to Barcelona Design Week for more information.

DIGITAL DESIGN **OPPORTUNITY** FOR HDI'S

One or more students are being sought for a digital design initiative. They will be sponsored by industry to attend a 2-year digital design diploma course. Contact Mignon Hatting at mhatting@ruthprowse.co.za | 021 447 2492 or Anne Centner at anne@conceptinteractive.net | 021 685 0750.

CAREERS EXHIBITION AND REGISTRATION 2008

The Academy of Guilds, A new design college, is holding an open day and Careers Exhibition on 8 December 2007, from 09:00 to 14:30, at 443 Main Road Observatory, for those interested in future careers in Architecture, Interior Design, Product Design, Crafts Design, and Graphic Design. For more details and Registration 2008 contact the creative director, Fadiel Simmins, on +27 (0)21 447 8692 | ctguilds@gmail.com.

Shows & Markets

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NORTHERN SUBURBS **MARKET** OPENING 3 NOV 2007

Vendors are invited to apply for a new & exciting Saturday Food & Craft Market, launching on 3 November 2007, which will operate every Saturday from 9h00 – 2h30 pm. The market is situated conveniently just off the N1, near the Century City off-ramp.

If you specialize in unusual, functional, high quality goods such as aprons, cards, frames, plates, pots, scarves, throws, kitchenware, novelties, fashion accessories, garden & outdoor, homeware & décor, costume jewellery,

etc, made from beads, buttons, ceramics, copper, crystals, feathers, glass, perspex, recycled items, wire, paper, textiles, etc., urgently contact Carolyn on 082 9033 541 | marketonthesquare@gmail.com to secure your space.

BOOK YOUR SPACE AT **DECOREX 2008**

Stand sales have opened for all 3 regional shows. To book your space contact Angela Chatfield on 011 549 8300 | angela@teeg.co.za.