

September/October 2007

INDEX

- [Wire Art Exhibition Opening And Auction](#)
- [Events](#)
- [Crafter news](#)
- [CCDI services](#)
- [FACSA news](#)
- [Of Art and Kites](#)



Western Cape Craft Sector Newsletter

Wire Art Exhibition Opening And Auction

[Back to INDEX](#)



Crowds of bemused visitors to the V&A Waterfront have been fascinated by the stunning wire art pieces on display in various sites. These wire artworks are the creation of 10 master wire artists, selected during the CCDI's **wire+plus** [this is my Cape Town] wire art competition. A month and a half of hard work went into creating monumental art pieces from their scale models.

The art pieces are due to be **auctioned** to the highest bidder **on Wednesday, 7 November 2007**. Anticipation is building for significant prices, as potential bidders register their interest. [To become an owner of one of these exquisite wire sculptures, **request an invitation to the auction** by emailing naidooML@cput.ac.za].

Allens Meshco sponsored all the wire, while the beads were donated by The Bead Merchants.

Other partners in this exciting venture – the first of its kind – are Cape Town Tourism, the City of Cape Town, the V&A Waterfront, the provincial Dept of Cultural Affairs & Sport, SEDA and Business & Arts South Africa, who provided a supporting grant to the project. The CCDI extends its heartfelt thanks for their enthusiastic support, in particular to the V&A Waterfront, who hosted the artists working on site during August and part of September.



*Willem Dreyer, Property Management, V&A Waterfront, Dr Laurine Platzky Special Projects, Premier's Office, and Joe Mapfuno, wire artist, at the opening function of the **wire+plus [this is my Cape Town]** wire art exhibition*



Nombulelo Mkefa, Director of Tourism for the City of Cape Town, guest speaker at the opening function.



The wire artists with their marquettes. They worked non-stop for a month and a half to complete the large wire art pieces, that are now on display at various sites around the V&A Waterfront.

Events

[Back to INDEX](#)

MEC LAUNCHES 'ROO' FOR CRAFT SMME'S IN RURAL AREAS

The mobile unit that will give crafters on the West Coast, Central Karoo and Eden access to the skills development opportunities that the Cape Craft and Design Institute offers, was launched on Tuesday, 11 September 2007 in Piketberg by Western Cape Minister of Environment, Planning and Economic Development, Ms Tasneem Essop.

The objective of the Rural Outreach Craft Mobile Unit, commonly referred to as 'ROO', is to develop a sustainable program that will ensure income and job growth for crafters in rural areas. In practice this means to play a supporting role to develop craft SMME's in rural areas of the Western Cape, particularly with regard to enterprise and skills development, product development linked to heritage and tourism and access to markets. The idea is to pilot the project on the West Coast, Central Karoo and Eden regions, and to develop a methodology and approach to implement in the remaining regions. The CCDI facilitates an entry for hand crafters into the sector and introduces and trains them to generate business locally and internationally.

The launch was attended by dignitaries from provincial as well as local government, crafters from Darling, Vredendal and Piketberg and partner service providers such as Red Door and the Tourism Help Desks.



Marthinus van Wyk, Dept of Economic Development and Tourism, MEC Tasneem Essop, Erica Elk, ED of the CCDI, and Lyndon Metembo, the CCDI's Rural Outreach Officer, with the newly signaged Mobile Craft Support Unit.

CRAFT SECTOR MEETING

Reportback on August Craft Sector meeting: **Amanda Kotze-Nhlapo**, marketing manager Events, from Cape Town Routes Unlimited shared about one of the fastest growing sectors of the tourism industry, the conference and events sector. Opportunities for crafters in these markets abound. **Rose Reddy**, manager of the GIFT corporate gift market, showed the audience a wide selection of off-the-shelf corporate gifts, mainly manufactured in the East, and emphasized the huge

potential and advantage that crafters have in producing handcrafted corporate gifts and conference- and event-related products, able to compete against cheap competitors through high quality and authenticity.

The September Craft Sector meeting will address the issue of **Business Ethics** - what it is, its competitive advantage, and the issue of values, morals and trust in business. 'As business practices becomes more and more complex, competitive and ruthless, we are in constant conflict about 'doing things right and doing the right thing', demanding that we constantly search for ways to implement best practice in business and ensure healthy business through fair, just and transparent behaviour. We need rules of engagement to inform how we interact and engage in business in a way that does not hurt anyone..' **Brian Adams** of Thrust Development Services will share on this very important topic.

Nathi Tshabalala, Interim Chairperson of the Fairtrade Association of Craft SA (FACSA) will unveil a new FACSA and its continental partner - as well as report on new developments and outlook for the future in Fair Trade in Craft.

Deepuck Chunilall, manager of the AMTS FabLab, will introduce new and novel services to allow crafters to benefit from the technology in the AMTS FabLab.

Date and time: Wednesday, 3 October 2007, 13:30
Venue: CCDI, 75 Harrington Street, East City Cape Town

Please Note: Introduction to the CCDI meeting: Wednesday, 3 October 2007, 12:30

CCDI HOSTS PROUDLY SOUTH AFRICA

The CCDI recently hosted a businessmen's breakfast on behalf of Proudly South Africa. This networking opportunity provided the platform to promote membership of Proudly South Africa, the branding and the pride in wholly-produced South African products. CCDI also introduced the GIFT corporate gift warehouse to the attending businesses.



Seen here are Erica Elk, executive director of the Cape Craft & Design Institute, Henk Koekemoer of BEE Smart, and guest speaker on Demystifying Black Economic Empowerment, and

Dalene du Preez, executive manager Marketing and Communication, of Proudly South Africa.

Crafter news

[Back to INDEX](#)



STREETWIRES TURNS SHEEPISH...

Streetwires artists last week completed the creation of 200 life-sized sheep, made from beads and wire, and were spotted 'herding' these sheep through the streets of Cape Town.

The sheep were produced for an American retail operation and were completed in record time. Seen here is 'shepherd' Godza Mtizwa outside Streetwires. (City Edition of People's Post, 18 September 2007.)

Says Andrew Frost of Streetwires: 'The sheep were made in pairs and were made lifesize to fit in a garden or reception area. Sheep are seen as cute. The way we made them were very lifelike and this strikes a chord with our customers. Given the interest in them we will be making a lot more!'

LINDSAY FISHER FROM BILI BEADWEAR WRITES : Increased production required to meet export requirements...

Thank you for the most helpful suggestions received at the Product Development Clinic in finetuning my product, first for YDE, then for the export market. (Bili produces beaded brastraps, visit their website www.bili.co.za).

We have recently returned from the Lyons Lingerie Trade Show in France. This 3-day exhibition was a revelation, with an astonishing response to our product from most countries. We set out to target mainly German distributors – and they were thrilled with our product! However, an established distributor from the United States showed the most interest, and immediately asked for sole distributorship. They have access to major retailer chains and the volumes are huge.

We now need to increase our monthly production by 10! I will need to train at least 200 crafters. I am extremely committed to keeping this local and the Americans endorsed this aim. They liked the fact that we support HIV/AIDS women and aim to contribute a percentage to AIDS-affected families, specially focusing on education (i.e. sponsoring school uniforms, books and stationery). However, we need to respond quickly and efficiently, as China is always a major threat.

SHANE PETZER FROM MAGPIE WRITES : re fashion student group visit

Many thanks for your assistance during the recent London Centre for Fashion student craft tour to Cape Town, facilitated by Magpie - we achieved the objectives of illustrating possibilities to link craft to design in South Africa to a very exciting group of people from London.

Thank you to **Cape Craft and Design Institute** for a stunning interaction and presentation on your organisation and the **FABLab!** To all at **Wola Nani**, thanks for your input to the students regarding some of the challenging realities faced by NGO's involved in craft work.

Margaret Woerman was on hand at **Heartworks** to give the students a look at the Teddy Bear Project with refugee women - her new store at the Old Biscuit Factory in Salt River retails and promotes craft from around the province. We ended our evening with an amazing dinner at **Africa Cafe**, in the historic Heritage Square, which left a lasting impression on our visitors.

Visit www.magpiehomefineware.mfbiz.com | www.magpieampoulecouture.mfbiz.com.

FACSA news

[Back to INDEX](#)

The **Fair Trade Association of Craft South Africa** (FACSA) has been in existence for over three (3) years with a vision of mobilising crafters, craft businesses and relevant stakeholders to form a National Fair Trade Association that will strive to fight poverty through forming long-term & sustainable partnerships with ethical partners in the North. FACSA is recognised as the first organised fair trade in craft movement in South Africa.

To date, FACSA has organised two national and several Western Cape regional fair trade awareness-raising workshops and have been involved in the 2006 IFAT Global Journey Celebration, in collaboration with other South African Fair Trade Organisations.

The vision of FACSA as a national body has been enhanced by the imminent partnership with the Cooperation of Fair Trade in Africa (COFTA), an International Fair Trade

Association (IFAT) affiliate, based in Kenya. COFTA aims to connect and strengthen Fair Trade in Africa for the empowerment of disadvantaged producers.

COFTA brings into the partnership:

- Entry to IFAT and an accredited and recognized brand (IFAT is a well established international fair trade organisation)
- Access to markets, credit & information
- Established pool of buyers
- Existing capacity to do evaluation and monitoring of businesses & organisations
- Access to market trends information
- Access to funding for FACSAs

In partnering with COFTA, FACSAs would shift its membership focus to becoming a network of South African

crafters and craft businesses that are fair-trade compliant and registered with COFTA, IFAT or an internationally recognised fair-trade organisation. COFTA will be the regional registering organisation. Together, FACSAs & COFTA will work together to promote Fair Trade in the region and We are pursuing the possibility of FACSAs serving as the Secretariat for COFTA in Cape Town

Plans are underway for information and awareness raising workshops on these developments, how to become fair-trade compliant and registered and how this benefits you.

For enquiries contact Nathi Tsabalala on Nathi.tsabalala@gmail.com or Rosalind Bush on busha@iafrica.com.

CCDI services

[Back to INDEX](#)

PRODUCT DEVELOPMENT CLINIC

Are you stuck with a product that is not selling? Do you need help in refining your products, making them more suitable for your target market? If your answer is YES, then get connected to the Product Development Clinic. Professional product development is offered to crafters through the Product Development Clinic which takes place each Wednesday of every month at a cost of R50 per one-hour session. Bookings are absolutely essential, as this is a very popular service. Call Zanele on 021 460-3982 for an appointment.

CCDI BUSINESS MENTORING CLINIC

Have your business assessed. Find out what the essential next steps are that you need to take to grow your business. Determine what mentoring needs you have. Contact Ann Weyer on 021 460- 3724 | weyera@cput.ac.za if you are from the Cape Town area; and Lyndon Metembo on 072 849 5090 | metembo@cput.ac.za if you are from the regional areas of West Coast, Central Karoo and Eden.

AMTS FabLab

If you need the services of Rapid Prototyping, visit the CCDI's AMTS FabLab in 75 Harrington Street, 4th floor. The FabLab offers the facilities of lasercutting, 3D-milling, vinylcutting, scanning, 3D-scanning, sawing and electronics. School children, engineering and design students, professional designers and members of the public are welcome. Come and play! Call 021 460-3813 for more information.

GIFT WEDNESDAY SELECTION – by appointment

All craft producers are invited to bring their craft products for selection for the GIFT warehouse, every Wednesday. The selection criteria will be explained, and the selection process will be open and transparent. Products must be of high quality and appropriate for corporate gifting solutions. Contact Rose | 021 460 3944 | red dyr@cput.ac.za.

Of Art and Kites

[Back to INDEX](#)

VANSA WESTERN CAPE COORDINATOR REQUIRED

A Regional Coordinator is required for the VISUAL ARTS NETWORK OF SOUTH AFRICA. Organisational Management, Marketing and Fundraising experience is required.

For further details contact Robert Robson on 0835299181. Please forward your CV and include references to rjrobson@telkomsa.net.

UNIQUE AFRICAN MUSIC PRODUCTION

Desert Rose Music has launched their latest album, *Spirit of Africa*, featuring some of South Africa's prolific talent the likes of Pops Mohammed, Nobuhle, Dizu Plaatjies and Mamela. The album premieres the uniquely innovative distinctly African music genre of African Transcendental Music, created by Lynne Holmes, a talented music composer and producer.

Each CD is packaged in a crafted wire frame, made by an local NPO employing disabled persons. The product presents a combined art, craft and music offering from Africa. For more information see www.desertrosemusic.co.za or email info@desertrosemusic.co.za.

CALL FOR YOUNG VISUAL ARTISTS - ROBBERN ISLAND MUSEUM



Robben Island Museum invites applications from young, upcoming artists from the disadvantaged communities in and around Cape Town to participate in a workshop led by experienced South

African artists. The workshop is part of the bilateral arts exchange project ABAZOB, which the Robben Island Museum is running together with its Norwegian partner organisation Stiftelsen Arkivet, a humanitarian foundation that works with documentation, education, research and arts & culture.

Ten candidates will be selected to attend the workshop. The workshop will take place at Guga S'Thebe in Langa from 5 – 9 November 2007. Following the workshop, two young artists will be selected to travel to Norway, where they will work for three months: 1 March – 31 May 2008. Participation is free of charge.

In Norway, the local arts centre, Agder Centre of Arts, will arrange workshops and seminars (www.agderkunst.no). The prominent artist, Kjell Nupen, will participate as a mentor and provide know-how, insight and networks (www.nupen.no).

After three months in Norway, the group will work for three months in Cape Town (approximately 9 June – 5 September 2008) under the guidance of a South African mentor. The Visual Arts Network of South Africa (VANSA) will act as artistic advisor during the stay in Cape Town. At the end of the project, a joint exhibition, consisting of works by the young and the established artists will be launched in Cape Town (September 2008) and later in Norway to be exhibited at the Agder Centre of Arts.

Your application should contain a 1-page motivation letter outlining your own project ideas for the next year; your CV; a portfolio with photographs of at least 10 art works: painting, drawing, print work or sculpture (due to the pilot nature of the project, we are not able to include photography, new media and installations).

Deadline for applications is Thursday 18 October 2007. Applications should be submitted in person or by post to:

Exhibitions Unit Manager Lekgotho James Makola, Nelson Mandela Gateway to Robben Island, PO Box 51806, V&A Waterfront, 8002. For more information, please contact Exhibitions Unit Manager Lekgotho James Makola: 083 647 9773 | jamesm@robben-island.org.za or Project Manager Pernille Stallemo: 078 389 3010 | pernilles@robben-island.org.za.

FANCY YOURSELF AS AN ARTIST? LOVE THE AFRICAN BUSH?

Why not combine the two in the most idyllic setting? African Art Safaris combines a visit to the world-renowned malaria-free Madikwe Game Reserve in the North West Province of South Africa with instruction from well-known South African artists. Courses will be restricted to a maximum of 6 aspirant artists so that each person can be given the individual attention they deserve.

The focus will be on increasing your artistic skills whether you are a complete beginner or are considering art as a potential career. After 4 days you will leave with enhanced skills and some African artwork of your own as a memento of your trip. You will be based at the exquisite Motswiri Private Safari Lodge set in a grove of Leadwood trees in the heart of Madikwe. The lodge will be exclusively booked for each course so that all activities are targeted to suit the needs of the group. Chase the super seven - the big 5 plus the wild dog and cheetah - admire the diverse bird life and take in the unique scenery and soul of the reserve whilst setting your creative self free. Visit www.africanartsafaris.co.za for more information.

REGISTER WITH THE CT FASHION COUNCIL



CCDI Crafters who wish to register as members with the Cape Town Fashion Council (CTFC) to maximise opportunities in the Hand-Craft and Fashion Sectors may do so by contacting Ms Maloti

Mothobi on e-mail mmothobi@ctfc.co.za. Also see www.ctfc.co.za.

INTERNATIONAL KITE FESTIVAL

The Cape Town International Kite Festival takes place on 20 and 21 October 2007 at Zandvlei in Muizenberg. An annual fundraiser for Cape Mental Health*, the theme this year is Healthy Minds. Kites from around the world will show off their amazing kites. Children can take part in the popular schools' kite competition as well as kitemaking-workshops. **Local crafters**, food and health vendors are invited to rent a stall do business with the close on 25 000 visitors to the festival. Loads of free parking. Call Shameemah Wallace to book on 021 447 9040 | 072 222 6580 | shameemah@cmhs.co.za.

**Cape Mental Health is a registered Non Profit organization offering free community-based services to children and adults with emotional adjustment problems and those with intellectual and psychiatric disabilities.*