

Western Cape Craft Sector newsletter

August 2008

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Best New Product on the SA Handmade Collection
By Elaine Woodbridge of Woo-men Plush Toys

...and the Sector marches on...

The global economy might be slowing down, but we are certainly not... the last few weeks were very, very busy, as months of behind-the-scenes slog bore fruit.

Firstly, the 2008 Winter School wound to a close with the graduation of nearly 70 learners from the 3 week programme. Then we took 19 craft businesses to Johannesburg to participate in the SA Handmade Collection 8 for the first time and 2 for the last time (as part of the CCDI/provincial stand – next year they will take their own spaces).

At Decorex we launched the SADC craft sector and innovation development programme, funded by the Kellogg Foundation, and hosted craft sector development colleagues from 5 of our neighboring countries to plan the programme going forward.

We also shared a platform with the deputy ministers of Arts & Culture and Trade and Industry, and the Deputy President, to launch the South African Handmade Collection.

We then rushed back to Cape Town to host an inward buying mission for New York and Atlanta buyers. And a few days later we held our AGM, in a record 4 months after the end of the financial year, where Reuben Kadalie was elected as our new chairperson, and Clementina van der Walt joined as board member. Whew...

The highlight was probably the launching of The South African Handmade Collection – it is a tangible and very visible outcome of the work done by many people over the last 10 to 15 years.

The SAHC has its roots in the DAC-sponsored Beautiful Things exhibition and shop at the World Summit for Sustainable Development (2002) where it became clear that the sector was commercially viable; **the dti** then came on board to support this process. It has not been plain sailing since, this being South Africa where our problem is not resources, but accessing them and using them in smart and co-ordinated ways to maximum effect; and in finding common agency among the vast number of people with an interest and agenda for the sector ...

The SAHC is a **brand** and **marketing platform** for the whole handmade sector that creates the space for **developing emerging craft entrepreneurs** while establishing a **benchmark of excellence**. It is a direct market exposure with a safety net, provided by organisations and individuals giving behind-the-scenes back-up, that support the ongoing growth and development of individuals and businesses in the sector. It is unique because of its **inclusivity**.

The South African Handmade Collection creates space for the one-of-a-kind; limited editions and small and large volume production (as long as we understand that our large is not the same large as China or India). It has space for wire and bead key-rings, hand built clay pots, soft toys, felted curtains, precious jewellery, contemporary, traditional, eclectic, quirky, straight, classical... The South African Handmade Collection is South Africa at its best and is a celebration of this nation at the tip of Africa in all its diversity. It provides a space for creative people from all corners of South Africa, from all walks of life - entrepreneurs, artists, marketers, designers, makers. It has space for emerging and established businesses; experienced businesses and entrepreneurs in training; it even has space for this region of the continent [and could become the Southern African Handmade Collection].

We started with a resource-poor sector, low skilled, with little access to funds, few people who saw its value, products that were seen to be inferior and marginal. When I started working in the sector just over 7 years ago the refrain was poor product quality, too much of the same, copying, copying, copying, and unreliable supply. International buyers were not particularly interested in South African craft - a large sub-text of the purchase of craft was the sympathy vote - and crafters were at the mercy of the intermediaries.

At SAHC this year there were 175 companies (from a much bigger pool) that are registered, tax compliant, with good products - varied and different from each other, and from last year. They are run by creative and social entrepreneurs, who are professional and prepared, and who take

themselves seriously; who know their products and prices (wholesale and retail); are generally well equipped to negotiate good terms, if not the best, with buyers from around SA and the globe; who can show their products to good effect, know their niche, their unique product proposition and how to position themselves in the market, and who take time out to watch the competition – not to see what to copy but to find the gap.

The SAHC, and its predecessors, have provided the platform for this to happen, by supporting the commercial success of the sector, while embracing its complexities and depth as a sector, that is not just about commodities but has social and cultural value for our society.

That's not to say we are not still facing big challenges: there is always room for more product innovation; there is room for quality improvements; the 'back-room of the house' needs to get into better order – processing and

fulfillment of orders; quality checks need to be done. The industry needs to become more involved in taking responsibility for its own development –for setting its own norms and standards with regard to intellectual property and copyright, fair trade, its carbon footprint, etc - the still-to-do-list is endless.

But more importantly, the SAHC and the process that supports it is bearing fruit and is a very good example of how entrepreneurs in the 2nd economy – working informally, struggling, on the margins, can be brought into the mainstream and supported to become viable and self-sustaining.

Erica Elk

(Extracts from speech at the launch of SAHC)

NEW SADC CRAFT DEVELOPMENT PROGRAMME

In July 2008 we launched our SADC Craft Sector and Innovation Development Programme. The 3-year programme, funded by the Kellogg Foundation, will see the CCDI working with craft development practitioners in Mozambique, Lesotho, Zimbabwe, Botswana and Swaziland, as well as KZN, NorthWest, Gauteng and the Eastern Cape provinces. The programme will support sector growth through developing a network, sharing lessons, and building product design and innovation skills.



Attending the first SADC Craft Development meeting: Nokwazi Mabila (Swaziland), Alan Alborough (CCDI), Kgotladi Magome (Kellogg Foundation), Belinda Vabaza (E Cape), Walter Maparutsa (Zimbabwe), Gwanxai Xwigam (Botswana), Zanele Donker (CCDI), Lesiga Segola (Botswana), Justina Motsoari (Lesotho), Evaristo Madime (Mozambique), Erica Elk (CCDI) and Khanya Mpuang (CCDI).

The programme has two components. The first is to help develop the capacity of local craft facilitation entities in the region to be better able to impact on their local environments, and provide enterprise and market access support to entrepreneurs and artisans across the value chain. The second is to improve the creativity, innovation skills and products of 45 crafters/artisans in the region. In addition, four master crafters will spend a month at the CCDI on a residency.

'The programme is very exciting for the sector in the region – it provides huge opportunity for collaboration, sharing ideas and skills and growing our indigenous knowledge base,' says CCDI Executive Director, Erica Elk, 'We're very grateful to the Kellogg Foundation for supporting this programme – and also to our colleagues in the region for embracing the opportunity wholeheartedly.'

CCDI AGM & NEW BOARD MEMBERS

At the recent CCDI AGM, held on 4 August 2008, two new board members were appointed: Reuben Kadalie, Manager Research, Development and Strategic Relationships, CSIR Western Cape, who was also elected Chairperson, and Clementina van der Walt, well-known ceramicist. Bart Vervekken, Head of Department, Industrial Design, Cape Peninsula University of Technology has been elected as Vice-Chairperson.

Outgoing CCDI chairperson, Mel Hagen, new CCDI chairperson, Reuben Kadalie, new board member, Clementina van der Walt, and, in front, ED, Erica Elk.



Two board members stepped down after 7 years of being involved in the work of the CCDI. Mel Hagen (then Dean of Built Environment & Design at the Cape Peninsula University of Technology) and Dr Laurine Platzky (then Acting HOD. At the Dept of Economic Development & Tourism) were instrumental in the formation of the CCDI, and joined the Board as members in May 2004 when it was officially registered as a Section 21 company. Their support and encouragement to the CCDI and the craft and design sector have been, and still is, unswerving; their long-term vision guided the programmes of the CCDI and is beginning to bear much fruit.

A HUGE THANK YOU to you both, Mel and Laurine. We cannot express our thanks to you enough. Laurine is at present co-ordinating the 2010 programme from the Premier's office, and Mel is doing research in getting the craft sector maximum exposure and benefit during 2010. They are still looking ahead!

Design matters

CCDI ANNUAL EXHIBITION COLLECTION

An opportunity to stretch your creative limits.
An opportunity to be showcased during a whole year.

Over the last 7 years the CCDI has curated a number of craft exhibitions that have profiled the sector and acted as a catalyst for innovation and new products. Remember **world [piece]** 2003 at the launch of the Convention Centre and the wild ways



the products were exhibited; Mielie's innovative fluff ball on **Freedom [ten years]** 2004; Lehopo's winning woven light on Decorex Cape 2005 and 18 wacky light installations at the light exhibition in 2007; the sophisticated products on **AfroDeco** 2006; Andrew's

recycled cyclist in the **wire+plus [this is my Cape Town]** 2007 and the very first **Iconic [craft]** exhibition at Spier in December 2007.

Given the value of these exhibitions and the impact they have had, the CCDI has decided to establish an **annual Craft Exhibition Collection** which will showcase the best of the western Cape.

New work

The Exhibition Collection will be made up of pieces that display **creativity, imagination and originality**, have **excellent workmanship and design**, and serve as **inspiration** for up-and-coming crafters. A selection panel of known and respected experts in the field of craft, art, design and craft retail will be appointed to select each year's Collection.

The Exhibition Collection will provide valuable exposure for producers, showcase excellent products, promote the Craft Sector, and encourage producers to push the limits of their own creativity. **The focus each year will be on new work.**

Showcased throughout the year

An exhibition of the full Exhibition Collection will be staged once during the year, while smaller selections of the Collection will be displayed at Design Indaba and Decorex, and on other platforms to which the CCDI is invited.

At the end of the year a sale of the pieces will be held or the item will be returned to the producer, to make place for the next year's Exhibition Collection.

The Cape Craft & Design Institute is therefore inviting entries of exhibition pieces from Western Cape crafters, which will form part of a 2009 Craft Exhibition Collection.

You are invited to produce an exhibition piece that pushes the limits of your own creativity, and that will do the WC province proud.

Creativity discussions

If you wish to discuss your submission for the 2009 Exhibition Collection, please make an appointment with CCDI's manager of Creativity, Design and Innovation, Alan Alborough, by calling CCDI on -21 460-3982.

- You are requested to **submit photographs** of your product from 3 angles by **1 December 2008**, to kibitom@cput.ac.za.
- Bearing in mind that these pieces need to be moved and displayed often, the work should not exceed 1.2 meter in any direction and should be of a reasonable weight. Any exception needs to be discussed.
- A selection team consisting of experts in the field of craft, art, design and craft retail will select the 2009 Exhibition Collection.
- You may be required to bring your work for viewing – you will be informed timeously.
- The selected exhibition pieces must be delivered to the CCDI between Mon-Fri, **19-23 January 2009**. ALL WORK MUST BE EXHIBITION READY.
- The selected exhibition items and producers will be reflected in the **2009 Exhibition Collection catalogue**.
- The entire Collection will be showcased once during the year. Selected portions will be showcased at smaller events and abroad as opportunities present for a Western Cape craft exhibition.
- The Exhibition Collection will be insured against theft and damage during storage, display and transport for the year.

Please request ENTRY FORMS from Mandisi Kibito on 021-460-3982 | kibitom@cput.ac.za.

GIFT WAREHOUSE MARKET READINESS PROGRAMME 2008

Would you like to be a supplier to the CCDI's Corporate GIFT Warehouse? Does your product suit the corporate market?

The CCDI and GIFT will be running a programme of activities over twelve months, from September 2008 to September 2009, to help a selected group of craft producers to become ready for business within the corporate market. The programme will cover product refinement and innovation, business skills and systems, production scheduling and processes, as well as market dynamics. These activities will mainly take place over weekends, with most being held on Saturday mornings, so that there is limited impact on your production time.

If you would like to participate in the programme then please submit your name and contact details together with a short motivation as to why you and your product are suitable for the programme (if possible you should also include a photograph of your product) to the Gift Warehouse, 3rd floor 75 Harrington Street by **Friday 22 August 2008**. All applicants, as a condition of participation, will be required to meet with the CCDI Programme Group to discuss their products and business. The CCDI Programme Group consists of the CCDI programme staff and meets with

craft producers every Wednesday on an appointment basis. Appointments must be made with Mandisi Kibito at the CCDI office on the 2nd floor 75 Harrington Street.

A maximum of 12 crafters can be accommodated in the programme and the final choice of participants will be made by the Gift Warehouse based on their experience within the corporate market. There will be no participation cost for the selected craft producers but you will be required to sign an agreement committing yourself to the completion of the full programme of activities.

SOUTH CALL FOR ENTRIES



SOUTH seeks to uncover the finest examples of South African creativity across a broad spectrum of disciplines and forms. And, for the first time on one platform, showcase a dazzling array of our finest creative produce.

ART. ARCHITECTURE. ADVERTISING. CRAFT. DESIGN. FASHION. FILM&VIDEO. JEWELLERY. MUSIC. NEW MEDIA. PER-FORMANCE ART. PHOTOGRAPHY.

A celebration of the gloriously positive, idiosyncratically naive, ridiculously sardonic, richly contradictory, relentlessly spontaneous creative imagination inherent in our (don't cry now) beloved country. SOUTH seeks to encapsulate the bold, lawless, cheeky, crossover, politically incorrect flavour of our South African creative psyche.

THIS WAY UP

Because SOUTH is the new north, a complete turnaround of the planet stereotype, there is nothing finite or predictable about what we are looking for. Where the north may exhibit an ordered sense of detached coolness, SOUTH is a thundering stampede of chaos and heat.

A happy accident of third and first worlds. A vibe. A jol. A state of mind. Embracing contradiction and collision. That iconic crossroad: where earthy Afrika meets contemporary design.

The kind of creative excellence that will best influence the judges is neither black nor white, nor ethnic, nor neutral,

EXCHANGE EXHIBITION

A visual conversation between ceramic artists - Andile Dylwane, Christina Bryer, Katherine Glenday and Zizipo Poswa. These artists have been engaged in conversation for some time, exploring their respective histories with clay. Their installation shows a passion for the earth which they work with, it touches on their deepest childhood memories; it acknowledges their ancestry and weaves a picture of their appreciation for one another and for their country.

The exhibition open from 6pm on Friday 22nd of August, 10 – 6 Saturday 23rd, 10 – 5 Sunday 24th. Exhibition at "The Forge", 12 Windsor Road, Kalk Bay. No parking in Windsor Road. Please park in Gatesville road or Main Road, Kalk Bay. (Windsor Road runs directly up towards the mountain from the Olympia Deli on Main Road.) Enquiries to Imiso on 021 447-7668.

nor euro, nor west, nor east. It's a harmony out of contradiction. A balance of extremes. That fine line between order and chaos. SOUTH seeks executions that capture the soul of this mystique.

THE TONE - ONWARDS... UPWARDS... SOUTHWARDS... VIVA!

Gloriously positive, ridiculously naive, relentlessly spontaneous. Bold, lawless, cheeky, crossover, politically incorrect. About finding a home for sacred cows. About changing the world by Making A Difference.

SOUTH is presented by the Creative Alliance, which is Design Indaba, The Loeries and Creative Circle. For entry forms and more information visit: www.designindaba.com/south. Enquiries: Michael Purdham at Interactive Africa | 021-465-9966 | F 021-465-9978 | south@interactiveafrica.com

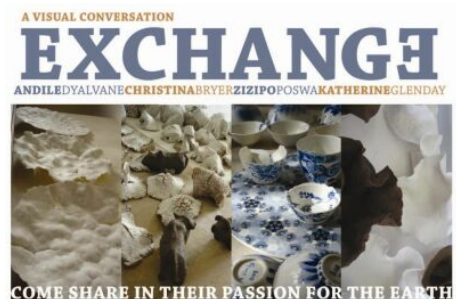
THUPELO CAPE TOWN @ GREATMORE STUDIOS – FOUND OBJECT WORKSHOP

CALL FOR APPLICATIONS

Thupelo invites you to apply for a found object workshop which will be held in Cape Town from Friday 26 September with an open day exhibition of work in progress on Saturday 11 October. Thupelo workshops are artist-led and are initiated in response to a need for interaction between artists. This workshop will include 20 artists; all with experience in their various practices and able to experiment, exchange ideas and skills and expand their practices.

We invite established visual artists to apply to work in this dynamic, stimulating two week workshop at Greatmore Studios. Applications in all medium will be accepted. Artists should bring to the workshop their own found objects, tools, paints, scrap paper, cameras etc. Applicants need to commit to working all day, every day. There is no budget for accommodation or transport. The two week workshop will close with an open day exhibition on Saturday 11th October. Please see our website to view previous workshops. www.greatmoreart.org.

Workshop Dates: 26 September to 11 October 2008. **Deadline** for applications: Monday, 25 August 2008. To apply send your application to: artmore@mweb.co.za. For further information contact the office: (+27) 021 447-9699 | thupelo@greatmoreart.org.za.



News from Decorex Jhb

DECOREX 15 YEARS IN DESIGN AND DECOR

Celebrating 15 years in the decor and design industry, **Decorex SA 2008** marked this magical milestone with an exceptional show at Gallagher Estate, with a theme to match. **{imagine.innovate.realise}**. Bringing the **wow!** factor to the world of interiors this selection of exhibitors sets the scene for a decor world of wonderment - sparking fresh ideas, stimulating new solutions and bringing design desires to life. Trade professionals and consumers could indulge in limited-edition luxury, beautifully presented have-to-haves, curated art-happenings, handmade collectables and the creative energy of the design industry's most talented style masters.

SA HANDMADE COLLECTION



The crafters who participated on the Western Cape SA Handmade Collection stand.

Added to this was the fabulous SA Handmade Collection hall, sponsored by **the dti**. On Wednesday 30 July trade professionals, VIPs, media and design dignitaries had a preview of the fabulous Collection. On Wednesday 30 July trade professionals, VIPs, media and design dignitaries had a preview of the fabulous Collection. The official opening of the SAHC by the Deputy President was on Thursday morning; also in attendance was the Deputy Minister of Trade and Industry, Ms Elizabeth Thabethe. *(See excerpts from Erica Elk's speech at this function in the editorial).*

Showcasing the most beautiful and most promising craft from all the provinces, the participating crafters are steadily working towards the export market. The Western Cape's stand showcased the products of 19 crafters, who reported sales and orders of R168 000, up from 2007. Elaine Woodbridge of Woo-men Plush Toys won the award for the Best New Product at the SAHC; Isaac Mukonde sold his beaded buffalo for R25 000 and was also featured on Top Billing; and participants from the Western Cape were chosen to exhibit at Ambiente in Germany, a consumer show in India and Art Mundi in Brazil.

BEST STAND AWARD

Majolandile Dyalvane of Imiso Gallery, and a well-known WC ceramicist, won the Best Stand Award for his own stand on Decorex Jhb. Congratulations Andile!

BEST NEW PRODUCT AWARD



Elaine Woodbridge, from **Woo-men Plush Toys**, who exhibited on the WC provincial stand, was awarded Best New Product in the South African Handmade Collection. Congratulations Elaine!

Elaine has this to say about her unique product: 'Much hard work and careful thought has gone into the design and production of the highly unique toys over the past two years. The range consists of 15 original comic characters, with their own personality, and is made from fleece, felt and fur in different sizes. Each is individually made and no two are ever the same.'

'Comic plush toys are emerging in South Africa following a world wide trend and are new in the craft sector. Edgy, comic designs together with the authenticity of hand stitching, and a sense of humour result in collector's toys that appeal to both adults and children.'

'A new slant is the blank toy concept, which stimulates the buyer's own creativity - buyers take home a blank toy and decorate it themselves using their imagination and any materials that come to hand.'

This was Elaine's first time on a national show, and she has deep appreciation for the support from CCDI and the dti. Simultaneous to the SA Handmade Collection at Decorex, her Woo-men Plush Toys were exhibited at an exhibition in the Jhb Standard Bank Gallery by the African Toy Shop, which sourced original handmade toys from all over Africa.

WALK OF FAME FOR FIFTEEN AT DECOREX



Erica Elk, executive director of the CCDI, was recently honoured on the Decorex Walk of Fame, as one of the first 15 great South Africans to be recognized for their contribution to Design in South Africa. These 15 ranged from 'flamboyant decorators, a product designer, passionate retailer and photographer of shacks and mud huts, fabric entrepreneurs, to media voices, craft visionaries and a funky recycler,' according to Decorex SA.

The new Decorex Walk of Fame award programme commemorated the 15th anniversary of the decor and design show, which took place at Gallagher Estate, Midrand from 31 July to 3 August 2008. 'I can think of no better way to celebrate fifteen years of Decorex than to tip our hats to individuals whose dedication to their respective fields illuminates the country's decor and design landscape,' says

Cairey Slater of Decorex. 'While converting local attitudes, their contributions make its mark far beyond our borders. This is a unique way to recognise their design achievements in a very public way. It was important for us to create a highly visible platform which would raise awareness of these great design minds, not only within the industry, but more so with the general public.'

Erica was honoured for her work as executive director of the CCDI which supports micro craft enterprises, for helping to formulate a national craft development strategy

focused on economic and social transformation, for chairing the Arts & Culture Chamber of MAPPP-Seta, for co-writing the first 4 qualifications in craft in South Africa as an active member of the Visual Arts, Craft & Design SGB, and for serving on the curator panel for Design Indaba.

Nine of the 15 people to be honoured come from the Cape – besides Erica, there is also Heath Nash, Chris Weylandt, Haldane Martin, Sumien Brink, Pierre Cronje, Craig Fraser, Ralph Krall and Nicola Hadfield.

Craft Sector meeting

Craft Sector meeting – 3 September 2008

The September craft partnership meeting is an absolute must for all crafters who are looking to elevate their business profile to include a web presence; for those who struggle with access to finance; and for those with a healthy business but who want to improve their business administration and systems.

The speakers will be:

- Kevin De Wet from Black Umbrellas – offering a range of business support services, including bookkeeping, computer and internet access, meeting rooms, project based credit access, access to 2 vehicles and drivers on a booking basis, and more - for a fixed monthly fee;
- Ute Gass, from Kwikwap – offering different price options from R59 to R150 per month plus VAT for a website, which can include an online shop option if you have your own domain (fully accessible via your cell phone too)
- Christina Kuhn, from ESM Investments SA – offering support with access to finance and micro lending.

The Craft Sector meeting will be held on Wednesday, 3 September 2008 at 1:30 on the 3rd floor, CCDI, 75 Harrington Street.

The Craft Sector meeting of 6 August was cancelled due to the Cosatu strike action in Cape Town centre city.

Craft Sector meeting reportback – 2 July 2008

The craft sector meeting on Wednesday 2 July provided fascinating insights into the creative business of crafting. Three of our successful Western Cape Icons shared their experiences in growing and establishing themselves in the craftart arena. The audience listened spell-bound, as **Majolandile Dyalvane** and his business partner, **Charles Mayosi**, **Katherine Glenday**, and **Heath Nash** shared their respective journeys. Andile and Katherine, together with Christina Bryer and Zizipo Poswa have been working on a cross-cultural collaboration as they prepare to enter a prestigious Japanese ceramics exhibition. They will be exhibiting the result of this collaboration on Saturday and Sunday, 23 and 24 August in Kalk Bay. See notice elsewhere in this newsletter.



Learning your business

WINTER SCHOOL FIRES UP LEARNERS

The recent successful Winter School drew 63 learners from all over the Western Cape and Northern Cape. 'It was an inspirational few weeks,' says Sarah Polonsky, manager of Enterprise Development and Training.

'Every time I visited the learners on campus there was visible growth and development taking place in people. They embraced the opportunity, were enthusiastic, and put everything into their studies. People are eager to continue their learning, and are waiting for the MAPPP Seta Learnerships to start again.'



The Design and Drawing NQF2 group share their discoveries into colours and patterns.

28 Learners were from Cape Town, while, 26 came from all parts of the Western Cape, such as Atlantis, Riversdale, Heidelberg, Graafwater, Groot Brak, Oudtshoorn, Calitzdorp, Saldanha, Robertson and Paarl. 9 Of the learners came from various projects in the Northern Cape - LTT Veldt Creations, Tirisano Project, Thusano Disabled Weaving project, Moruakgomo Leather project, and Zebra Art and Craft.

'The Product Development and Design facilitators, Cheryl Rumbak, Jane Solomon and Leonard Shapiro had 35 students signed up for this module, 19 for NQF2, and 16 for NQF4,' says Sarah. 'Facilitators Patrick Brink, Megan Brink and Wendy September tutored 28 learners in the Business Skills module, 15 for NQF2 and 13 for NQF4. A huge thank you to them and to Winter School co-ordinator, Eunice Freeman, for taking care of the learners and logistics tirelessly and enthusiastically.'



At the end of the 3-week course: the NQF2 Business and Marketing group with their certificates of attendance.

'There was clear growth noticeable in the students that had also attended the previous Winter School. They had grown in confidence in themselves, while their products had also improved,' says Eunice Freeman, Winter School co-ordinator. 'People also said that they would change the way they do business.'

'Foreign nationals indicated that they were very happy with their treatment by all other learners. The cultural mix proved to be stimulating to the learners. Out-of-town learners lived together on the CPUT campus, and developed a huge feeling of solidarity, says Eunice.

Much positive feedback was received from both groups of learners, requesting more frequent or longer courses.

'We were given the chance to develop new ideas, with enough information, and opportunities to share ideas, said one learner. 'It can help and encourage lots of people not to depend on someone, but to create something even from waste,' said another.

And from a business learner: 'It was a good learning experience and opened my mind. Now I know how to run my business in a professional way.'

SMALL BUSINESS WEEK

CCDI will be exhibiting at Small Business Week, alongside other business services to small entrepreneurs, from 21 to 23 August 2008, at the CT International Convention Centre. If you are interested in starting a business, or strengthening aspects of your business, don't miss this. Open from 9 to 5 each day.

SHORT BUSINESS COURSES

Graduate School of Business: (for more details contact Sithembiso Ntombela | 021 406 1440 | ntombela@gsb.uct.ac.za).

August:

27 - Operations (part of Short course for Entrepreneurs)

September:

8 - Marketing (part of Short course for Entrepreneurs)

16-18 - Tendering Workshop

26 - Super Selling Master Class

The Business Place: (for more details contact Lyn Bourne | 021 425 7816 | ekapa@thebusinessplace.co.za).

August:

18 - Managing your own business

19 - BEE and the impact on SMMEs

In the marketplace

CONFERENCE INDUSTRY ON THE UP

The recent annual conference of the Southern African Association for the Conference Industry (SAACI) has again highlighted the vibrancy of this market, even under challenging world circumstances. This is especially of interest to crafters working in the conference accessory and corporate gift market.

The conference, entitled 'Elements of Change', looked at the international downturn in the economy, the impact of conferences on the environment and how to overcome the perception that Africa is an unsafe destination. In response to a question on business confidence, the SA delegates indicated greater optimism in the conference industry than the international norm at the moment, according to Bruce MacMillan, CEO of Meeting Professionals International (MPI). MacMillan, the keynote speaker at the SAACI conference, said conferences were not being

cancelled because of the economic downswing, although it was generally taking longer to finalise events, as organisers were more cautious.

He said according to MPI's annual industry study, Futurewatch, average worldwide meeting attendance had increased by 19% in 2007. "The share of events in corporate marketing budgets has increased to 27%, with marketers indicating that events have a higher return on investment than any other marketing channel." He said it was imperative to build a global meeting and event brand and complimented South Africa on Business Unusual, its international marketing campaign for the events industry. *Natasha Tippel TravelHub* (www.travelhub.co.za).

Crafters wishing to target this market should contact the CCDI corporate GIFT warehouse, on 021 460-8374.

CCDI HOSTS US BUYERS

The CCDI, in collaboration with WESGRO, is committed to promoting local craft producers to the domestic and international market. On Monday 4 August 2008 these two organisations hosted buyers from the US-based ABC Home and Carpet store, the Atlanta Trade Hub and Harmony Designs and Furniture store. Crafters from the Western Cape had an opportunity to engage directly with these buyers through a well-curated mini-showcase.



The event did not yield immediate trade results, but was still a good opportunity to introduce some WC product to the US market. In the words of one crafter, 'we could test our product and practice our marketing skills'. The buyers also visited various craft enterprises within Cape Town to establish trade relations for the short and long term.

ATLANTA HOME & GIFT SHOW, 8-16 JULY 2008

CCDI's market access facilitator for exports and retail, Vuyisile Mshudulu, visited the annual Atlanta Home & Gift Show, held by the Atlanta Trade Hub, and located in the Americas Mart. Reportedly the largest market of its kind in the world, it is a massive space (three 20-storey buildings) with permanent showrooms, providing USA and foreign retail buyers with the widest variety of products and apparel from all over the world. They have a \$14 million marketing budget.

The South African show space, Design South Africa, a dti initiative managed by VICI International, is located in the Home Accent & Furnishings and Fine Linens department on the 10th floor of Building 1. South African handmade products are showcased with the main focus on wholesale trade, rather than sales. VICI International visits South Africa at least twice a year to look for new and exciting products that may be relevant to the US market.

They visited the recent SA Handmade Collection in Johannesburg as well as the CCDI, to view potential craft. CCDI displayed WC hand-manufactured craft and hosted buyers from Design SA and New York's ABC Carpet and Home store on 4 August 2008, to facilitate access for WC crafters to the Atlanta Hub and the US market.

SANTA FE FOLK ART MARKET, 8-15 JULY 2008

Vuyisile also visited the Santa Fe Folk Art Market in New Mexico which provides an amazing selling opportunity for more traditional and highly skilled crafters from around the world.

The Folk Art Market is a perfect combination of colour, culture, craft and cash. It caters for a wide buying audience, comprising collectors, galleries, craft retailers, and cultural tourists. The craft product on display reflected very high craftsmanship, quality, cultural and social significance.

On average each crafter earned \$15 000 in the market last year. In addition, the Folk Art Market is a wonderful cultural exchange platform for crafters from over 40 countries, sharing ideas and forming networks.

Among 4 other countries, Mielie from the Western Cape is featured by the New Mexico Cultural Museum in their recycled products display to raise awareness for environmental sustainability. There are many beautiful products, but South Africa's craft is on par, and sometimes better, than the rest of the world.

Cape Town 'Place of a Lifetime'

CAPE TOWN VOTED NO 3 CITY IN TRAVEL & LEISURE'S 2008 WORLD'S BEST AWARDS READERS' SURVEY

CAPE TOWN has been voted the Number Three City in the world and the Top City in Africa and the Middle East in the United States travel magazine *Travel & Leisure's* 2008 World's Best Awards Readers' Survey. Cities were rated on characteristics such as sights, culture/arts, restaurants/food, people, shopping and value; while hotels were rated on rooms/facilities, location, service, restaurants/food and value. This is a sign of the significant inroads the city is making as a travel destination in the American market.

Cape Town, with a score of 86.59, follows Bangkok, Thailand, at Number One and Buenos Aires, Argentina, at Number Two. South Africa's Singita in the Sabi Sand & Kruger National Park was voted the Top Hotel in the world, with the Sabi Sabi Private Game Reserve, Sabi Sands, at Number Eight and Cape Town's Cape Grace Hotel at Number 22 in the world. Cape Town rose from the tenth

position last year to claim the Number Three spot, beating top international travel cities such as Sydney, Australia, Florence, Italy (last year's Number One), New York, USA, and Istanbul, Turkey.

Information retrieved from www.travelandleisure.com/worldsbest on 11 July 2008.

CAPE TOWN ADDED AS 'PLACE OF A LIFETIME' ON NATIONAL GEOGRAPHIC TRAVELER'S WEBSITE

Cape Town has just been added to the very influential and prestigious *National Geographic Traveler's* website as one of 50 "Places of a Lifetime", ensuring the destination potential online coverage of some 600 000 hits per week.

According to *National Geographic Traveler*, it originally chose Cape Town because it regarded the city as "one of the 50 most iconic and visited cities in the world". Cape Town is one of the most recent cities to be posted onto the "Places

of a Lifetime" website, <http://www.nationalgeographic.com/places/places-of-a-lifetime/>. The "Places of a Lifetime" site carries personal essays on top tourism destinations, as well as "a wealth of timely service information, from insiders' tips on the best places to stay and eat, to great books and music, to recommended walking tours".

The section on Cape Town includes "My Cape Town", an essay by Mary Watson, a Caine Prize-winning author who lives in Cape Town and teaches at the University of Cape Town, as well as inspirational travel information such as: Best of Cape Town (Hotels, Restaurants, Nightlife, Entertainment, Must-Dos, and Festivals), walking tours, cultural tips, recipes and an Authentic Shopping Guide.

CAPE TOWN A CONSISTENT WINNER!

July 2008 - one of the "Places of a Lifetime" – National Geographic Traveller.

July 2008 - 3rd Best City in the world, Best in Africa & Middle East - US Travel and Leisure Best in the World Awards.

May 2008 - Best Destination, Africa - World Travel Awards.
2008 - Best City to live in, Africa & Middle East - Mercer Quality of Living Survey.
2008 - 3rd Best City in the top 10 world food cities - Lonely Planet Blue List.
July 2007 - one of the world's Top 10 Cities - US Travel and Leisure, July 2005, July 2006.
March 2007 - Cleanest City in SA - DEAT Annual Cleanest Metro Awards.
March 2007 - Boulder's Beach: world's Best Family Beach - UK Telegraph.
November 2006 - 8th top city in the world - Condast Readers' Choice.
July 2006 - one of the world's 5 Bluest Sky destinations - Expedia.co.UK.
2004, 2005 - Favourite Foreign City - UK Telegraph.
2004, 2005, 2006, 2007 - Best Travel Destination in Africa and Middle East - US Travel & Leisure Magazine.
2003, 2004, 2005, 2007 - No 1 UK Long Haul Destination - UK Trends and Spends Survey.
2005 - Ideal Travel Destination - Markinor-Sunday Times Top Brands Survey

The Don't-miss Billboard

MOSAIC ARTISTS TO BE TRAINED

Mosaic studio offers a great opportunity for artists to be trained in traditional and contemporary mosaic by talented and learned Italian teachers. In return the artists will receive a certificate and financial allowances. Interviews will take place on the 25th August at No 25 Commercial Street in Cape Town. Only individuals who are passionate about art and open to learning more are advised to apply. Contact Bonnie on 021-461-2679 for an interview.

VACANCIES AT AFRICA CENTRE

The Africa Centre is a Section 21 Company, based in Cape Town, and dedicated to supporting and celebrating the rich history and contemporary practice of African arts and culture. A number of posts are available:

General Manager - the smooth functioning of the Centre and the effective administration of its various projects.

Communications and Marketing Manager - regular communication with the Africa Centre's stakeholders and coordinate effective marketing, communication and media plans for its various projects.

Researcher - update and maintain a comprehensive portal on African Arts, Culture and Heritage

Receptionist/Administrative assistant - coordinate the flow of information within the organisation and provide administrative assistance as required.

Fundraiser - raise funds for the Africa Centre and its various projects, and build and maintain sound relationships with donor partners.

Project Managers - coordinate and manage major and minor cultural projects.

Arterial Network Project Manager - manage the affairs of the Arterial Network on a day-to-day basis. The Arterial Network is an informal, dynamic network of individuals and organisations that aims to advance the African creative sector and cultural industries. The Network is independent

of the Africa Centre which provides it with infrastructural support.

For full information on these posts and their requirements, contact info@afriacentre.net or write to PO Box 137, Lynedoch, 7603. Deadline for applications: Monday 25 August 2008. See www.afriacentre.net for more information about the Africa Centre.

SALES AND MARKETING VACANCY

Zambane, a small handprinting textile company based in Kommetjie has a vacancy for a sales and marketing person. If you are self motivated, have knowledge and experience in marketing and sales, a car and basic computer literacy we would like to hear from you. Please contact Sharon or Elizabeth on 021 783 3578 or email zambane@gmail.com.

NEW ARTS & CRAFTS RETAIL SHOP

Shekinah Arts & Crafts, a new craft shop at the Cape Gate Regional Centre, is opening on 1 September and invites crafters to contact them. They presently have 129 craft suppliers but more are welcome. Contact Lorraine Groothuizen on 0836557524. They are the first shop at the Woolworths entrance.

'DESIGN AFFAIRS' FOR SALE

Presently located in Paarl Mall, this shop is for sale, as the owners have the opportunity to work overseas. This very popular and successful shop stocks a large selection of beads and accessories (jewellery, handbags, earrings and tiaras) and presents free beading classes. They also stock wooden, glass, plastic, acrylic, and seed beads in different sizes and colours, with a selection of nickel, silver, gold, copper and antique-coloured spacers, and Swarovski

crystals and offer a service in making tiaras and jewellery for weddings and special occasions.

Also on offer is a range of beading tools e.g. different pliers, beading boards, elastic, gut, wax cord, beading needles, ribbon and wire, for making one's own jewellery. The owners suggest that the shop be moved to a more affordable venue than Paarl Mall, in a busy mall where the chain retail stores are performing well.

They are negotiable on the price, but it is now being offered at R220 000, which includes all stock, shop fittings, a computer with IQ program, lighting, sign, decorations if needed, the training of staff and their supplier's information. Not a franchise! Contact Sonja Botha on 021-872-5179 | 083-9696-909 | bothaconsult@telkomsa.net | beadspaarlmall@telkomsa.net.

FEELING AFRICA FEATURED ON YOUTUBE

Aid to Artisans and Willard Musarurwa's YouTube video are now up on <http://www.one.org/blog>. ONE.Org is a nonpartisan, public awareness web campaign of over 2.4 million people from more than 100 of the most well-known and respected non-profit, advocacy and humanitarian organizations in the U.S. ONE's website home page, which now displays ATA and the above link, typically receives over 1 million page views per month. The ONE blog, featuring Willard's first-person story and ATA, receives hundreds of thousands of views each month. Huge congratulations, Willard, on this publicity!

AMAZING HOLIDAYS: WIRE CAR WORKSHOP –

during the past July holiday the Iziko South African Museum offered children the opportunity to create their very own wire car, due to the current popularity of WIRE ART in South Africa.

New appointments



Sharon Pfeiffer



Ntsiki Mlotywa



Dawn Butler



Pieter Celliers



Nicola Scott



Neildon Pietersen

Sharon Pfeiffer has been appointed from August on a 2-year contract to Project Manager for CCDI's 2010 strategy. She will liaise with all the relevant stakeholders and roleplayers to ensure that WC crafters are well informed and well geared to take advantage of opportunities presented by the World Cup. Sharon can be reached on pfeiffers@cput.ac.za | 021 460-8380.

Ntsiki Mlotywa has been appointed from August for a 3-month period to investigate the feasibility of, and to draft an implementation strategy for a Raw Materials Bank. The Raw Materials research project, conducted in 2006, put forward certain recommendations to make raw materials more accessible to crafters; Ntsiki will recommend a way forward that will be most efficient and impactful. She can

be reached on ntsikimlotywa@footsteps.co.za | 0743418574.

Dawn Butler has been appointed as Bookkeeper to the CCDI.

Pieter Celliers is the new graphic art Intern to the AMTS FabLab in the Creativity, Design and Innovation programme on the CCDI's Fourth Floor.

Nicola Scott has been promoted to the CCDI corporate GIFT warehouse Supply Chain Co-ordinator.

Neildon Pietersen has been appointed as CCDI corporate GIFT warehouse Admin Assistant and Sales.