

# CCDI NEWSLETTER

## WESTERN CAPE CRAFT SECTOR

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## GO FORTH AND FLOURISH

Sustainability is a buzz word in government and development circles. We're often asked if/when the CCDI will become sustainable? Are craft businesses sustainable? Is the sector sustainable? How do you define a sustainable craft business?

The sub-text often is: so when are we going to be able to stop giving you support? It's as if sustainability is a holy grail that once attained, assuming you can identify it when you find it, you can finally relax and have a picnic...

I was moved to do a bit of web-surfing and vox-popping in the office to try to understand this idea of sustainability a little better... and so I can have a more informed response to the question.

Vuyisile says sustainability is a process whereby something is used or applied in a way that can be preserved for future use or sustain a longer term application...

Khanya says it means having the resources to do what you want (or need) to go about your normal business – but it also requires an investment in building resources to take yourself to another level. She made reference to the title of inspirational speaker Dr David Molapo's book: "If you're not growing you are dying" – which probably sums it up very neatly!

The Wikipedia definition is:  
"The capacity to maintain a certain process or state indefinitely. In recent years the concept has been applied more specifically to living organisms and systems."

And I found this definition on the [www.sustainablemeasures.com](http://www.sustainablemeasures.com) website – which starts with the root of the word – sustain – which means to continue without lessening, to nourish, to allow flourishing. The commentary on this website is interesting:

"Notice that in the context of sustainability, 'sustain' does not mean that nothing ever changes. Nor does it mean utopia - that nothing bad ever happens. Sustainability is not about maintaining the status quo or reaching perfection. A sustainable community seeks to maintain and improve the economic, environmental and social characteristics of an area so its members can continue to lead healthy, productive and enjoyable lives there.

My good friend Gules sent me this (via Facebook nogal!): "The 1987 Brundtland report, defines sustainable development as

development that "meets the needs of the present generation without compromising the ability of future generations to meet their own needs". Famously, the chiefs of the Iroquois Confederacy would consider the impact of their decisions on the 7th generation to come..."

So where this is going is that sustainability is about our ability to keep on going and getting better ad infinitum – an ongoing process which is basically about life and living (back to David Molapo).

In August a team from CCDI including two mentors and a crafter from the selected pilot enterprises, travelled to Norway to scope a project we are collaborating on with Norwegian distributor, Isandi, and funded by Norad. The project activities focus on the mentoring of 5 enterprises (3 from the Western Cape which include Iliwa, Jojo Wires and Zambane) to help them find solutions to their business development challenges. The underlying purpose is to see how we can work with the enterprises to help them gain more value from 'the value chain' and in that way become more sustainable. In the process we will be learning and developing methodologies that we can extrapolate for the whole sector. So the programme is about a process to help take the 5 enterprises – and the sector as a whole – to the next level.

At the end of the project we're going to be asked (and probably judged) on how sustainable the enterprises now are... I think maybe I'm now a little clearer about how we can assess that.

In the proposal to Norad we spoke about sustainability being defined on a broader basis – as more than just the financial bottom-line. A business might make a profit this year – but it does not mean it will necessarily continue to do so. Ask any CEO of any JSE listed company what happens when their business makes a profit... they share out the dividends and deal with the next year, and the next and the next...

So it seems that the sustainability potential lies principally with the people who are involved with and are driving the entity/enterprise. The sustainability of the enterprises lies in their skills, their systems, their access to networks, resources and opportunities. It depends on partnerships between people and on the individual and his/her skills and abilities, what motivates and drives him/her – and keeps them going. Individual (or collective) success has to do with the individual's (or collective's) ability (and willingness to do what it takes) to harness the resources

at their disposal – access the resources they do not have – and make things happen now and in the future.

Our role in this? To help people see what resources they have (in themselves and in their immediate environment); broaden the scope of their environment and exposure so their resources expand – and create opportunities.

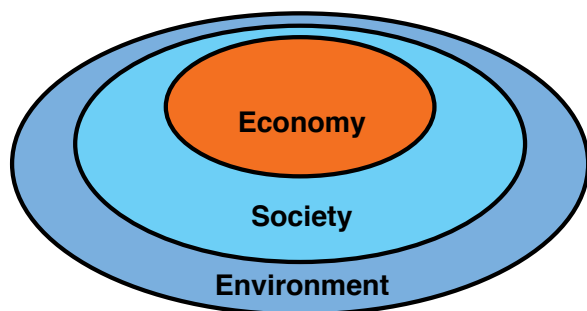
This is a journey that we all travel. It's a journey travelled – by people – and not things – and to keep on that road we need to develop people – and keep on developing them.

You nourish a seedling differently to a fully grown tree – but you don't stop watering the tree.

So my answer the next time I get asked the question: Never. It's not a question of when the support stops – it's a question of how it changes over time to ensure that we all keep on growing.

*Erica Elk*

#### A PICTURE OF A SUSTAINABLE COMMUNITY



*A view of community as three concentric circles: the economy exists within society, and both the economy and society exist within the environment.*

[www.sustainablemeasures.com](http://www.sustainablemeasures.com)

As this figure illustrates, the economy exists entirely within society, because all parts of the human economy require interaction among people. However, society is much more than just the economy. Friends and families, music and art, religion and ethics are important elements of society, but are not primarily based on exchanging goods and services. Society, in turn, exists entirely within the environment. Our basic requirements -- air, food and water -- come from the environment, as do the energy and raw materials for housing, transportation and the products we depend on.

Key questions asked in a sustainable community include: 'Are we using this resource faster than it can be renewed' and 'Are we enhancing the social and human capital upon which our community depends?'

Sustainability is an issue for all communities, from small rural towns that are losing the natural environment upon which their jobs depend, to large metropolitan areas where crime and poverty are decreasing the quality of life. Indicators measure whether a community is getting better or worse at providing all its members with a productive, enjoyable life, both now and in the future.

## ...AND THE SECTOR MARCHES ON...

#### APPLICATIONS FOR SAHC 2009 ARE NOW OPEN

Applications for next year's SA Handmade Collection (SAHC) are now open. The SAHC will once again co-locate with Decorex JHB at Gallagher Estate in Midrand.

The integration of the SAHC and Decorex JHB is mutually beneficial for both shows. Decorex JHB plays an increasingly important role in promoting South African design locally and internationally. The SAHC is an initiative of the National Department of Trade and Industry (the dti) Creative Industries Division, and creates a market access platform for South-African craft enterprises. It is a showcase of South African hand-crafted products to the world: to international buyers and local trade.

All the pieces on show represent the highest quality, designed, well manufactured, environmentally friendly South African craft products, all conforming to fair trade practices.

Each year the CCDI facilitates the participation of craft artists from the Cape. Each item will be hand-selected to meet the high standards that Decorex requires, and that research has indicated will attract a buyer's market. The CCDI assists craft entrepreneurs to tailor-make and refine their craft products for targeted international and local markets.

The deadline for applications for SAHC 2009 is Friday, 10 October. For application forms, contact the CCDI's Market Access Facilitator: Local and National Markets, Jo-lene Sathorar on [sathorarj@cput.ac.za](mailto:sathorarj@cput.ac.za) or tel. 021 460 3562.

#### ANNUAL CCDI CRAFT EXHIBITION COLLECTION

Over the last five 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 Cape Town International Convention Centre, and the wild ways in which the products were exhibited? Remember Mielie's innovative fluff ball designed for **FREEDOM [ten years] 2004**? Then there were the sophisticated products on **Afro-Deco Master Crafters 2006**; and Andrew's recycled cyclist in **wire+plus [this is my Cape Town] 2007** and the very first **ICONIC [craft]** at Spier in December 2007. In between came various lighting, décor and textile exhibits and competitions – remember Lehopo's winning woven light on Decorex Cape 2005 and the 18 wacky light installations on the light exhibition in 2007.

Taking part in such exhibitions has assisted many craft producers to establish their reputations as craft designers, artists and innovators. More importantly, these exhibitions set a benchmark of excellence in creativity, design and innovation, which have had a profound effect on the whole crafting community. As one powerful approach to promoting Cape Craft, exhibitions raise the bar. This can be graphically seen in the quality of work that is being produced in the province.

As a result of the successes of these exhibitions, the CCDI is establishing an annual Exhibition Collection that will showcase the region's best craft. The Exhibition Collection will provide valuable exposure for producers, showcase excellent products, promote the Craft Sector, serve as inspiration for up-and-coming

crafters, and encourage producers to push the limits of their own creativity.

Each year a new Exhibition Collection will be collated. This concept of an ever-changing exhibition boasting the latest trends and innovations will echo the transformation of craft-art and craft producers - moulded by the social and cultural values of our society. At the same time an Exhibition of this nature will meet a need to showcase the pride of the Province and the City.

#### New work

The 2009 CCDI Craft 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 producers. 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 will focus on recently produced craft with a new group of works being selected each year.

#### Showcased throughout the year

An exhibition of the full Exhibition Collection will be staged once during the year, while parts of the Collection will be displayed at Design Indaba and Decorex, and on other potential international 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 create space for the next year's Exhibition Collection.

#### You are invited

The Cape Craft & Design Institute is therefore inviting entries of highly creative, original, exhibition-quality products from Western Cape craft producers. These works will be eligible for selection for the 2009 CCDI Craft Exhibition Collection. You are encouraged to produce an exhibition piece that pushes the limits of your own creativity, and that will do the Western Cape proud.

#### Creativity discussions

If you wish to discuss your submission for the 2009 Exhibition Collection, please make an appointment with CCDI's Creativity, Design and Innovation Programme Manager, Alan Alborough, tel. 021 460 3982.

#### Project manager: Exhibition Collection

The Exhibition Collection will be managed by Marjorie Naidoo, Manager Communications & Sector Promotion. However, from September-November 2008 while she is on sabbatical, please liaise with Mandisi Kibito for entry forms, submission of photographs and other logistics | kubitom@cput.ac.za | 021 460-3982.

## WIRE ARTIST BEADS STORY OF PARLIAMENT SINCE 1994



*The three beaded panels of Abraham Tapera - Parliament since 1994 - on display at the Old Assembly Building in Cape Town.*

One of the CCDI's wire artists who last year made a name for himself through his interactive wire art piece at the V&A Waterfront, where the public could buy a little wire art piece of the Cape, has now launched himself right into the heart of our nation. His latest narrative beadwork panel - Parliament since 1994 - welcomes all who enter the Old Assembly Building in Cape Town.

Abraham Tapera was born in Harare, Zimbabwe. School art

projects were part of his curriculum, but he had no further art exposure. In 1998 he emigrated to South Africa, and joined a group of wire workers, during which time he discovered his proficiency for creating wire and art objects and two-dimensional beaded stories. Last year he took part in the CCDI's wire+plus [This is my Cape Town] wire art competition and exhibition and produced a narrative story board, 3 meters long by 70 cms high. His story board depicted central Cape Town through the Cape Flats to the Winelands. He worked at the V&A Waterfront Blue Shed every day, entertained visitors and sold them wire art pieces of the Cape. His large art piece was purchased by a Scottish buyer.

This launched Tapera into a new art form. He has since had many commissions to do similar work. Earlier this year he was commissioned by the National Parliament to create a long narrative beadwork panel of 3 meters long by 75 cms high, dealing with the subject of Parliament since 1994.

The Parliamentary commission was a huge challenge because much of it was new to him. It took Tapera nearly two months to create the panels, with a great deal of time spent on planning and innovation to produce the one-of-its-kind three-dimensional art pieces. An astonishing 300 kg of beads went into the creation of the triptych. The panels continue the story of the Keiskamma tapestry, which is also on display in Parliament and ends around the corner from the panels with voter education in 1994, while Tapera's piece starts with a voting line.

## B'AVUMILE PROJECT OFFERS SKILLS TRAINING FOR WOMEN IN CLOTHING & TEXTILE INDUSTRIES

A women empowerment initiative of the Department of Trade and Industry (**the dti**), "B'AVUMILE!" was launched on Tuesday, 2 September 2008, at the CCDI in Harrington Street, Cape Town. BAVUMILE will focus on the clothing and textile industries.

BAVUMILE is a SA Women Entrepreneurs Network (SAWEN) project that aims to assist women to develop and market craft, beading, art & clothing products that showcase South African culture and heritage. B'AVUMILE is recruiting women with exceptional embroidery, knitting, sewing and beading expertise and skills for this project.

The target group is women who are involved in the creative, clothing and textile industries and who own, or desire to own, their own home-based enterprises and generate an income for themselves.

SA products made by women have always been faced by the challenge to produce products that can easily occupy the shelves of many local and international retail shops. Through training interventions, BAVUMILE will ensure the development of prototypes, efficient manufacturing processes, and the production of quality cultural products ready for consumption at targeted retail shops.

There will be a one-week B'AVUMILE training course that will teach participants how to start and grow your enterprise and or co-operative; to understand and develop different ethnic and cultural product designs; develop and design packaging suitable for your target markets; use efficient customer-servicing to your advantage; and apply basic financial planning and administration in the management of your business.

Training will be conducted for a period of 7 days, in comfortable surroundings. There will be oral presentations supported by practical demonstrations and group work.

Requirements for participation are that you must be female with a valid South African ID, owning a CIPRO-registered enterprise, have

access to a sewing machine and producing a relevant product.

An upfront payment of R300 will be charged on application. The closing date for Western Cape applicants is end September 2008. B'AVUMILE application forms are available from the SAWEN Western Cape office, tel. 021 425 5017, fax 021 421 5114, sawenwc@thedti.gov.za, or visit the website www.sawen.org.za.

The project is jointly managed by **the dti** GWE unit and Uhambo Creations (through SAWEN). The project meets strategies of National Government – “Engendering the ASGI-SA” and the “draft Strategic Framework on Gender and Women’s Economic Empowerment”.

## CAPE TOWN FAST BECOMING AN ENTREPRENEURIAL HUB

An international study by the University of Cape Town’s Graduate School of Business reveals that Cape Town is clearly more entrepreneurial than the rest of the country. Cape Town is ranked at number one out of the 34 countries - as well as 190% greater than SA’s national average - in terms of Early-Stage Entrepreneurial Opportunity Activity.

According to research conducted by the Centre for Innovation and Entrepreneurship (CIE) at UCT’s Graduate School of Business, there is an interdependent relationship between certain characteristics of a metropolitan city, the number of talented people within the city, and the level of entrepreneurial activity. The report states that talented people are more creative and entrepreneurial than the rest of the population, and hence prefer cities with attributes such as tolerance, economic welfare and knowledge intensity.

“Cape Town is fast becoming a hub for small, medium and macro enterprises (SMMEs),” says Mansoor Mohamed, Executive Director for Economic, Social Development and Tourism. “A culture of entrepreneurship will accelerate the development of this hub, create more SMMEs, and improve efficiency, products and technology. This ultimately leads to increased job creation and investment,” he says.

## WESTERN CAPE SPVS ARE BUSY, BUSY, BUSY

The Western Cape is home to 16 special purpose vehicles (SPVs), of which the CCDI is one, supported by the Department of Economic Development, to drive economic development. They’ve resulted in significant investment and job creation in the Province.

- Since 2004, they facilitated the creation of 35 943 jobs
- Since 2006, they facilitated 145 investments to the value of R1.2-billion;
- They have helped establish 1 026 businesses;
- In 2007/08, they actively assisted 1 105 companies with export support, 341 of which were BEE;
- As part of their sector-specific training programmes, 10 831 persons have been trained;
- They have garnered the support and participation of industry and stakeholders, representing a total membership of over 4 000 firms (representing 55 percent of firms in their sectors);
- 43% of their members are BEE;
- They have provided in-depth non-financial support to 7 500 SMEs, 4 790 of which were BEE firms;

- Over the last four years, the sector bodies assisted and directed 28 700 queries as it related to sector specific skills development, exports, finance or start-ups and red-tape or infrastructure issues; and
- In 2007/08, they have spent 576 person days on improving regulatory constraints or on advocacy matters.

The various SPVs have also been utilized to increase awareness of opportunities within the economic sectors as well as providing a platform sharing information and networking. The SPVs have:

- Hosted 634 events in the last three years with a total attendance of nearly 30 000 people;
- Distributed 1 839 newsletters of the equivalent via their databases, which extend beyond their membership base since 2004;
- Had more than 800 000 website page impressions in the last financial year alone; and
- Solicited about R20 million worth of media coverage in local, national and international press since 2004.

## CCDI AT SMALL BUSINESS WEEK

The CCDI-stand at Small Business Week attracted interest from many entrepreneurs. The CCDI will follow-up all leads with craftartists who showed interest in the Institute’s programmes.



## DESIGN MATTERS...

### DESIGN INDABA EXPO 2009

Diarise next year's Design Indaba Expo, 27 February to 1 March 2009 at the Cape Town International Convention Centre. Design Indaba Expo is South Africa's premier showcase of local design in all sectors. The Expo runs alongside the Design Indaba Conference.

In 2004, the Design Indaba Expo was inaugurated in association with the Department of Trade & Industry. The Expo provides a commercial platform for the finest South African designers to leverage local goods and services to the global market. It introduces the most influential international buyers to the finest South African creative product to encourage export. There is also an impact on the local market. The Expo aims to create discerning consumers through exposure to the principles and products of good design, resulting in the demand and production of innovative, evolving and excellent South African creative product.

Designers and emerging creatives, who would like to send their submissions for next year's Design Indaba Expo, should do so by the end of October 2008.

For more information, contact Beverly Cupido at Interactive Africa, bev@interactiveafrica.com, tel. 021 465 9966, fax 021 465 9978.

Submissions should include the following:

- Full name
- Contact numbers
- Address
- Tertiary institute, if applicable
- Design sector
- Copy of ID
- A write-up on the product and the designer
- 3 to 5 JPG-photographs of the product

For more information about the Emerging Creatives programme, visit [www.designindabaexpo.com](http://www.designindabaexpo.com).



*This witty packaging for Wellingtons won Megan Barnfather, a CPUT Graphic Design student, a Gold Loerie Award in the student category Three-Dimensional, Environmental and Package Design.*

### GOLD LOERIE FOR CPUT DESIGN STUDENT

Megan Barnfather, a CPUT Graphic Design student, has done the institution proud by winning a Gold Loerie at the 2008 Loerie Awards in the student category Three-Dimensional, Environmental and Package Design.

Her witty, attractive packaging for Wellington boots caught the judges' eye for its charm, colour and functionality. Her unusual pink and yellow shoebox resembles an umbrella and can be held in a customer's hand by a rope handle. The customer must remove the tip of the umbrella to open the packaging and reveal the shoes.

The objective for the project was to create packaging for a product that communicated its characteristics to the target audience. Working with Heath Nash, a well-known paper engineer, design students were asked to create a shoebox, given the constraint of using no glue, and no imagery, as well as minimal assembly requirements. The students chose the type of shoe to package.

Barnfather's design not only answered the brief, but added value and shelf appeal to the well-known but humble Wellington boot.

### SABS DESIGN INSTITUTE PRESENTS - FROM IDEA TO PRODUCT

As part of its initiative to support new product development, the SABS Design Institute is presenting two seminars on product development - FROM IDEA TO PRODUCT.

The first seminar is on Thursday, 18 September 2008, at the Agri Mega week in Bredasdorp, Western Cape. The second seminar is on Saturday, 4 October 2008, at the CSIR Convention Centre, Pretoria, Gauteng.

The content addresses pitfalls in the development of a new product; the protection of intellectual property; access to available financial incentives; access to available technical assistance; the role of the industrial designer; and, individual business strategy and entrepreneurship.

For more information and to register for the event, go to [www.sabs.co.za/Business\\_Units/Design\\_Institute/Initiatives/Africa/Seminar.aspx](http://www.sabs.co.za/Business_Units/Design_Institute/Initiatives/Africa/Seminar.aspx)

### DUTCH MERGE FLORAL FEASTS WITH INTERIOR DESIGN AT LONDON DESIGN FESTIVAL

At this year's London Design Festival, The Flower Council of Holland offers a highly sensual contribution – an installation of floral design, named Double Dutch.

Double Dutch shows how effective flowers can be in bringing an emotional edge to interior design. The show merges decoration with desire in a botanical banquet which tempts the eye and captivates the mind. Whilst the colours and images of flowers have been used for centuries in designs which please and decorate, there is also a provocative side to blooms and to the

tantalising shapes, colours and textures of petals and leaves. In form, colour, texture and print, floral images have wound their way into fashion and design season after season, combining nature and culture in a visual and sensory feast. However, there is also secret meaning in flowers. When arranged in a certain way they become symbolic of emotion or of mysterious, hidden intent.

Design partnerships Lisa White & Graham Hollick and Niels van Eijk & Miriam van der Lubbe weave together these conflicting elements to create an inspiring and intriguing installation in two parts: Appetites and Emotions.

**Appetites** – a floral feast, created by Lisa White with Graham Hollick - offers a tempting tableau, a groaning board of seductive blooms, beckoning orchids, blushing roses, luscious carnations and voracious carnivorous plants. The visual 'orgy' will incorporate contemporary and vintage design elements to create a hybrid of nature and culture.

**Bouquets of Emotions** - displays five different bouquets created by Dutch designers Niels van Eijk and Miriam van der Lubbe representing different emotions: sympathy, love, happiness, anger, and jealousy. With the creation of 'Bouquets of Emotions' – flowers are used to evoke the passion and power of these emotions through expressive, abstract and striking floral art. For example, Anger is conveyed through snapped rose stems and withered branches. Happiness, by contrast, uses distinct, brightly coloured flowers to create a field of colour. The designers have used contrast and texture, hot and cool colours, soft or spiky, angular or curling plants and flowers to convey emotional intensity.



*At this year's London Design Festival, The Flower Council of Holland offers a highly sensual contribution – an installation of floral design, named Double Dutch.*

The London Design Festival is an annual celebration of design with events, installations, pavilions and shows taking place all over London from 13th – 23rd September. Visit [www.londondesignfestival.com](http://www.londondesignfestival.com)

## CRAFT SECTOR MEETINGS

### SEPTEMBER CRAFT SECTOR MEETING FOCUSED ON BUSINESS SUPPORT

The interactive presentations at this month's craft sector meeting provided insightful perspectives on aspects of business improvement and support.

Ute Gass of Kwikwap presented different website options, which can include an online shop option if you have your own domain. Contact details: [ute@kwikwap.co.za](mailto:ute@kwikwap.co.za); tel. 021 976 8562 or cell 083 628 7902.

Kevin de Wet of Black Umbrellas presented their support services that include bookkeeping, computer and internet access and access to vehicles and drivers. Contact details: [kevin@blackumbrella.co.za](mailto:kevin@blackumbrella.co.za); tel. 021 447 4799.

Christina Kuhn of ESM Investments talked about support with regard to access to finance and micro lending. Contact details: [christina@kuhnsa.co.za](mailto:christina@kuhnsa.co.za); cell 072 488 1808.

### OCTOBER CRAFT SECTOR MEETING – WEDNESDAY, 1 OCTOBER 2008 AT 13:30

Our next Craft Sector meeting will focus on spaces – spaces to produce and spaces to sell your product – all in the heart of the Mother City. The Pan African Market will present some wonderful opportunities for potential production spaces or retail outlets. Don't miss the opportunity to network with fellow craft entrepreneurs. Venue: 3rd Floor, CCDI, 75 Harrington Street, East City. For more information, contact Sarah Polonsky, CCDI Enterprise Development, tel. 021 460 3724 or [polonskys@cput.ac.za](mailto:polonskys@cput.ac.za).

## LEARNING YOUR BUSINESS

### THEMBALETU PROTECTIVE WORKSHOP LAUNCHES NEW RANGE OF DESIGNER BAGS

In February this year, the CCDI began a training programme at Thembaletu, funded by the Danish Government through the Office of the Status of Disabled Persons (OSDP), as part of a drive to provide specific skills for persons with disabilities in sheltered employment.

The Thembaletu (meaning Our Hope) Protective Workshop in Gugulethu has been a fully fledged protective workshop since 1990, and currently provides opportunities, skills development and support to twenty people with physical disabilities. They primarily produce hand-embroidered hessian bags, with strong support from the township tour operators, and the corporate market (e.g. conference bags).

The training programme focused on product design, business skills and marketing, and took the form of both skills training, mentoring and support in access to markets and business opportunities.

Four participants were also selected to attend the Winter School courses. Michael Qongotwana and Kholisile Mgoqi attended the NQF4-Design programme, and Cynthia Vanda and Christopher Swartbooi joined the NQF2-Business Skills programme. Cynthia has already expressed her desire and intention to be part of next year's NQF2-Design programme.

Thembaletu staff, Abe Williamson, Warda Samaai and Liziwe Botha, has commented on the shift in motivation levels in people and how it has opened up their business sense. Attitudes, initiative and motivation have changed. People are taking more pride in their work, and in the fact that their own designed bags have sold.

This month the Thembaletu Workshop launched its revamped shop, with a whole range of newly-designed bags. As part of the launch, CCDI-staff went to recognise the achievements of staff, trainers, and particularly the participants in the process.

Sarah Polonsky, CCDI's Enterprise Development Manager, writes: "The intangible value that comes with such programmes is very



*Participants of Gugulethu in the Thembaletu Protective Workshop visited Kirstenbosch as part of an inspiration project.*

difficult to articulate, unless you have been in that space, and experienced the enthusiasm and growth of the participants, some of whom were able to express their experiences and appreciation of the new knowledge, opportunity, and personal development. Reports don't really do justice to the personal achievements and stories of commitment. We need to find a new way of valuation that looks beyond what is conventionally attached to evaluating projects and expected outcomes (such as increase in turnover, skills transferred and sustainability). This means the recognition of the building of self esteem and the sense of feeling more integrated into "conventional" society.

"This will assist in returning the Ubuntu-element in development, which will ensure that we restore fast fading values in our society. The CCDI is proud to have been part of this programme because it adds substance and impetus to our objective of developing people".

## IN THE MARKETPLACE

### MARKET ACCESS EVENTS

The CCDI's Market Access programme aims to bridge the gap between maker and market. This means that the CCDI aims to facilitate exposure for crafters' work at national and international trade shows, as well as local and national consumer shows. This creates linkages to local craft markets, retail outlets and gallery shops. In the process of preparing for these shows, the CCDI assists crafters to define their targeted niche market and to reach it, in terms of décor, fashion accessories, gifts & memorabilia, craftart and corporate gifts. The programme also offers support to help crafters to make the transition to the difficult export market.

Selling opportunities that have been identified for the next few months are:

- Cape Outdoor Expo, Bienne Donne, Franschoek: 3 – 5 October
- Forest Stewardship Council Conference, CTICC: 2 – 7 November
- Baby Expo, CTICC: 7 – 9 November
- 11th Women's Rights and Development Conference, CTICC: 14 – 17 November
- Soccer Ex, Nelson Mandela Square, Sandton: 24 – 26 November
- Mzansi Collection, Sandton Library, Johannesburg: 28 November – 5 December (application deadline 15 September)
- Arts and Crafts Evening, Arabella / Western Grand Ballroom: 11 December

For information on criteria, deadlines and application process, contact Jo-lene, tel. 021 460 3562 or sathorarj@cput.ac.za

### PARTICIPATE IN CCDI'S CRAFT SHOP AT KHAYELITSHA FESTIVAL

At the end of October the CCDI will be participating in a first-of-its-kind community festival – the Khayelitsha Festival - celebrating Khayelitsha over the last 25 years. Three days of music, dance and shows will feature the major musical genres in South Africa. The Festival is sponsored by the City of Cape Town and the Provincial Government of the Western Cape. The vision is that the Khayelitsha Festival will become the annual hallmark event in Khayelitsha that will attract businesses, youth, community organisations, consumers, media and thousands of people to celebrate the creativity, energy, richness and diversity of Khayelitsha and its surrounding communities. Visitors can expect three days of vibrant music, fashion shows, arts and crafts, a youth zone, dance, competition, leisure and lifestyle exhibition, and a host of other activities.

The CCDI will set up a craft shop at the event, and invites Khayelitsha-based crafters and community organisations to participate. For more information, contact the CCDI's Jo-lene Sathorar, tel. 021 460 3562.

The festival is from Friday, 24 October, till Sunday, 26 October at the OR Tambo Hall, Khayelitsha. The organisers are the Khayelitsha Development Forum, in conjunction with Adele Lucas Promotions. For more information, visit [www.khayelitshafestival.co.za](http://www.khayelitshafestival.co.za).

### GIFTS, TOYS & DÉCOR TRADE EXHIBITION

Four craft producers - Nab Design, Feeling African, TW Ceramics and Veldt Design - will be showcasing their homeware collections at the annual SARCA Cape trade show, 20 – 22 September at Grandwest Casino. Look out for visuals and the full story in our October newsletter.

Applications for the SARCA Christmas 2009 Trade Exhibition in August 2009 at Gallagher Estate, Johannesburg are now open. Gifts, toys & décor items will be on exhibition. Please contact Jo-lene Sathorar for application forms, criteria and deadline on 021 460 3562 or sathorarj@cput.ac.za.

### BABY EXPO: "ACTIVE FAMILIES - WHOLESOME LIVING"

Producers of child-safe, handmade items for babies and children are invited to apply to participate in the CCDI's 12m<sup>2</sup> craft stand at the upcoming Baby Expo, 7 – 9 November at the CTICC.

Who can you expect to visit the event? The Baby Expo is a destination event for pregnant women and parents of young children. Visitors to the exhibition are not only there to shop, they are coming to learn more about available products and services, and are especially on the lookout for products on a multi-sensory level. Contact Jo-lene Sathorar on 021 460 3562 or sathorarj@cput.ac.za for application forms, criteria and deadlines.

## INTERNATIONAL DESIGN INDABA EXPO: EXPRESSION OF INTEREST EOI 9-2008

The CCDI invites suitably qualified and experienced consultants to manage the entire process of design, styling and construction of our Design Indaba stand, to submit proposals and quotations. The International Design Indaba Expo will run from 27 February – 1 March 2009.

The CCDI has exhibited at the Design Indaba Expo for five consecutive years, and has set a standard of excellence. The audience of the Expo is designers - local, international, and students - and buyers. The Design Indaba Expo is also open to

the general public, among which are discerning shoppers and consumers of interior décor and fashion accessories.

The stand needs to reflect the CCDI's emphasis on outstanding and innovative design. The stand must communicate a strong CCDI Brand Identity, i.e. a sophisticated and professional image of both the CCDI (as the promoter) and the crafters.

Look & Feel: A Sophisticated but Natural Look is preferred - reflecting Organic Textures | Shapes | Colours.

Deadline for expression of interest to reach CCDI is the 1st October 2008. Contact Jo-lene Sathorar on 021 460 3562 or sathorarj@cput.ac.za for the complete Expression of Interest.

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## THE DON'T-MISS BILLBOARD

### TOURISM MONTH ARTS AND CRAFT SALE AT LOOKOUT HILL

September is Tourism Month, and the City of Cape Town is capitalizing on this opportunity to showcase the strength, diversity and depth of our heritage and cultural products at the Khayelitsha Lookout Hill Tourism Facility on Friday, the 26th and Saturday, the 27th of September. There will be an Arts and Crafts sale, performances by local arts and culture groups, and local cuisine to taste. Trading hours are 8:00 till 17:00. Entrance is free. For more information, contact Sisa Ngondo, tel. 021 361 7098, [sisangondo@capetown.gov.za](mailto:sisangondo@capetown.gov.za).

### SIYAZISIZA NEEDS HR SKILLS

The Siyazisiza Trust and Khumbulani Craft, non-profit organisations committed to food security, small enterprise and craft development in rural KwaZulu-Natal and Mpumalanga, require a Human Resources and Administration Officer to be based in Ferndale, Randburg. You will establish, implement and manage all aspects of HR function and deputise on behalf of the Executive Director, when required. You must be Zulu-speaking and willing to travel. Send your CV to The Executive Director, [jane@siyazisiza.co.za](mailto:jane@siyazisiza.co.za), fax 011 781 6755. The closing date is 30 September 2008.

### KHUMBULANI REQUIRES A PRODUCT DEVELOPER

Khumbulani Craft, a Section 21 non-profit organization that produces, markets and sells traditional and contemporary craft,

requires a Product Developer / Field Facilitator to be based in northern KwaZulu-Natal. You should have relevant experience and an understanding of craft and rural development programmes. Essential requirements are proficiency in Zulu and English, and able to travel. Send your CV to the Executive Director, [jane@siyazisiza.co.za](mailto:jane@siyazisiza.co.za), fax 011 781 6755. The closing date is 10 October 2008.

### POSITIVE BEADWORK NEEDS AN ASSISTANT PROJECT COORDINATOR

Positive Beadwork is an award-winning income generation project supported by Kidzpositive Family Fund (see [www.kidzpositive.org/beads](http://www.kidzpositive.org/beads)) and forms part of the holistic treatment strategy. Positive Beadwork wishes to employ a part-time assistant project coordinator to be based in Cape Town. The responsibilities of the successful candidate will include sales and marketing, and providing overall support to the coordinator. Send your CV (maximum 2 pages, no certificates) and letter of motivation with contact details and references to Vuyiswa Mboyi, [Vuyiswa@kidzpositive.org](mailto:Vuyiswa@kidzpositive.org) or fax 021 406 6169. Closing date is 25 September 2008.

### OUTLET OPPORTUNITY AT BLUE SHED

A newly formed co-operative at the Blue Shed is offering an outlet opportunity for crafters to sell their goods. All crafts will be subjected to an approval system. Contact Lynne Nadauld, 083 414 8261.

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## CCDI STAFF PLANNING SESSION

### CCDI STAFF PLANNING SESSION: 15 TO 19 SEPTEMBER

In the week of 15 – 19 September, the CCDI is embarking on a programmes review and planning session. This will take place at the Cape Milner Hotel in Tamboerskloof. All CCDI-staff will participate in the review. This is an annual exercise which seeks to ensure that the CCDI as an organization remains relevant and focused on its vision, mission and objectives.

During this time, each programme will be discussed in terms of its objectives and activities both within the organization, and looking at the broader sector and the environment in which we work. At the same time, we will start prioritizing and planning for the next financial year.

All programme staff will be out of the office during this period and back at the office on Monday, 22 September.

Cape Craft & Design Institute | Iziko laseKapa loBuchule noBugcisa | Die Kaapse Instituut vir Handwerk & Ontwerp  
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