

[OCT '08]

CCDI NEWSLETTER

WESTERN CAPE CRAFT SECTOR

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ISLANDS OF BEAUTY IN A SEA OF MEDIOCRITY

It would be an understatement to say that the last month has been tumultuous both at home and abroad with the coming and goings of presidents and cabinets; the ups and downs of world financial markets; and the pounding of our shores by large volumes of water. In the midst of this, life at CCDI goes on...

Jo-lene has taken two groups of producers to two very different shows in the last month – Sarcda (Cape) which is a trade show for small gift shops in the region and the Outdoor Expo which is a consumer show for outdoorsy-types and was held on a wine farm just outside of Franschhoek. Altogether 21 producers submitted products for the two shows. The stands she pulled together were of such a high quality that we won Gold and Platinum awards respectively... [well done Jo-lene and Saffron Interiors who did the styling!]

We wondered about the value of us attending these two shows in particular, but thought we'd give them 'a bash'. And so it was very interesting to spend time there.

Firstly, it was amazing to see how the range of products (and our stands) stood out from the rest on show – in terms of design, quality, originality and innovation. ... Immersed as we are on a daily basis, it is easy to get used to the products and assume they are the norm. But when you see them in the context of what else is out there, they truly are **extra**-ordinary.

Secondly, it was affirming to see people's responses to our products – young and old; black and white; local and foreign. People continue to be drawn; to touch and feel and we hope eventually, to have and to hold. The CCDI-stands draw attention because they are attractive, unusual and interesting to look at; and the products are different and new – and desirable.

While sales were modest, valuable trade contacts were made – but most importantly we exposed our products to new markets and exposed new consumers to our products.

Even in a trading space such as Sarcda where we worried that we were wasting precious time and money because it seemed we were an island of beauty surrounded by thousands of cheap plastic Made-in-China objects against which we just cannot compete.... But we could see that actually it was useful for us to be there to chip away at that mediocrity and offer more attractive alternatives.

Buyers (both 'trade' and 'consumers') will buy what they are familiar with, what they know, what they are exposed to, what they are 'told' to like. And if we are not there – engaging in the space, vying for attention - we're not going to get bought – now or in the future!

And so it struck me how important it is for us to be getting people and products out there... to new and unexpected places and potential markets – because that is how we are going to grow our consumer base and the appreciation of 'shoppers' for the quality and value of handmade products.

And the standard we set is not just good for us – it's also good for the shows. Both event organizers appreciated the new standard we'd set and were sure it would raise the bar in future... and so if we keep pushing the boundaries, and keep putting excellent product out there, then hopefully the mediocre becomes marginal and we become mainstream.

Changing the perception of craft and building a consumer base is a long term commitment and its something the CCDI needs to commit resources to. So our lesson is that we need to keep on getting the handmade product story out there to build appreciation for objects of beauty made by hand...

And the lesson for producers is that you have to keep on getting out there with us too. Especially in these times – because we are all investing in the future. And investing in the future in this instance is building a consumer base of people who love and value handmade products. So that when the storms abate – as they are bound to – they are ready to buy, buy, buy...

Erica

PS: Remember there is only 2 months to the 1st December which is the deadline for entries for the 2009 Exhibition Collection. If you haven't got your form yet, speak to Mandisi or Alan, tel. 021 460 3982 / kibitom@cput.ac.za / alborougha@cput.ac.za.

...AND THE SECTOR MARCHES ON...

WORLD CRAFT COUNCIL: THE WAY FORWARD

The World Craft Council (WCC) is a non-profit, non-governmental international organisation that has been in existence for more than 40 years. It works for the development of craft by strengthening its status as a vital part of cultural and economic life. It also works to promote fellowship among the craftspeople of the world, offering them encouragement, help and advice and fostering economic development through income generating activities. It has affiliated members from all over the world. The WCC is organised into 5 regions, namely: Africa, Asia, Europe, Latin America and North America.

Every 4 years at a General Assembly a new WCC President is elected and each region has a turn at electing the World President from their region. For the past 4 years the President has been from Latin America, from Santiago in Chile and next month the General Assembly will be held in Hangzhou, China where an Asian member will become the next President.

The President for the past 6 years for WCC Africa has been Wendy Goldblatt from South Africa who is now handing over the torch, but the question was – who will bear the torch?

In September a small African Meeting of the WCC-Africa was held where Evaristo Madime from Mozambique from CEDARTE and Tonoukon Martin, representing the NGO EVOLUTIC of Benin were elected as representatives for WCC Africa to attend the General Assembly in China.

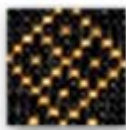
Due to the fact that many members were not present, the positions of President and Vice-President were left open until a General Assembly for Africa with sufficient members present to vote can take place - hopefully within the next few months. Evaristo and Tonoukon undertook to organise an African General Assembly early in 2009 to attract new members.

Outgoing President, Wendy Goldblatt, says "It is hoped that exhibitions, seminars and workshops will take place among African countries which will lead to a lively exchange of ideas and strengthen the region in terms of seeking funding for projects. I feel confident that both Evaristo and Tonoukon will take WCC Africa forward into an exciting future for craft and craftspeople in Africa."

The way forward is for Evaristo and Tonoukon to participate in the 16th General Assembly in China in November, and thereafter plan the next WCC-Africa meeting.

VISIT OUR NEW-LOOK WEBSITE

In line with this year's growth patterns and paradigm shifts at CCDI, our website boasts a whole new look and feel. Visit the site www.ccdi.org.za and watch Table Mountain's moods change. Feel free to send your comments / suggestions to Mandisi Kibito at kibitom@cput.ac.za



ENTRIES STREAMING IN FOR 2009 EXHIBITION COLLECTION

Designers and craft-artists are leaping for the opportunity to enter the CCDI's latest concept in exhibitions - the Annual Exhibition Collection – that will showcase the best of the Western Cape. To date almost 30 entries have been submitted.

The Collection is a whole new concept. A complete Annual Exhibition Collection will be staged once during the year, while smaller selections of the Collection will be displayed on recognised design platforms, e.g. Design Indaba and Decorex. At the end of each year the pieces will be sold, or returned to its creator, to open up space for the next year's Exhibition Collection.

The CCDI is now inviting entries of exhibition pieces from Western Cape crafters, for the Annual Exhibition Collection. We are looking for pieces that display creativity, imagination and originality, excellent workmanship and design, pieces that will inspire up-and-coming crafters.

- The Collection and its producers will be reflected in the 2009 Exhibition Collection catalogue.
- Annual Exhibition Collection pieces may be offered for sale, and, should your piece be sold, you may be requested to replace it.
- During the year, the Annual Exhibition Collection will be insured against theft, breakage or damage during storage, display or

transport.

- The selection team will select a shortlist. You may be required to bring your work for viewing. You will be informed timeously.
- The selected Collection pieces must be delivered to the CCDI between 19 and 23 January 2009.
- Should there be opportunities for a Western Cape craft exhibition to go abroad, items will be selected from this Collection.
- Closing date is 1 December 2008

Please request entry forms from Mandisi Kibito, tel. 021 460 3982 / kibitom@cput.ac.za. Your submission must include photographs of your piece from three angles.

CAPE 09: CONTEMPORARY AFRICAN CULTURE ROOTED HERE.



Hennie Meyer ceramics - Iconic [craft] 2007 Exhibition

REACHING OUT THERE

The CAPE AFRICA PLATFORM (CAPE) is a groundbreaking cultural project located in Cape Town. CAPE aims to culturally connect Cape Town, South Africa, Africa and the Diaspora by creating a contemporary African art event - rooted in the local but global in impact.

CAPE is seeking multiple proposals from artists for CAPE 09, its second biennale exhibition of contemporary African Culture, to take place from 2 May till 19 June 2009. CAPE 09 is about life today: the people, the connections and networks they make up - from creatively understanding new media, to analysing how questions of colonialism have been deeply transformed by networked society. CAPE 09 seeks to explore networks that accentuate the contemporary characteristics of Africa and provide a stage for communications between communities and citizens activities.

The narrative of the event is initiated by the City of Cape Town itself. The city as a network requires a re-imagining of how we move and engage with each other. Artists are therefore asked to propose public interactions rather than exhibitions, and to intervene or present their works in a series of pre-selected networked spaces that represent the everyday that is our common

ground: venues and sites, both public and private, along the axis Church Square (CAPE's office/gallery space) - Metrorail Station, through Parliament and Plein Street. Potential satellite exhibition sites are Lookout Hill, Khayelitsha and the CAPE's Arts Awareness Programme areas Nyanga, Manenberg and Klapmuts.

For its second biennale CAPE has been working with a team of five young curators. In addition to their proposals CAPE is currently seeking proposals for small and medium-sized interactions through this call. CAPE aims at a local audience, particularly addressing Cape Town's youth.

Proposals for CAPE 09 may pre-empt (larger or follow-up) events for CAPE 2010 (May – July 2010). Proposals must include artists' biographies, venue/site description (in case this forms part of the proposal) and detailed logistic and budgetary information.

Proposals may be posted to PO Box 15806, Vlaeberg 8018 or be hand-delivered to 8 Spin Street, Cape Town 8000. For more information call tel. 021 461 2325 / info@capeafrica.org. The deadline is 30 October 2008.

MAPPING THE CITY

In 2005, the Cape Town Partnership conducted a study to identify and locate the organisations involved in the creative industries in the Central City. These details were then mapped on a GIS system, resulting in a comprehensive map of the Central City in terms of the Creative industries.

This study formed the basis for the development of the Partnership's Creative Cape Town programme, which recognises the intrinsic role of culture in society. Creative Cape Town is a social, economic and spatial strategy that promotes an active, vibrant and diverse Central City.

Two Creative Cape Town projects, Goemarati and Goematronics

attempt to provide authentic fare for cultural tourism. The Cape Town Creative Clusters Network attempts to foster connections both within and without the creative industries. The Partnership plans to provide a more supportive environment for big and smaller events in the Central City as well as marketing the area as a destination for cultural tourism. The Partnership plans to promote the Central City as a cultural hub, by developing cultural precincts and venues in the Central City.

The goal is for a map that depicts routes, and squares throughout the Central City with plans for public art, a marketing strategy and ideas for programmes and synergies. If you have not yet received a questionnaire to this effect, contact Zayd Minty, zayd@capetownpartnership.co.za

2010 FIFA WORLD CUP SOUTH AFRICA™: GUIDELINES FOR CRAFTERS

The 2010 FIFA World Cup South Africa™ represents clear marketing opportunities for South African crafters. However, all producers need to be aware of the fact that severe restrictions are placed on everyone who is not licensed to use the Official Marks. The event will have official inspectors checking on the use of the Official Marks, and the penalties for unauthorised use could be severe, including confiscation of all unauthorised branded items, and being charged with copyright infringement. We are in the process of writing up easy-to-use guidelines for crafters so that we can help you avoid breaking the law. Watch this space for details.

UNESCO-ASCHBERG BURSARIES FOR ARTISTS 2009

UNESCO-Aschberg is calling for applications for the 2009 UNESCO-Aschberg Bursaries for Artists.

As an implementation instrument of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, the Programme promotes the mobility of young artists through sojourns in art residencies abroad so as to foster creativity and cultural diversity. It recognizes the important contribution of artists in the creative process and their central role in nurturing the diversity of cultural expressions.

Artist-in-residence bursaries are being offered in institutions around the world in the following three fields: visual arts, creative writing and music.

To consult the list of bursaries being offered for 2009, visit their website, www.unesco.org/culture/aschberg, with direct links to institutions and full instructions on the application requirements and necessary dates. For other questions or enquiries, send an e-mail to Aschberg@unesco.org.

WESTERN CAPE MUSIC TO BE MARKETED AS A BRAND

The Cape Music Industry Commission (Cape MIC) is an initiative of the Western Cape Department of Economic Development and Tourism and has been set up to amplify the vast potential of the Western Cape Music Industry in order to make it a flourishing and economically rewarding industry for all its stakeholders.

Cape MIC strives to grow the music industry of the province to become a truly significant contributor to the economy. The aim is to market the Western Cape Music Brand both nationally and worldwide as a preferred destination for any music related business, in order to benefit the sustainable economic development of the region.

If you would like to connect to Cape MIC, visit them at 9th Floor, Waldorf Building, 80 St Georges Mall, Cape Town, tel. 021 483 9492 / e-mail info@capemic.co.za. The website address is www.capemic.co.za



POST YOUR CORAL CROCHET TO THE UK

The UK Reef is part of an international project to make a global Hyperbolic Crochet Coral Reef. The crocheted corals of the UK Reef have been made by people across the UK. You can partake in this project by posting your crochet contribution to UK Reef, Crafts Council, 44a Pentonville Road, London, N1 9BY.

The Knitting and Stitching Show:
9 - 12 October, London
30 October – 2 November, Dublin
20 – 23 November, Harrogate

THIS CITY

“CAPE TOWN'S DAY” BRINGS LIFE TO THE BRAND

On the 27th of September, in celebration of World Tourism Day, Cape Town Tourism launched the inaugural ‘Cape Town's Day’.

For the inaugural “Cape Town's Day”, Cape Town Tourism gathered together hundreds of free tickets with the support of some of Cape Town's most iconic attractions and experiences. Capetonians won tickets to visit Table Mountain with the Aerial Cableway, Kirstenbosch, The Two Oceans Aquarium, City Sightseeing Bus tickets, trips to some unique local attractions like Monkey Town and the World of Birds and some got the chance to interact with local communities on township tours and the Southern Line ‘Hop on Hop off’ Rail Route. Many Wildcards were also won – a great way for Capetonians to enjoy the beautiful natural environment of their City.

International visitors loved the idea of a day dedicated to Capetonians and agreed on the importance of locals living and loving their City.

CAPE TOWN VOTED 1 OF TOP 10 SUSTAINABLE CITIES

Cape Town has been voted one of the top 10 cities in the world most likely to become a global sustainability centre by 2020. The other top 10 cities were Toronto, Hyderabad, Singapore, Abu Dhabi, New York, London, Frankfurt, Curitiba and Melbourne.

Cape Town was included in a list of ‘20 cities of 2020’ by the Ethisphere Institute, a New York business ethics and social responsibility think-tank that chose it as a ‘2020 Global Sustainable Centre’. Some of the environmental and sustainability practices considered included health and recreation, education, arts and culture, economic and business environment, regulatory framework, law enforcement and transparency, media and speech, transportation and housing and innovation and investment. (Source: www.travelhub.co.za)

VOTE FOR CAPE TOWN TO NEST THE LOERIES

Cape Town has been shortlisted as one of four venues to play host to The Loerie Awards in 2009. Cape Town will be competing with Margate, Sun City and Johannesburg for the honour of hosting this spectacular event.

The role of The Loerie Awards is to recognise, reward and foster creative excellence. One aspect of this is to drive educational initiatives which increase awareness of the career and study opportunities available in the communications industry.

A final decision will be made in October this year. Cape Town is leading the pack on the Bizcommunity voting page, so join in and cast your vote on www.bizcommunity.com if you think the Loeries should come home to nest in the Mother City!

DESIGN MATTERS...

FROM DESIGN TO PROTOTYPE: BOOK THE FABLAB

The Cape Town AMTS FabLab is one of a number of FabLabs in the world, established to assist designers, students and learners, in every field. Pioneered by the Massachusetts Institute of Technology and sponsored by the AMTS* Implementation Unit of the National Department of Science and Technology, it is the only FabLab set up to assist craft producers and designers with technical problems, which they would not have the resources to solve on their own.

The FabLab is available on Tuesdays and Thursdays for special projects, workshops or groups. This can include:

- school groups of any grade
- craft producers working on a project as a group
- workshops on special skills related to the FabLab as they pertain to a group or project

- university/college students who wish to work on a project using the FabLab

Project coordinators can contact the CCDI's Creativity, Design and Innovation programme to book a time slot or discuss whether your project is suitable for the available time slots. Kindly note that it is possible that not all applications will be able to be accommodated and that it is at the discretion of the Programme staff as to whether a project or group is suitable to use these days.

The FabLab is a holistic design to prototype environment that is open to anybody at no cost. The FabLab works on a first come, first serve basis on any Monday, Wednesday or Friday between 09h00 and 16h00 and Saturday mornings from 09h00 to 12h00. Contact persons are Pieter Cilliers 021 460 8377 or Alan Alborough 021 460 3811.

SA ARCHITECTS WIN INTERNATIONAL DESIGN AWARD



An artist's impression of the low-income housing project in Mitchell's Plain, designed by MMA Architects, that won the Curry Stone Design Award.

A South African architectural firm has won an international design award for Humanitarian Innovation for its low-income housing family structures in Mitchell's Plain, Cape Town.

MMA Architects are the inaugural recipients of the Curry Stone Design Prize aimed at recognising breakthrough design solutions with the power and potential to change people's lives. The Curry Stone Design Prize is a US initiative associated with the University of Kentucky College of Design.

MMA's design for low-cost homes was commissioned in 2007 by South Africa's Design Indaba. The project paired 10 local and international architects with 10 families in Mitchell's Plain on the outskirts of Cape Town to build experimental homes on the government subsidy budget of R50 000.

DESIGN INDABA 2009

The Design Indaba Conference will run from February 25 to 27, 2009, and the Design Indaba Expo will follow, opening on Friday February 27 and running until March 1, at the Cape Town International Convention Centre.

DESIGN INDABA EXPO 2009 filling up fast: Showcasing the finest in high-end homegrown design talent for five years now, the Design Indaba Expo clocked 254 exhibitors and 21 000 visitors in 2008. Avoid disappointment and book your stand now. Contact Beverley Cupido, bev@interactiveafrica.com / tel. 021 465 9966.

FILM FEST Call for submissions: For the past five years, the Design Indaba Expo has showcased the best South African short films, music videos and animations. The film festival is open to viewing by all Design Indaba Expo visitors and is screened between the fashion shows at the fashion ramp. The festival is a curated programme and there is no fee for participation. Film screenings should not exceed 12 minutes in length and all submissions need to be in mini dv or high-resolution Quicktime (uncompressed or pal). Submit your short film, music video or animation to Bev Cupido, bev@interactiveafrica.com / tel. 021 465 9966.

SOUTH EXHIBITION call for entry: Don't miss the opportunity to enter SOUTH, a travelling exhibition sponsored by the SABC and launched by Design Indaba, in collaboration with the Creative Circle and the Loerie Awards. SOUTH is a celebration of the gloriously positive, ridiculously naïve and relentlessly spontaneous creativity inherent in our country. Prizes to the value of R175 000 are up for grabs. Submissions for SOUTH are open to creative practitioners of any genre, over 21 years of age. Selected centres will be receiving work in Cape Town, Durban, Johannesburg and Port Elizabeth between November 13 and 15, 2008. For entry forms and more information, visit www.designindaba.com/south.

EMERGING CREATIVES PROGRAMME: The Emerging Creatives Programme, sponsored by the Department of Arts and Culture, gives young or up-and-coming designers the opportunity to exhibit at the Design Indaba Expo. The emerging creative can either be a

In building a home for the Jonker family, Luyanda Mphalwa, the creative director for MMA's project, made the decision to replace traditional brick and mortar foundations with a less costly two-story structural frame made from timber combined with sandbag construction as fill for the walls. The design borrows from indigenous, mud-and-wattle building techniques that keep homes cool in summer and warm in winter.

In addition to its thermal and sound-absorbing properties, the sandbag construction also requires little to no electricity or skilled labor to erect.

The Curry Stone Prize jurors praised MMA's work as "absolutely brilliant" and "super-intelligent." Jurors commended MMA for creating an easily scalable prototype that can be built with unskilled labour from the local community: "The designers understand that the process facilitates people making these projects."

Mphalwa, who currently acts as the technical advisor for the construction of all 10 stadiums for the FIFA 2010 World Cup, hopes the project will attract the attention of government housing officials, who face the challenge of building 350,000 new homes for Cape Town's swelling population.



tertiary student or a designer who is in the process of establishing their own design business. Participation in the Design Indaba Expo offer creatives a public platform where they have access and exposure to local and international media, agencies and companies. Participants are also invited to attend the first day of the Young Designers Simulcast. For more information, contact Beverley Cupido, tel. 021 465 9966 / bev@interactiveafrica.com

CPUT "SOIL FOR LIFE" CAMPAIGN AWARDED A SAPPI-GRANT

By providing the graphic design industry with a platform to showcase programmes that promote social causes, the paper manufacturer Sappi, aims to make a significant impact on the information we receive globally about issues of public importance.

"As print is emotive it remains one of the most powerful forms of communication," says André Oberholzer, Group Head Corporate Affairs, Sappi. "Print is personal and therefore connects on many levels with its audience. This makes print an exceptionally effective channel for non-profit organisations - for fundraising purposes, education and raising awareness."

South African designers who received grants for their campaigns include Cape Peninsula University of Technology, Stellenbosch University, Red and Yellow College of Magic and Logic and Designs for Development.

These winners will assist Soil for Life, which educates and trains people in organic food gardening, Big Brother Big Sister SA that provides mentoring programmes to youth from disadvantaged communities in South Africa, World Burn Foundation which uses education to prevent fires and Hoops4Hope which teaches youth life skills through sports programmes respectively.

CRAFT SECTOR MEETINGS

PEOPLE BUY A PRODUCT WITH A STORY

"Isandi's greatest challenge is to change the perception of Africa and the African craft sector," Norwegian Kjersti Lie Holtar told listeners at the October Craft Sector meeting last week. She is in Cape Town at present to address issues relating to the CCDI / Norad pilot programme.

She stressed that there is a huge market in Norway for high quality handmade products with a story. She also encouraged Western Cape craft producers to be more pro-active in marketing their products. She said they are still working on concepts on ways and means, as well as volumes that should be supplied to Isandi. However, she told would-be suppliers that their price must remain consistent for at least 6 months.

Kjersti warned that entering the export market is very different to entering the local market. "Certain things need to be in place before you jump over the ocean".

For more information, visit the Isandi website, www.isandi.no

OCTOBER CRAFT SECTOR MEETING



Guest speaker Kjersti Lie Holtar of Norway (left) with CCDI Programme Director, Khanya Mpuang, at the GIFT Warehouse. "Our greatest challenge is to change the perception of Africa and the African craft sector," she told listeners at the October Craft Sector meeting.

PAN-AFRICAN MARKET AFTER CRAFT MAKERS

The second speaker was Vuyo Koyana of the Pan-African Market in Cape Town's Long Street. She explained that the Market is struggling to create a South African look and feel, and is trying to move away from the image of a West African market. Vuyo invited crafters to take part in a workshop at the market to discuss some options with regard to offering them a work space with the understanding that crafters will produce products at the stall. "We

believe that will give the market more of a local feel," she said.

Vuyo talked about the give-and-take relationship that can exist between the market and crafters. "We have retail marketing experience, and you have craft knowledge. We should exchange ideas." She invited crafters to approach the Pan-African Market with their products. Contact details are tel. 021 426 4478 / info@panafrican.co.za. Visit the website www.panafrican.co.za

MAKERS NEWS

Industrial designer Felix Holm has initiated a website and talking platform on the internet for crafters, artists, designers, musicians and performers. MakersNews B2B (business to business) Trade Magazine is a monthly publication for entrepreneurs in the creative industries distributed online free of charge through an opt in/out email notification system. Each issue contains information on everything an entrepreneur in the creative industries might need to assist them in running a more profitable and effective business. The site will offer a newsletter service to crafters. For more information, contact Felix: editor@makersnews.co.za / tel. 082 923 8293 / www.makersnews.co.za / www.makersnews.blogspot.com

LEARNING YOUR BUSINESS

PROGRAMMES PANEL PROVES THAT PERSONAL INTERVENTION MAKES A DIFFERENCE

Since the introduction of the CCDI Programmes Panel in May this year, 48 craft enterprises have made use of this service. Of these 12 have been connected directly with market outlets; 9 have been assisted with export information and registration process; and 6 have been helped with applications for international trade shows.

Every Wednesday (except the first of each month), a panel of staff members from enterprise development, product support and market access convene to meet with crafters on an individual appointment basis for 50 minutes. This is an opportunity for craft enterprises to discuss ways of improving their products, business systems, access to markets, and training opportunities.

The process has been a very valuable way for individual enterprises to find out more about the CCDI, our activities and services and make more appropriate decisions about relevant activities to participate in. To book an appointment, call Mandisi Kibito, tel. 021 460 3982 / kibitom@cput.ac.za. The service is free, but requires you to be registered on the CCDI Craft Producer Database.

NEED PHOTOGRAPHS OF YOUR PRODUCTS?

Do you know the CCDI offers a service to take photographs of your products for inclusion on our website? Over the last 3 months Mandisi has seen 125 Craft Producers for photoshoots and taken more than 2000 photos of products for the database and the website. 18 craft producers from remote areas such as the Garden Route, West Coast and the Karoo have e-mailed their product pictures. If you're on our database and website, and you don't have photographs of your products, then make an appointment with Mandisi, tel. 021 460 3982 / kibitom@cput.ac.za

ACCESS THE DTI BUSINESS GRANT

The Department of Trade and Industry (**The dti**) has appointed Kundai Consultants to support small and medium sized businesses to access the Black Business Supplier Development Grant. Kundai will do all the necessary follow-ups for the outcome of the grant, while you continue running your business. The grant is up to

R100 000. **The dti** will pay 80% of the costs of the project that your company wants to venture into. You have to be a majority black-owned business, that is 51% or more, and been operational for at a year. Cost to you will be a once-off consultation fee of R250. Contact Ruvimbo 076 438 3219 / kundai.business@yahoo.com

FREE MARKETING COURSE FOR EMERGING BUSINESSES

Small business crafters and craft entrepreneurs – who have existing registered businesses - are invited to attend a funded marketing course through the Cape Regional Chamber.

The course will be funded by EDF contributors, who will claim points on the BEE scorecard for the money they give to the programme. It is a 12-week practical programme where business owners meet in groups of 6 for one hour per week with a sales coach facilitating learning and implementation.

The course will be funded by EDF contributors, who will claim points on the BEE scorecard for the money they give to the programme.

The criteria for contributors to qualify for BEE points means only businesses with a turnover of R5 million and less can be accepted, and the company must be 50% black owned (as a minimum). Co-ordinator Brian Adams says they have commitment from contributors to take about 80 businesses through the programme during the course of the year. For more information, contact Brian Adams, tel. 021 402 4333 / brian@capechamber.co.za or visit the website www.capetownchamber.com

11TH ANNUAL CONFERENCE OF THE COMPETITIVENESS INSTITUTE (TCI), 29 – 31 OCTOBER

The TCI's mission is to improve living standards and the local competitiveness of regions throughout the world, by fostering cluster-based development initiatives. This conference will focus on the role of cluster initiatives in emerging economies, and the sharing of lessons between cluster practitioners from developed and developing economies. The conference is at the Southern Sun Cape Sun, Strand Street, Cape Town. For full details, visit www.sbs.co.za/tci2008

IN THE MARKETPLACE

THE DTI'S EXPORT OPPORTUNITIES ARE THERE FOR THE TAKING

We've been kept very busy with requests – usually without limited notice – from **The dti** for participants in a number of international opportunities. In the last few months we've :

- Helped 5 companies apply to be part of the Havana Trade Show in Cuba in November 2008
- Suggested 5 companies for the selection process for the Sante Fe Folk Art Festival in July 2009. The festival, in Sante Fe, New Mexico, attracts traditional crafters from over 40 countries in the world. The Sante Fe market organizers make the selection based on their criteria which focus on traditional folk art. **The dti** will send a list of recommended companies with all their information to the Santa Fe committee for product selections
- Assisted 5 craft enterprises to apply for EMIA assistance to participate at the Ambiente Trade Show. Ambiente is an international Trade Show that is held in Frankfurt, Germany, annually in February. **The dti** annually funds EMIA compliant craft enterprises to participate in the showcase through an open application process. These companies will have an opportunity

to launch themselves into the German, and more broadly, the European market

- Participated, with Isandi, at the Gift Fair in Norway in August this year. The stand was very well received and featured prominently on the trend reports. Most of the products on the Isandi stand were from South Africa and particularly Western Cape. Isandi was hailed as a trend setter in the Scandinavian market as a result of the quality, design and innovative nature of craft products on display. A number of these products were from the Western Cape as Isandi has increased the number of its Western Cape suppliers to 30. Valuable feedback and market intelligence was gathered at the trade show which will be used to encourage additional suppliers from the Western Cape to supply Scandinavia through Isandi.

If you are interested in getting into the export market, and to be considered for overseas exposure and events, please contact Vuyisile Mshudulu, tel. 021 460 3982 / mshuduluv@cput.ac.za

CCDI WINS GOLD AWARD FOR ITS STAND AT THE SARCD A CAPE TRADE SHOW IN SEPTEMBER.

The Sarcda Cape Trade show took place in the Market Hall at Grandwest Casino from the 20th – 22nd of September. The Sarcda organisers kindly gave us a free 9m square stand at the event so that we could test its relevance to our sector.

The CCDI showcased homeware from 4 craft producers, namely Nab Design, Feeling African, and TW Ceramics & Veldt Designers. These producers were praised for their high standard of quality from both buyers, other exhibitors and the organisers, and received orders from local retailers in Franschhoek, Hermanus & Simon's town.

We sent out 41 personal invitations to Western Cape based retailers in a bid to increase feet to our stand and to establish relationships with them.

One of the producers, TW Ceramics, tapped into a new market at the show due to the styling of her products. Our stylist used her ceramics to pot orchids to decorate the stand and they were a hit with nurseries that placed orders with her. She mentioned afterwards that she had never approached nurseries before as she thought they would not buy her ceramics.

We won a GOLD award for stand excellence at the event. Buyers were mainly from outlying areas such as Knysna, Plettenberg Bay, Mossel Bay & Hermanus. We also noticed that many pharmacies placed orders for small items such as candles, soaps and trinkets at the event. We hope to exhibit at Sarcda Cape in 2009 but would need a larger space to allow the craft producers more room.



Boasting with our award-winning stand at Sarcda, are Jo-lene Sathorar and Erica Elk (front). Back, from left, are producers Theresa Wormser, Laura Howgill, Bobbie Fitchen and Willard Musarurwa.

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:

- 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)

Applications for the SARCD A 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

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.

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 12m² 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.

THE DON'T-MISS BILLBOARD

CALLS FOR PROPOSALS

Gift Market Readiness

The CCDI invites suitably qualified and experienced trainers/presenters/ workshop facilitators to apply for the facilitation/presentation of a range of workshops/seminar series for the GIFT Market Readiness programme. The content of the workshops include:

- Market Awareness
- Branding and Communication
- Enterprise Development
- Costing and Pricing
- Business Media and systems

The workshops will take place between October 2008 and February 2009 in Cape Town. The closing date is Thursday, 9 October. For the detailed Terms of Reference contact Sarah Polonsky polonskys@cput.ac.za or Vuyisile Mshudulu mshuduluv@cput.ac.za or download it from our website: www.ccdi.org.za

Product Development

The CCDI invites suitably qualified and experienced consultants to submit proposals for the development of a range of shwe shwe clothing and complementary soft furnishings for Iliwa Laphakade Women's Empowerment Project, based in Khayelitsha, Cape Town. The work needs to be done during November 2008. The

deadline for submission of the proposal is Thursday, 16 October 2008. For the detailed Terms of Reference, contact Sarah Polonsky at polonskys@cput.ac.za or Vuyisile Mshudulu, mshuduluv@cput.ac.za or download it from our website: www.ccdi.org.za

Cape Town Tourism – Interior Décor

Cape Town Tourism invites suitably qualified and experienced consultants to submit proposals for an interior design and project coordination service. The work encompasses the interior design and the revamping of their Head Office and Visitor Information Centres to reflect Cape Town's cutting edge creativity and design orientated lifestyle. The current look and feel of Cape Town Tourism's Visitor Centres must be reviewed against the backdrop of Cape Town's creative rejuvenation and international best practice in Visitor Centre design and application. It is proposed to pilot this project at Cape Town Tourism's Head Offices and Central Hub in the City Centre. The project and design guidelines must then be applied across Cape Town Tourism's footprint and network of 18 Visitor Centres located across Cape Town. The incorporation of local design, local talent and retail are critical elements. Submissions close on Monday, 13 October 2008 at 12 noon. Please contact Mari Kotze on mari@tourismcapetown.co.za or tel. 021 487 6800 for further information.

NEXT CRAFT SECTOR MEETING

NOVEMBER CRAFT SECTOR MEETING – DIARISE WEDNESDAY, 5 NOVEMBER 13:30

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 / polonskys@cput.ac.za.

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