

Western Cape Craft Sector Newsletter

July 2008



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On the other hand... look on the bright side...

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One of the interesting things to come out of our 2006 Impact Study was that 73% of the respondents said they would NOT accept regular, equivalent-paying jobs in place of their own craft work. Alongside 85% who said they have maintained a profit, moved from making no profit or realised they are making a profit since being involved with CCDI. These two statistics point to the fact that being a craft producer can be viable and profitable and that there is a fairly high-level of entrepreneurialism in the sector. Contrary to perceptions, many people are choosing to be crafters and/or run their own businesses.

But that was in 2006 – in the midst of a retail boom, a continued cycle of growth in tourism (8%) per year, and annual economic growth (4%) in SA. Now that we are in the midst of a global recession, high oil & fuel prices, increasing food prices – and a depressed national psyche that is all doom and gloom – does the same hold?

There is no doubt that most people are struggling and finding times to be tough. Thankfully it is not our problem alone – most economic sectors are struggling – and there is a lot of belt tightening... our problem though is that beautiful things are a luxury and not a necessity... But there are some silver linings. There is still growth in tourism¹ [foreign visitors to South Africa from Africa, overseas and unspecified countries, arriving through all ports of entry during March 2008 was 875 950 – a 21,1% increase on the March 2007 figure of 723 090]. ... and foreign visitors bring the buying power of Pounds, Euros & Dollars...

The upside of currency fluctuations is that Cape Town is seeing a boom in tourism activity, due to the weakening Rand, making it the destination of choice for more cost conscious foreigners, an increase in the number of flights to Cape Town and growth in the number of multi-time visitors to the city, according to Tourism Statistics. This type of growth and development bodes extremely well for businesses within the hospitality, catering, décor, design and retail industries in this region.

SA and the UK recently concluded a bilateral air transport agreement resulting in the addition of 28 new flights per week between the two countries. Similar bilateral agreements have come into effect with the United Arab Emirates, Qatar, South Korea, Gambia and New Zealand. Emirates Airline in December 2007 resulted in the launch of daily flights between Cape Town and Dubai. And the

Financial Mail reports that the economic slowdown is having a minimal impact on the sale of luxury goods... ok its luxury branded goods they're talking about ... but what's to stop us trying to compete in that market...

So what to do in the middle of a winter recession ...

Invest in yourself and your staff ... Our Winter School kicks off this week and we've got 70+ people attending 3 weeks of training. There might be a few places left if you act quickly (call Sarah) - but if not call her anyway – she's got workshops and short courses planned for the rest of the year.

Invest in your products ... Use the down time to explore new materials, new techniques. We're keeping Tuesdays & Thursdays open in the FabLab for group projects. Contact Alan if you're interested in getting a group of people into the Lab to play with technology (our new intern, Khosi Peko, is an electronics expert – come and pick his brain.)

Invest in new markets ... in July 19 businesses will be part of the Western Cape provincial stand at SA Handmade Collection at Decorex – 8 for the first time... they are putting themselves out there, into a new market, to test their potential. Vuyisile is heading off to the USA on a trade mission with **the dti** to visit the Atlanta Hub; in August we've been invited to the Norwegian Trade Fair... stay in touch with him and find out about new market opportunities. And Jo-lene is figuring out how to get better connected with local retailers.

Invest holistically ... make an appointment with our Programme Panel... every Wednesday (except for 1st of the month); you get 50 minutes of **you-time** with 5 skilled and experienced people with whom you can bounce ideas and problems.

... and then - just Bring on the spring!

Erica

The International Marketing Council has launched a campaign encouraging South Africans to describe the country they want to live in. Acting CEO, Moeketsi Mosola, says that the campaign is to inspire the nation to make positive change towards the future we all want to create. He believes that turning our vision of a great South Africa into reality starts with each of us making a small change in our lives. 'We should not buy stolen goods, not bribe policemen, we should vote, pay taxes, be good hosts when tourists come to our country - so that we can all begin to be the drivers of change,' he says. To give feedback on what you want South Africa to be, phone or SMS your views to 083 900 WITHU (9484 8) or log into www.itstartswithyou.co.za.

¹ The number of **tourists** visiting South Africa has grown by **116%** since 1994

CRAFT SECTOR MEETING

The craft sector meeting on Wednesday 2 July provided fascinating insights into the business of crafting. Three of our successful Western Cape Icons shared their experiences in growing and establishing themselves in the craftart arena.



Majolandile Dyalvane



Katherine Glenday

Majolandile Dyalvane (ceramicist) and his business partner **Charles Majosi**, discussed the ground they traversed in establishing Imiso Ceramics, from the point where Andile was the sole craft artist to the point where Imiso runs as a successful ceramics studio.

Andile and **Katherine Glenday** (ceramicist) then took us through an exciting adventure of cross-cultural collaboration and identity as they jointly prepare to enter a prestigious Japanese ceramics exhibition.



Heath Nash (designer and recycled artist) has recently returned from exhibiting in Japan and is excited about fusions and collaborations between African and Japanese design. He shared about his growth process in establishing his business.

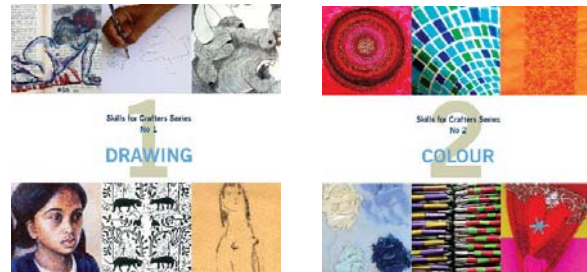
Heath Nash

SKILLS FOR CRAFTERS BOOKLET SERIES

The Cape Craft & Design Institute is proud to announce that the first two booklets in a series of four are hot off the press – Booklet 1 – Drawing, and Booklet 2 – Colour. The booklets are full-colour throughout and are filled with illustrations, exercises and examples. They would be suitable for self-study, as well as workbooks for facilitated workshops.

The next two in the series, due to be published in August will cover the topics of Creativity & Inspiration, and Design.

The booklets are for sale at R30 each. To order your copies contact Ntombizanele Donker on 021 460-3982 | donkern@cput.ac.za.



WC TOURISM PUBLIC RELATIONS FORUM



The second meeting of the newly established Western Cape Tourism Public Relations Forum was hosted by the Cape Craft & Design Institute. The forum brings public relations practitioners, working in tourism and related fields together to discuss synergies in promoting a unified vision for and image of the City of Cape Town and the Western Cape.

VISIT FROM MANDY MUNRO – TRACTOR HOME



Mandy Munro and her daughter Phoebe from Australia paid a flying visit to the CCDI, to meet the friendly and helpful staff who have enabled Mandy to set up a thriving import business of Western Cape craft. Her business, Tractor Home, exhibits at prominent trade shows in Australia and draws huge interest from buyers. 'Australians just love recycled craft', she says.

CCDI WINTER SCHOOL REGISTRATION



There was a buzz of excitement and expectation as more than 70 crafters enrolled on Monday, 30 June for the CCDI's Winter School.

Courses are being offered in Drawing & Design and in Business Skills at both the NQF2 and NQF4 levels.

The Winter School will run for 3 weeks, covering various 1-week modules.

WELCOME TO NEW CCDI STAFF AND FAREWELL TO OTHERS



Jo-lene Sathorar



Khosi Peko

Following the announcement of four new appointments at the Cape Craft and Design Institute earlier this year, the institute is maintaining its path of continued growth and expansion, and has now appointed **Jo-lene Sathorar** as Market Access Facilitator, Local and National Markets, and **Khosi Peko** in the position of FabLab Technical Intern.

Jo-lene Sathorar boasts many years of extensive marketing projects in different sectors – from the clothing to the computer industries. Her most recent position was at Sibanye – a well-known township-based, non profit, craft marketing body. They provided market access for HIV infected and affected communities producing handmade crafts. She understands the dynamics in the craft retail and exhibition sectors, and will focus on assisting crafters to reach the correct local niche market, as well as facilitating the Western Cape co-operative craft presence at consumer and trade shows.

Khosi Peko has been appointed as the FabLab Technical Intern. He holds an Electronics degree and is at present studying for a Masters Degree in Electrical Engineering and has worked at Koetsa Holdings, iThemba LABS and

as a tutor at the University of Cape Town. At the CCDI he will be responsible for electronics projects in the CCDI's FabLab, where crafters and designers can test innovative ideas and create prototypes.

Lyndon Metembo and **Deepuck Chunilall** are both leaving the CCDI for other interesting opportunities. They brought groundbreaking experience to their work at the CCDI – Lyndon was the first appointed Rural Outreach Officer, working in the three regions of West Coast, Eden and Central Karoo, where he will be sorely missed; and Deepuck helped to establish the AMTS FabLab as FabLab Manager on the CCDI's Fourth Floor. Both their positions will shortly be filled.



Lyndon Metembo and Deepuck Chunilall – on their way

SERVICE PROVIDER EXPRESSION OF INTEREST No 4 OF 2008 CCDI STAND AT SA HANDMADE COLLECTION

The CCDI invites suitably qualified and experienced consultants to submit proposals & quotations to manage the entire process of the design, construction and styling

of the Western Cape Craft Stand (CCDI) at the South African Handmade Collection running from 30 July – 03 August 2008 at Gallagher Estate, Johannesburg. The successful contractor will be responsible for the build-up of the stand including the receipt of goods at Gallagher Estate, from the CCDI.

Proposal Requirements

Required is: a concept proposal, a description of work process and time lines, a summary of qualifications and previous experience, a list and costing of required material, an itemised quotation including estimated construction and graphic design costs, and confirmation of availability.

Deadline for applications is **Friday 04 July 2008**. Contact Jo-Lene Sathorar on sathorari@cput.ac.za | 021-460-3562.

SERVICE PROVIDER EXPRESSION OF INTEREST No 6 of 2008 MENTORING ISANDI CRAFT BUSINESSES

The Cape Craft & Design Institute (CCDI) invites suitably qualified and experienced business mentors to submit an Expression of Interest.

Isandi, a Norwegian based Southern African craft supplier to the Norwegian market, has a close cooperation with CCDI, with a focus on incorporating BEE micro and small craft businesses into their product portfolio. The project "CCDI – Isandi Pilot Programme" aims to give crafters access to a larger portion of the value chain in the craft

sector through skills development. The methodology will be to develop Best Practice Models, involving 5 targeted small enterprises, 3 of whom are based in the Western Cape. At the same time Isandi will further strengthen the trading activities with the 5 pilot enterprises.

Scope of Work

Successful applicants will be contracted to assist with the mentorship and business development of one or more of the 3 Western Cape based craft enterprises. The Pilot Project will show clear and measurable impacts with regard to providing support services to the producers over an 18 month period, with a clear exit strategy, and developing the necessary human capital and technical skills to enable suppliers to manage relationships and access networks, markets and opportunities more effectively. The process will integrate theory and practise and provide nurturing support through individual mentoring.

Deadline for Expressions of Interest to reach the CCDI is **Friday 04 July 2008**. Contact Sarah Polonsky on 021-460-3724 | polonskys@cput.ac.za for the EoI form.

Terms of Reference will be forwarded to you on receipt of your EoI, for submission of proposal and budget by **Monday 14 July 2008**.

'Design is the expression of emotion – and human emotion knows no frontiers'.

Étienne Cochet, originator of Maison et Objet, Paris, in his presentation as keynote speaker to mark the opening of the 10th anniversary of Decorex Cape.

Exhibitions, competitions, awards

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CERAMICA BOS TAURUS EXHIBITION BY LIGHT FROM AFRICA

The Ceramica Bos Taurus Exhibition, showcasing the work of talented Elias Lulanga, opened at the Provenance Art Gallery in Tswane on 22 June 2008. The exhibition runs until 26 July 2008. Elias Lulanga is a multi-skilled ceramicist, who hails from Malawi, is a resident of South Africa and has been an artist of the Light from Africa Foundation since last year. He fell in love with cows at an early age. While tending his family's herd as a young boy, Elias began moulding mud replicas of the animals on the banks of the Shire River in Malawi.

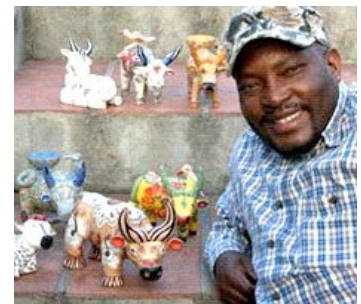


Ceramica Bos Taurus depicts stories of African cultural heritage, traditions and practices. It relates, in art form, stories of Labola, the annual harvest, the relationship between humans and beasts, and communication within the

animal kingdom. Elias's "trademark" is his depiction of birds on the shoulders or backs of the herds. He believes that birds are highly intelligent and full of wisdom; always in conversation with the cow or bull, teaching

them lessons and offering advice. His masterpieces are complemented by explosions of hues reminiscent of the African sky, and interspersed with African symbols, designs and vibrant tribal colours.

Elias is one of the ceramic artists at the Light from Africa Foundation, and light forms a central focus of each artist's work. Every piece celebrates light – the universal symbol of unity, peace and hope – by incorporating a candleholder into its design. Light from Africa Ceramic Art studio, based in Noordhoek, Cape Town, offers employment and nurtures artistic skill, by providing advanced training opportunities and encouraging artists to develop their individual potential.



Venue of the exhibition: Provenance Art Gallery, CSIR South Gate, Meiring Naude Drive, Lynnwood, Tshwane. Gallery Hours: Mon – Fri: 09h00 – 17h00; Sat: 08h00 – 12h30. Contact: Simone Heradien. 073-931-0001 | events@phdesign.co.za.

2008 COROBRIK CERAMICS EXHIBITION

The 2008 Corobrik National Ceramics Exhibition has been announced, and entries are being invited. The exhibition will take place from 27 August to 23 September 2008 in the UJ ART GALLERY, cnr Kingsway & University Road, Auckland Park, Johannesburg, Gauteng.

Awards – There is a Premier award of R15000 and two merit awards of R 5000 each.

Selection - All entries must be delivered for selection to the regional selection venues on the date specified. Western Cape: Clay Museum, Rust-en-Vrede, 10 Wellington Road, Durbanville Date: Friday 8 August – 10:00-16:00.

Entry fee - A non-refundable entry fee of R100.00 will be charged.

Outlying ceramicists who are more than 150 kms from the regional selection points may submit photographs of entries, with 3 (three) different views, for selection to their regional selectors as listed below by no later than Friday, 25 July 2008. WCape: Dr R Johnson, 13 Chesham Road, Claremont, 7708 | 021-671-6139 | ralphjinclay@telkomsa.net.

Contact Wendy Goldblatt on henwen@ibi.co.za | 082-336-3233 | 011-728-3070 for details and the entry form.

DESIGN INDABA 2009 DATES

The Design Indaba Conference will run from 25 to 27 February, 2009, with the Design Indaba Expo following the conference, running from Friday 27 February to Sunday 1 March, 2009, at the Cape Town International Convention Centre.

2008 AFRICA SMME AWARD

Entries are invited for the 2008 Africa SMME Award, which will be held on 23 October 2008, in the Lord Charles Hotel, Somerset West, Cape Town, South Africa.

The 2008 Africa SMME Awards aims to recognise the success and vitality of the Africa SMME sector. This unique annual awards programme has been established specifically to acknowledge, encourage and celebrate excellence amongst African SMMEs by giving them the opportunity to gain valuable exposure and well-deserved recognition for their global expansion ambitions. Award winners will feature prominently in the media, with the aim of helping the African SMME business sector grow and prosper, and to market Africa as an investment destination for the rest of the world.

Awards categories are as follows:

- **Industrial Sector Award:** An award for the Manufacturing; Electricity; Gas & Water; Construction; Mining & Quarrying and Agriculture (14 entrants last year, with winners from: Ghana, Eritrea, Mali, Nigeria, Kenya, South Africa, Nigeria, Mauritius)
- **Trade Sector Award:** Wholesale, Retail sector, Arts and Crafts (6 entrants last year, with winners from South Africa, Swaziland)
- **Services Sector Award:** An award for the Financial & Business Services; Transport Storage & Communications; Hospitality sector, Tourism (9

entrants last year, with winners from South Africa, Uganda, South Africa, , Kenya, Ghana)

- **Best New Business Award:** For outstanding results achieved in creating a new business, less than three years in operation, and attaining quantifiable business outcomes (6 entrants last year, with the winner from South Africa)
- **Most Innovative Enterprise Award:** For the outstanding entrepreneurial spirit a company possesses in pioneering new approaches and the ability to adapt and develop products and/or professional services ahead of the market (11 entrants last year, with winners from Uganda, South Africa, Tanzania, Ghana, Kenya)
- **Young Enterprise Award:** For the outstanding accomplishment made by a business Director and/or Owner at the age of 30 or under (8 entrants last year, with winners from South Africa, Mozambique, Kenya, Nigeria)
- **Africa SMME of the Year Award - overall winner from all categories:** The overall SMME of the Year recipient will be selected from the winners of the categories shown above. Last year's winner was Niniza Shezi of South Africa, of the Durban-based Imvubu Guest House.

Questions entrants are grilled on through the entry forms: Company definition & ownership; Financial performance & labour force; Services rendered; Business model; Corporate governance and quality control; and Social responsibility.

Closing date for entries is 31 July and finalists will be notified by 31 August 2008. Award entrants can source an entry form on the website www.africagrowth.com or contact Dina Potgieter at Africagrowth Institute on dina@afriagrowth.com | +27 (0)21-914-6778.

2008 AFRICA SMME CONFERENCE

The 2008 Africa SMME Conference & Awards host is The Africagrowth Agenda, in partnership with African governments and major organisations: Khula Enterprise Finance, Umsombomvu Youth Fund, Standard Bank, Shoprite/Checkers, THRIP, Industrial Development Corporation, and WK Kellogg Foundation.

The Awards function itself will feature keynote speaker Rob Davies, Deputy Minister of South Africa's Department of Trade & Industry, and an impressive speaker line-up from around the continent.

Those attending the event as delegates (as opposed to Awards entrants) stand to benefit through -

- **Discussing** innovative solutions, approaches and best practices with leading professionals and development leaders;
- **Networking**, as small and big business, development institutions, investors and institutions involved in SMMEs development, are brought together;
- The awareness **created** of the need to promote and support SMMEs;
- **Being motivated** as an SMME, and encouraged by the investment in the SMME sector.

Delegate registration forms are on the Africagrowth Institute website www.africagrowth.com.

Crafters news

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CLEMENTINA @ THE OLD BISCUIT MILL

From early July 2008 CLEMENTINA CERAMICS will be opening at THE OLD BISCUIT MILL, Shop C101/b, 375 Albert Road, Woodstock, Cape Town. Hours: Mon - Frid 10:00 - 17:00 Sat. 9:00 - 15:00, www.clementina.co.za

Multipurpose events and studio space for creatives will continue at THE A.R.T. GALLERY, 205, The Colosseum Building, 3 St. George's Mall, Cape Town. Hours: By appointment. T 021-419-2679 | C 082-57-57-969.

MANDELA PARKS MOSAIC IN NEED OF NEW OWNER/ORGANISATION

Mandela Park Mosaics has been going for 8 years and has evolved substantially in that time. It was founded in 2000 by Mandy Fisher and Vanessa Ratcliffe. Thabisa Marawu has also been with the project from the start. Mandy & Vanessa were inspired to start a community development project aimed at teaching previously disadvantaged people to do mosaic work and create a business, in an attempt to help improve living standards and life skills.

The project has now come to a point where it **needs to be taken on by a larger organisation** that can take it to the next level; Judy Voerman, project manager, will be



leaving at the end of July, and a skilled and professional person, if possible Xhosa-speaking, will be sought to manage the business.

A Ntofo range

being produced for the US market.

Mandela Park Mosaics is a community arts development project that has taken an ancient European medium and Africanized it. Their focus is on fusing Western and Xhosa culture. Mandela Park Mosaics is a Registered Non Profit Organisation. It is based in the Imizamo Yethu Township, Hout Bay, Cape Town, in the community centre (Iziko Lebomi Community Centre). It employs 4

fully-trained mosaic artists, with 2 additional in-training artists.

The products



There are 3 types of products mainly being produced, which are either made of stained glass, mosaic tiles and silicone. The items are customized at the request of the client. Each piece, regardless of size, requires intensive manual labor and strict attention to detail. Tiles and stained glass are all hand cut and applied to the appropriate base. The product range consists of Commissioned mosaics, Smaller Mosaic items, 'NTOFO' (Silicone) floppy products, and hosting Incentive Tourism group workshops.

For more information contact Vanessa Ratcliffe | 083-309-3331 | Judi Voerman | judi@mandelaparkmosaics.co.za. Also see www.mandelaparkmosaics.co.za | +27 (0) 21-790-3959 (Studio).

MERCHANDISER SOUGHT

Ashanti Design is looking for an energetic sales person/merchandise to handle its existing client base and to open up new sales. The applicant should ideally already be in this market. Please submit CV's by email to Rob Walker info@ashantidesign.com. For more info, contact Rob Walker, ASHANTI DESIGN, Gardens, Cape Town | +27(0)21 461 0367 | +27(0)83 327 2919 | info@ashantidesign.com.

Ashanti Design is a well established and known company specializing in African contemporary design home ware with huge income potential.

LOOKING FOR AN AGENT

Agent(s) or Sales Representatives wanted for Western Cape and Gauteng / Mpumalanga for **nuno**, a job creation project making handmade felt fashion accessories and décor items. Open to applications for other areas. Contact Sue on 021-6861811 or 072-4441176 or sue4nuno@mweb.co.za.

Billboard

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PRECIOUS METAL CLAY - From Beadex 2008 : eMag International 3rd Edition.

With all the materials available to beaders, artists and craftspeople, there is very rarely something that stands out from the crowd and literally knocks your socks off. Precious Metal Clay is one of these products, and is taking South Africa by storm; with everyone wanting to

experience the superior malleability and sheer pleasure of working with it.

The concept behind Precious Metal Clay couldn't be simpler – fine, pure silver or gold flakes combined with a non-toxic organic binder and water. It is amazing to think that these simple ingredients combined create a clay that can be manipulated with your hands - that can

be moulded, shaped, hand-formed, carved, and created in any way you desire to create a piece of art or jewellery that is 99.99% pure silver or gold when fired - without the use of silversmithing tools or the time taken to become a master silversmith. Not only can you create without the masses of tools needed to craft a piece of jewellery, the techniques and methods used to create master-pieces with Precious Metal Clay can be attained in only a matter of days-appealing to anyone from artists and students to individuals who wish to go on to make silver jewellery to earn an income.

Since its inception by the Mitsubishi Company of Japan in July 1994, PMC has undergone lengthy trials, and has proven itself over the years – featuring all over the world at symposiums, Guilds, and artistic retreats where it is favoured. A long journey one would say - however, the journey with Precious Metal Clay in South Africa is just beginning. A medium that is so innovative and allows for such freedom in putting emotions, artistic abilities and creative ideas into your creation is rare-it is therefore no wonder that all who have experienced Precious Metal Clay never look back!

See these sites for more information:

<http://jewelrymaking.about.com/library/blmeclay.htm>;

<http://www.wholelottawhimsy.com>.

To purchase PMC see:
http://global.ebay.com/gbh/search?browse=0&Query=precious%20metal%20clay&showPrefs=&lang=en-US&country=185&keyword=precious+metal+clay&crp=830835162_23396.

ARTS JOURNALISM IN-SERVICE TRAINING WORKSHOP - Mbabane, Swaziland, July 29 to August 4, 2008

Marimba Arts across Africa Multi-Media Collaborations is delighted to announce that an Arts Journalists in-service training and exchange programme will take place from 29

July to 4 August, starting in Johannesburg, and then alongside the Bushfire Festival from 1-3 August in Swaziland.

Marimba is a research and information programme to strengthen arts reporting in Africa through in-service training, peer-to-peer collaboration, research, in-depth features, publication and an exchange and arts journalist network in Africa.

A team of arts journalists, drawn from Burkina Faso, Cameroon, DR Congo, Egypt, Ghana, Kenya, Mali, Madagascar, Morocco, Mozambique, Nigeria, Senegal, South Africa, Tanzania, Tunisia, Uganda, Zambia, Zimbabwe – as well as Swaziland - will descend on Mbabane to report on the festival, the artists, Swazi life and culture, plus African arts – its contemporary identity and themes. It is an unprecedented gathering, to include print and photo journalists, as well as film, TV web-based media journalists. An exceptional team of mentors and advisors has been put together.

This initiative is a joint venture with Arterial Network, a new, exciting linkage of over 65 African arts institutions and international partners, representing the immense depth and diversity of African arts and expression in every discipline. Africa must generate an African-centred appreciation of its artistic wealth, managing and stimulating home-grown creativity.

Training themes

Training themes will cover Knowledge of Arts Disciplines and Context, Cross-cutting Themes, Output in publishable or broadcast quality material, Intra-African Awareness, Technical Elements of Training, and Writing for the Arts.

Deadline for receipt of applications is **Thursday 3 July 2008**. For more details contact Paul Brickhill at pbrickhill@telkomsa.net or african.synergy@iburst.com