Partners in Design and Innovation: towards World Design Capital 2014

Mapping Analysis of the Creative Industries in the Western Cape in light of Cape Town World Design Capital 2014
August 2012

This mapping analysis was conducted by Lissa van der Heijden, Trainee Design & Innovation at the Consulate General of the Kingdom of the Netherlands in Cape Town, during the period April 2012 to August 2012.
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1. Executive Summary

With Cape Town being designated World Design Capital 2014 (WDC 2014), change and ample opportunities are said to be just around the corner. The City of Cape Town has set her sights high by choosing the theme ‘Live Design. Transform Life’. The aim is to create the most inclusive, sustainable, liveable and productive city on the African continent through design. Although the creative industries are relatively new in the Western Cape, large potential exist as the industries are growing fast. In particular, design, media, film and ICT are considered growth sectors of the Western Cape. Cape Town, through its various economic agencies from Province and City, will use the creative industries in positioning itself as a design and innovation hub that is internationally recognized for its knowledge economy. WDC 2014 is an important first step in making way for change and opening Capetonians up to the world. In this mapping analysis, initiatives in the field of design and innovation are being highlighted.

Public Sector
The Province and the City are looking for a more structured approach to attract creatives and create more connections between them. They have developed their own initiatives to stimulate design and innovation, but cooperate closely. Their strategies for the future of Cape Town have merged into ‘One Cape 2040’ which represents a long-term vision and plan for the Western Cape based on joint-action. The Economic Development Partnership, a collaborative intermediary organization, will co-deliver and implement the plan. Moreover, a City Director is appointed to implement design thinking into the City so as to make the City representatives see design as an enabler for change and innovation. The Province, in its turn, is developing a long-term Design Strategy which determines how design can be used to unlock economic growth. Also, green and blue economy initiatives are being developed. Both the national and provincial government see the year 2014 as a catalyst for the development of the Western Cape through making people aware of the importance of design and innovation for economic growth.

Private Sector
Cape Town has the highest concentration of architects, fashion designers, IT intellectuals and film developers in South Africa and besides the public sector, also the private sector is beginning to recognize that design and innovation is happening in the Cape. Corporates set up their innovation departments in the Cape and tap from the pool of talent and creatives for the growth of their companies. Moreover, lots of South African entrepreneurs are cooking up ideas to take advantage of the booming mobile sector. They focus on the communities that own feature phones and do not spend much on airtime. The applications they develop usually involve a social component such as educating people or bringing them together. Also, local designers often include a social component in their products and services. The private sector is operating in a world where the developed and underdeveloped communities are living side by side. Besides a need for change, this brings along opportunities. The private sector is looking for action and is beginning to see that World Design Capital 2014 can help making this happen.

Academic Sector
Universities and independent design schools see the added value of cross-links between and within their organisations and of connections with the private sector. They recognize it is still happening too little, but the year 2014 can contribute to achieving more multidisciplinary collaboration and to getting art classes back into the curricula of mainstream primary and secondary schools so that the youth can develop their talents and creativity from a young age.
Towards WDC 2014

Incubators, sector development bodies and platforms have been created in recent years to stimulate specific creative sectors, prepare creatives for the market and share information and experiences with each other. Also, events and award shows, such as the world renowned Design Indaba and Loerie Awards, are organized in order to celebrate the achievements of local creatives. However, the creative industries are still facing several challenges which WDC 2014 could help overcome. The most important ones are the need for intensified collaboration, connections and communication between and within the private, public and academic sectors; improved advice; need for opening Capetonians up to the world; and enhanced recognition of South African talent, cultural history and diversity. Cape Town believes design can overcome these challenges and transform lives. It uses design for the upliftment of society and focuses on socially responsible design. The projects and events taking place in the year 2014 need to bridge historic divides, reconnect Cape Town in structure and in spirit, rebuild social and economic inclusion, and reposition Cape Town for a sustainable future. The projects should leave a legacy; 2014 is seen as the beginning of an era and not the end of a project. The organisation of WDC 2014 has not completely been established yet, but structures are being created and board members are being recruited. It will be structured in such a way that each and everyone is involved as this is what the Mayor promised during the announcement ceremony in February 2012.

Partnership Opportunities

There are plenty of opportunities for partnerships between the Western Cape and the Netherlands, roughly divided into economic, cultural and knowledge exchanges. Capetonians value relationships and it is desirable to have a local partner when entering the market. Locals prefer to collaborate with foreign partners on an equal level playing field. Collaboration has to come from both ways and should be based upon synergies. Except from having the same time zone, the Western Cape has more to offer to the Dutch. South Africa has a deep meaning created by its history and Capetonians are determined caused by their strong emotional engagement to the province and country. It is relatively easy for the Dutch to engage with and connect to Capetonians, as Dutch influences can be found in for example cultural heritage and the language ‘Afrikaans’. There is a mutual understanding and acceptance. Moreover, Cape Town offers a unique culture of creativity and is a place of attraction. It offers fertile ground for innovation and a gateway to Africa. With so much potential for a future design and innovation hub and its public, private and academic sectors increasingly recognizing it, collaboration and partnerships can eventually end up in economic gain for both. Many opportunities exist when using design and innovation to solve social problems, educate people or make production processes more efficient. These ‘social’ innovations can be tested in Cape Town and eventually exported to other emerging countries, which cover up to 80% of global consumers. Also, opportunities exist in the academic sector through partnerships in the field of student, professor and management exchanges or curricula development. Many projects and organisations in the field of design and innovation have been developed by Capetonians in recent years and several of the initiators are looking for partners. Also, in light of WDC 2014 projects are being developed that require partners. These projects focus on urban planning, cultural development and skills development, but also include new innovations in the field of IT, nano technology and sustainable agriculture. Please refer to chapter 5.2 for descriptions of possible partners, organisations and projects including contact details.

The right time for discovering the Western Cape has arrived. Cape Town is getting ready for World Design Capital 2014 and the legacy that it will leave behind. Change and further development of the province is on its way and the Dutch can get involved from the very beginning by collaborating on interesting projects that will help shape the future of this beautiful, dynamic and unique South African province.
2. Introduction

Cape Town has been designated World Design Capital 2014 (WDC 2014) by the International Council of Societies of Industrial Design (Icsid). The designation is “a city promotion project that celebrates the accomplishments of cities that have used design as a tool to reinvent themselves and improve social, cultural and economic life” (Icsid, 2012). Cape Town is the first city in the continent of Africa that can embrace the title of World Design Capital. It showed its potential by choosing the theme: ‘Live Design. Transform Life’. The theme focuses strongly on socially responsive design and has the aim of creating the most inclusive, sustainable, liveable and productive city on the African continent. Cape Town tries to achieve this through the following three subthemes: rebuild, reconnect and reposition. Rebuild Cape Town through community cohesion; reconnect Cape Town through infrastructural enhancement; and reposition Cape Town for the knowledge economy. Different initiatives in the field of design and innovation will take place both in Cape Town and other South African cities to achieve this. But what is really going to happen in the year 2014? In what way will Cape Town use design to improve social, cultural and economic life? How do the creative industries in the Western Cape actually look like and how are they stimulated? This mapping analysis tries to answer these questions by giving an overview of the creative industries in the Western Cape in light of Cape Town World Design Capital 2014.
3. Creative Industries in the Western Cape

The recent developments of the creative industries in the Western Cape will be outlined in this chapter. Amongst others, this chapter touches upon the sectors active in the creative industries, geographic distribution, developments in the public, private and academic sectors and the main challenges the creative industries are experiencing at the moment.

3.1 Subsectors

The following sectors fall under the umbrella of creative industries in the Western Cape:

- Graphic design
- Advertising
- Film and video
- Music
- Performing arts
- Fashion and jewellery
- Product and surface design
- Industrial design
- Radio and television
- Architecture
- Crafts
- Visual art
- New media
- Publishing

The creative industries are relatively new in the Western Cape, therefore representing a rather small, but growing part of the province’s GDP: approximately 2%, with an estimated R3 billion value added (Wesgro, 2011). Media, craft design, design for the construction & engineering sectors and information technology design are considered the key sectors. Media includes advertising, communications, graphic design, television & radio broadcasting, film & TV production, newspapers & magazines, printing and publishing. Craft design includes textile, fashion accessories & jewellery, functional home ware, décor and craft art & ceramics. This sector is, however, dominated by home ware & fashion accessories, with a contemporary design. There are strong mechanical and civil engineering sectors in the Cape, with boat design & building as a particularly interesting one. The growth of this sector is expected to reach 10% per annum until 2015. It represents approximately 0.2% of the province’s GDP, however over 90% of the production is export-based making it a strong contributor to the trade balance (Wesgro, 2011).

According to the Bid Book ‘Cape Town for WDC 2014’ (hereafter Bid Book), significant investment in design and materials technology is needed to enhance the local sector’s international status even further. The ICT sector is one of the fastest growing sectors in the Cape and is characterized by its niche areas of expertise. The sector is expected to grow between 15 to 20% per annum until 2015. Especially mobile technology has a lot of potential because mobile is believed to take over ‘going on the internet’ in South Africa. The importance of the ICT sector for the Western Cape is demonstrated by Wesgro as it has identified this sector as one of its priority sectors (see also page 9 about Wesgro). Overall, design, media, film and ICT are considered the growth sectors.
Cape Town, through its various economic agencies from Province to City, is trying to position itself as a design and innovation hub that is internationally recognized for its knowledge economy. Therefore, only looking at the creative industries would not be conducive to giving an accurate overview of what is happening in the Cape. Many initiatives are focused on or concerned with innovation. Innovation goes beyond the creative industries. It is apparent in every sector of the economy and is often seen as a bridging device between different sectors. Even more traditional sectors such as financial services use innovation to ensure efficiency and to create new products and services. Moreover, Cape Town is mainly concerned with so-called ‘social innovation’. This involves creating sustainable solutions for social problems and needs – from sanitation to education and from living conditions to safety. As design and (social) innovation are trending topics in the Cape Economy, this mapping analysis will mainly concentrate on and highlight initiatives in the field of design and innovation.

3.2 Geographic Distribution

The Fringe

The Fringe its aim is to position itself as the premier African environment for design, media & ICT innovation, entrepreneurship and creativity. The Fringe was established in 2009 and is still in its feasibility phase. The framework is in place and the next step is to get support and attract the community to the area as it was previously known as an abandoned area. The main focus is on locating incubators, support institutions and schools in the Fringe so as to create a ‘brain space’. Moreover, the Fringe offers shared spaces for young designers and creative businesses so that they are offered the possibility to develop at low cost and with the necessary support in hand reach. It tries to stimulate ‘triple helix’ collaboration, its lead academic partner is the Faculty of Informatics and Design at CPUT, and offers testing grounds for students. The Fringe tries to build up good connections with surrounding areas, such as Woodstock, so that people can get attracted to the Fringe via these connections. Also, it
recognizes creatives might settle down in Woodstock once they have grown out of the shared spaces offered in the Fringe.

**Woodstock**

Woodstock used to be a deprived area; however, the transformation of the Old Biscuit Mill has changed it into a vibrant and dynamic area. Many designers and creatives rent a space in Woodstock and both create and sell their products from there. An advantage of Woodstock in comparison to for example the Fringe is the more affordable spaces. The rent is significantly lower than in the more developed areas. Due to the arrival of Bandwidth Barn (see page 15), Google and Studio ...XYZ Design (see Appendix A) in July 2012, the area is expected to develop even further. These companies and incubators will be located in the same building in order to encourage collaboration, multidisciplinary interaction and innovation.

**City Centre**

Several streets within the city centre attract creatives.

- **Long Street**
  Long Street is Cape Town’s main ‘strip’ characterized by a bohemian-style. Many young creatives meet at coffee shops, restaurants or clubs. However, Long Street is also known for young designers - from fashion designers to interior designers - setting up shop at Upper Long Street to benefit from the crowd passing by.

- **Kloof Street**
  Kloof Street is different from Long Street in that it showcases slightly more upmarket design. Besides furniture and home ware, it features many small galleries with work of local artists. Also, top film, television and animation companies are based in Kloof Street.

- **Bree Street**
  Bree Street is another street famous for accommodating creatives. Trendy bars, restaurants and shops are based here. Moreover, the Beautiful Life Building (see also page 28) offers young designers the possibility to showcase their designs.

Other upcoming areas are the suburbs **Observatory** and **Salt River**.

**Stellenbosch**

The Stellenbosch municipality has succeeded in attracting a lot of technology and IT-driven companies. Companies such as MXit, the largest social network in Africa, are based in Stellenbosch and help stimulating innovation and the influx of experts to the area. See page 34 for more information on MXit. Technopark, a technology business park, is one of the areas in Stellenbosch where companies locate themselves. Stellenbosch University also helps stimulating the development of the area as it support students in setting up their own business and stimulates research relevant for companies. It has for example good connections with MXit, set up the MIH Media Lab in collaboration with Naspers and accommodates Innovus, a tech incubator. Moreover, Stellenbosch hosts the Sustainability Institute, an international living and learning centre that promotes a sustainable eco-system. Since February, Stellenbosch offers a free Wi-Fi network, initiated by the Stellenbosch Municipality, MXit and Stellenbosch University. The next step is to extend the free Wi-Fi network to the full municipal area.
3.3 Public Sector
The government in South Africa exists of three levels: national, provincial and local. Cape Town seats the national parliament which makes it the legislative capital of the country. The governing party in the Western Cape is the Democratic Alliance (DA), the official opposition to the national ruling party African National Congress (ANC). Cape Town’s local government is the City of Cape Town (the City) and is led by Mayor Patricia de Lille who was elected in 2011. The provincial government is the Provincial Government of the Western Cape (Province) which is led by Premier Helen Zille. In 2014 new elections for the provincial government will take place. The Province and the City both have their own initiatives in order to stimulate creativity and innovation, but cooperate closely.

Wesgro
Wesgro is the official Investment and Trade Promotion Agency for the Western Cape and is endorsed by Province and the City. Its vision is to grow the economy through trade and investment opportunities to benefit the people of the Western Cape. Wesgro fulfils the City and Provincial government mandates of attracting and retaining direct investment, growing exports and marketing Cape Town and the Western Cape as a business destination globally. Moreover, it facilitates the link between business and government decision makers and establishes strategic relationships across the globe. Its priority sectors include the Creative Industries and ICT.
One Cape 2040
Both the Province and the City have been working on a strategy for the future of Cape Town and the Western Cape respectively. The City has been developing ‘Cape Town Vision 2040’ which has an overall living focus and hence involves social aspects. The Province, on the other hand, has been developing ‘Future Cape’, a vision with a more economical focus. In June 2012 representatives of both strategies saw the need to merge these two visions into one common strategy for the Western Cape. They were able to convince both the local and provincial government of their intentions and since June they are working together on ‘One Cape 2040’. ‘One Cape 2040’ is headed by Cape Town Partnership, an independent non-profit organization which is a collaboration between public and private sectors working together to develop, promote and manage Cape Town Central City. ‘One Cape 2040’ represents a long term vision and plan for the Western Cape and outlines the overall goals and how they will be achieved by 2040. The long-term multi-stakeholder plan for the Cape region is based on joint action. In order to achieve the goals by 2040, a shared vision, common values, fresh thinking, alignment and change are needed.

The ambition and unifying societal vision, of One Cape 2040 is ‘a resilient, inclusive and competitive Western Cape with higher rates of employment producing growing incomes, greater equality and an improved quality of life (Cape Town Partnership, 2012). The core challenges in the Western Cape are skills and assets deficits, inadequate job growth to meet the employment challenge & inequality and unsustainable resource use. Therefore, the overall goals of One Cape 2040 are:

- Educated Cape
- Enterprising Cape
- Connecting Cape
- Living Cape
- Green Cape

These goals of amongst others improved education; job creation; higher levels of competitiveness; inclusive and integrated communities; healthy, accessible and liveable areas and leader and innovator in
the Green Economy are achieved via collaboration, innovative mechanisms and supportive rules. The public, private and academic sectors all have their own responsibility and need to collaborate in achieving the goals. The government needs to continue focusing on education and health, investing in connectivity infrastructure and catalysing job creation via support programs. Main challenges for the government are to improve the efficiency of the public sector, improve red tape removal and focus on resource scarcity and community needs. Corruption, investing in unsustainable service solutions and planning and costing in isolation need to be tackled. (Source: Cape Town Partnership)

**Economic Development Partnership**

‘One Cape 2040’ moved into the Economic Development Partnership (EDP) when the merger between the visions of the local and provincial government was agreed upon. Together they co-deliver and implement the plan. EDP is an initiative of Cape Town Partnership and represents an independent collaborative intermediary organization which has an innovative (green) set up and focus on development and job growth. Cape Town Partnership recognized the need for one institution that pushes for the common future and that can bring a diverse society with different views and thoughts together. EDP is based upon the idea that people should be allowed to make mistakes otherwise innovation will be precluded. They recognize a need for leadership and national efforts. The Province and the City are members, but are not part of the board. The EDP should both represent the formal and informal economy and align them. EDP’s job is to establish partnerships both on a national and global level in order to spread the message. It is a 10-year programme and hence has a long-term focus. In the coming months, the EDP will be put on the map. They have been working on it since 1.5 years and have gathered 120 members so far. They are still looking for strategic partners (like OECD) outside of the Western Cape and for members within the Western Cape. They are open for foreign partners as their aim is to open up Capetonians and South Africa to the world. Contact: Andrew Boraine, Chief Executive Cape Town Partnership via chiefexec@capetownpartnership.co.za.

**City Director for WDC 2014**

Another recent development in the public sector is the appointment of an internal City Director for WDC 2014. Richard Perez has been assigned the challenging job of bringing design thinking into the daily activities of the City to enable better outcomes, products and services. According to Richard Perez, design thinking is about knowing what to achieve but not knowing what the solution is. It is about going through a process to identify it thereby making it an iterative process that builds along the way. Design is believed to enable the City to look at social problems through a different lens and understand new ways of solving these. Currently, the City takes too little risk resulting in a lack of creativity. The main task for the City Director is to make the City representatives recognize design as an enabler for change and innovation so that an inclusive city can be realized. One of the tools to achieve this is by linking the City with the design community as creativity comes from the community. The City’s task is to facilitate rather than preventing new innovative ideas from being realized. More information about WDC 2014 and the structure of its organization can be found in chapter 4.

**Provincial Design Strategy**

Erica Elk (executive director of Cape Craft & Design Institute) and Robert Bloom (...XYZ Design) head up the Design Strategy of the Province. This strategy has been on the agenda of the Province for a longer period, but the designation of WDC 2014 spurred its development and it is expected to be finished by the end of September 2012. The question that the Design Strategy should answer is ‘how can design help as one of the catalysts for economic development?’ The strategy involves establishing parameters and a format on what design is and how it can be used to unlock economic growth. The focus of the strategy is on design in a broader sense – not only product design - but the specific focus has not been
determined yet. It should be as catalytic as possible, but it is impossible to touch upon everything. Also, the Western Cape is the first to develop such a strategy in Africa and therefore no best practices are available. At the moment, the team is in its data gathering phase. They look at current problems and dig deeper in order to discover why things do not happen in the Western Cape. They look at the current system and why it is failing; at design and the design community and see what the real problems are; and at the strengths and opportunities that exist in the field of design. They try to facilitate the process about what the real causes are through communication with the design community and education. They also take into account the economy and government facilities in place to drive the economy. Afterwards, they see how to get to an ideal situation and give their recommendations to the Province. The design strategy should be sustainable and its strategic horizon is until 2020. The team of the Design Strategy is currently looking for international partners who can bring knowledge and inspiration. Contact: Erica Elk via erica.elk@ccdi.org.za or Robert Bloom via robert@dddxyz.com.

Green and Blue Economy initiatives
Both the Province and the City have been active in stimulating the Green Economy and sustainability. The City has for example launched an innovative Travel SMART Programme that is aimed at encouraging Capetonians to choose more sustainable transport options. Their goal is to create awareness and to shift their staff to use more sustainable options, including the use of public transport, lift clubbing (carpooling) or active mobility (non-motorized options such as walking or cycling). The Province in its turn has initiated 110% Green to mobilise citizens of the province to commit and act in practical ways that have a positive impact on the province’s environmental and economic growth. This initiative will contribute to the Province’s aim of making the Western Cape the Green Economic Hub of Africa. Moreover, the City has been awarded the Blue and Green Drop certification – for drinking water treatment and waste water treatment - and is part of the top 10 municipal performers of South Africa for both standards.

What has become clear from the above is that both the Province and the City recognize a need for efficiency, connection, inclusivity and resilience of Cape Town, and for example the need for job growth and investments. The creative industries are currently not well structured. Around four Government Departments have creative industry involvement, though the Department of Education’s involvement is missing. The structures are not cohesive enough at the moment and there is a need for implementing design thinking. Both the Province and the City have come up with various initiatives that should help mapping and tackling the current issues and problems. Also, they see the year 2014 as a catalyst that could spur the development of the city and province and that can make a huge contribution to making people from all sectors aware of the importance of design and innovation.

3.4 Private Sector

In a research conducted by Creative Cape Town in early 2009, half of the 1000 creative entities mapped in the central city of Cape Town were design oriented. These entities are creating amongst others buildings, fashion, jewellery, furniture, advertising, ICT innovations, animation, films and boats. The ICT and electronics sector consists of approximately 1500 companies and is dominated by small to medium sized companies (Wesgro, 2011).

A lot is happening in the private sector at the moment. According to Accelerate Cape Town – an agency representing the bigger companies in Cape Town (see page 15) – a revival is going on. Money is moving back to Cape Town and several companies are setting up their innovation departments in Cape Town. Companies tap from the pool of talent and creatives that can be found in Cape Town for solutions and
understand the importance of interaction with the design community for the development of their own companies. Cape Town has the highest concentrations of architects, fashion designers, IT intellects and film developers in South Africa and therefore design and innovation happens in Cape Town.

Foreign countries usually do not know the South African markets well enough. The mobile market is a good example of this. Western countries usually think the mobile markets in Africa are the same as their own markets. They assume everyone owns a smartphone, is on a contract while in reality 90% of the Africans are on pre-paid and in the possession of feature phones. The iPhone only covers 1% of Africa and the most selling airtime amount is R5 so that people can budget their airtime. It might be that in 5 years everyone owns a smartphone, but then the problem is that they cannot afford airtime. The average mobile user spends R35-R55 of airtime per month and the bottom-part of society often spends their last R10 on airtime instead of necessity goods such as water, food and electricity. Obviously the market is totally different from the Western markets and therefore it takes time for foreign companies to realize that mobile is booming in (South) Africa.

As the mobile sector is ever-growing in South Africa, a lot of South African entrepreneurs have already been cooking up ideas to take advantage of this booming business. They focus themselves on the bottom-part of society who own feature phones and do not spend much on airtime. Besides making money from their products, they often include a social component to their products. Via their applications they try to educate people and to bring them together. MXit and Motribe are good examples of these South African innovations. Please find more information about these companies in Appendix A. Furthermore, design companies, from industrial design to architecture, often add a social component to their products and projects. See Appendix A for descriptions of the companies that have contributed to this mapping.

The private sector is operating in a dynamic area with the developed and underdeveloped living side by side. Companies are recognizing both the need for change and the potentials of this phenomenon. Huge opportunities exist to bring the knowledge and technology available from the developed to the bottom-part of the pyramid living in the townships so as to test social innovations and to act as an example for other emerging countries including 80% of the global consumers.

A general tendency visible in the private sector is the need for action instead of talking and networking. Corporates feel too many ‘talking groups’ have been set up without real implementation of the ideas that came out of it.

3.5 Academic Sector

There are four public universities based in the Western Cape:

- Cape Peninsula University of Technology (CPUT)
- University of Cape Town (UCT)
- University of the Western Cape (UWC)
- Stellenbosch University (SU)

They all have their own focus and disciplines in which they excel. CPUT has a Faculty of Informatics and Design which has four main disciplines: design, environment, media and IT. Besides undergraduate degrees, it also offers masters and post-graduate degrees. In the next two years the Informatics and Design Faculty and the Business Faculty will be based in the same building in order to stimulate
cooperation and cross-faculty links. This will contribute to the Faculty’s mission: becoming the first port of call in design disciplines and creating a design precinct in the Fringe.

Stellenbosch University focuses on economic and social significance and since recently has been aiming for becoming the most entrepreneurial university of South Africa. The right mix for this is being developed with Innovus, a tech incubator, on campus; Technopark around the corner; and an inspiring entrepreneurial environment in the city of Stellenbosch.

UCT is known as the best research university in South Africa, whereas UWC is known for its more traditional disciplines.

Universities are becoming to see the added value of cross-university, cross-faculty, and inter-faculty links and connections with the private sector. CHEC, the Cape Higher Education Consortium, represents collaboration between the four public universities and the Province and has existed for a longer time but was largely concerned with academic collaboration in its early years. In the past years, however, CHEC has changed its focus to the importance of triple helix relationships, the role of higher education in regional development and the promotion of innovation and entrepreneurship. Also, the four universities have been having a joint marketing booklet since the World Cup. However, these goals have not entirely been achieved yet and collaboration needs to be stimulated further. At this point, SU seems the university with the best private-academic links and other universities are beginning to step into this.

A range of independent design schools exist in the Western Cape, mainly based in Cape Town and Stellenbosch. They all focus on specific disciplines and can be found in Appendix B.

Some of the interviews it became clear that they recognize the need for being connected to the private sector in order for students to get to know what is going on in the market and to see demand developments. Vega School, for example, has yearly ‘Brain Challenges’ during which multidisciplinary teams of students have to work on real world projects, provided to them by companies. Also, they partner with other schools and universities, mainly to exchange knowledge on academic and management level. Independent schools usually have a relatively high tuition fee which makes it difficult for the bottom-part of society to enter. However, some schools have been setting up funds for the disadvantaged so that they can still apply. They have to go through a selection process but once selected their tuition fees and study material will be covered.

Some interviewees reckon creativity and talent get lost in education. Mainstream primary and secondary schools have not enough emphasis on developing students’ creativity. Often options for students to choose art classes lack as the main focus on these schools is on educating students academically. In these cases, students have to take their own initiative and choose the right schools which are often expensive and not accessible for the bottom-part of the pyramid. Lots of creativity can be found in the townships but people living here are not offered a lot of possibilities to develop and commercialize their creativity. The year 2014 is expected to change this: by making the public sector aware of the importance of design, art classes can become part of the curriculum of these schools again.

3.6 Incubators, Sector Development Bodies and Platforms

Different incubators, sector development bodies and platforms have been developed in recent years. Descriptions of the ones that have contributed to this mapping analysis can be found below. Other
incubators, sector development bodies and platforms are stated in Appendix C. Furthermore, some of the conferences and award shows being organised for creatives and designers are mentioned in this subsection.

**Accelerate Cape Town**  
[www.acceleratecapetown.co.za](http://www.acceleratecapetown.co.za)  
Accelerate Cape Town was started by a group of business leaders who agreed a common long-term vision was needed for the Cape Town city region to accelerate. It agreed that “big business” should play a leading role in developing this vision and leading the implementation of projects that will help achieve it. The vision of Accelerate Cape Town is to transform the Cape Town city region into Africa’s Global City, a city of inspiration and innovation. Accelerate Cape Town is significantly different from the other representative business bodies and it strives to avoid duplication of activities that are already covered by these organisations. It works closely with all of these organisations to ensure a cohesive approach to the development and implementation of a long-term vision for the Cape region.

**Animation SA**  
[www.animationsa.org](http://www.animationsa.org)  
Animation SA is an industry association for the development of the animation and new media industry. Their focus is on capacity development and facilitation for companies active in this specific sector.

**Bandwidth Barn**  
[www.bandwidthbarn.org](http://www.bandwidthbarn.org)  
Bandwidth Barn (BWB) is one of the most successful IT incubator hubs in South Africa and is different from other incubators in that it is founded by entrepreneurs without the involvement of the government or universities. It was founded in 2000 by entrepreneurs who wanted to overcome the problem of high cost for bandwidth together. CITi is its holding company and its main mandate is IT enabled companies. In 2005 and 2006 BWB added support development programmes for which it receives funding from both the Province and the City. The rest of its funding is generated via rent and services fees start-ups have to pay. This is in turn its main constraint: BWB cannot take on risky business as it depends on rental income and fees for survival. The first step for the development of BWB is to move to Woodstock and base themselves in the same building as Google and Studio ...XYZ Design. The second step is to experiment with a business accelerate model in order to offer IT enabled companies free support for 6 to 9 months and to build up an investment fund for high-growth potential businesses. BWB has contributed to 2500 (indirect) jobs over the past 5 years, has a R800 million turnover annually and start-ups that engage with BWB have a 2.5 time better chance of surviving.

**Brightest Young Minds**  
[www.brightestyoungminds.com](http://www.brightestyoungminds.com)  
Brightest Young Minds is an incubator for social entrepreneurship. It identifies the brightest and most passionate young people and equips and mobilises them to be positive change agents by undertaking initiatives that can affect societal improvement.

**Cape Craft and Design Institute**  
[www.ccdi.org.za](http://www.ccdi.org.za)  
The Cape Craft and Design Institute (CCDI) is a sector development organization that supports craft producers and helps to network all players in the product-to-market-chain. CCDI, a joint initiative of the Province and the Cape Peninsula University of Technology, was set up in 2001 to promote and grow craft as an economic sector in the Western Cape. CCDI offers different support programmes to local
craft producers focused on product support, business support and market support. They try to reach craft producers in both the urban and rural areas. Also, they offer an open-source testing ground for producers in their FabLab. Producers can make use of the newest technologies to manufacture their products with the help of experts. Crafts are currently the main emphasis of CCDI, but design is gaining more importance.

**Cape Town Design Network**

www.ctdn.co.za

The Cape Town Design Network (CTDN) started in 2009 and aims at drawing professional designers and innovators into a loose association which could form the basis of a future structure to drive specific programmes to benefit design, the design professions, the community and the city, and to provide a unified voice for design and designers. The network recognizes that the local industry will only grow once the design community is connected to each other and openly share information, ideas, resources and energy. At the moment, the board members of the CTDN do their work on a voluntary basis.

**Cape IT Initiative**

www.citi.org.za

The Cape IT Initiative (CITi) supports the ICT sector in the Western Cape and works between government and the private sector. It aims to establish strong links between different sectors and recognizes the connection between ICT and design.

**Cape Town Partnership**

www.capetownpartnership.co.za

Cape Town Partnership is a development facilitation agency focused on the mobilisation, coordination and alignment of public, private and social resources. It is a collaboration between the public and private sectors working together to develop, promote and manage the central city of Cape Town. It is an independent non-for-profit organisation that seeks to add value to public services and planning processes.

**Silicon Cape Initiative**

www.siliconcape.com

The Silicon Cape Initiative is a non-profit, private sector community movement. Its vision is to establish an ecosystem in the Western Cape that attracts and brings together local and foreign investors, technical talent and entrepreneurs so as to foster the creation and growth of world-class IP start-up companies that are able to compete with other similar hubs around the world. Silicon Cape does not compete with for example CITi and Bandwidth Barn but complements them and ensures their successful projects and opportunities will be highlighted. Silicon Cape is more of an awareness campaign and a global brand which serves to catalyse conversation, attract interest and highlight opportunities and challenges, and create a focal point that the community across the board can own and rally around. Today Silicon Cape has over 4000 members active in a variety of sectors.

**The HUB**

www.the-hub.net

The HUB is a support structure often mentioned during meetings with various persons from the industry. The HUB is about the power of innovation through collaboration. It believes there is an acute lack of collaboration and support structures to make good ideas for a sustainable future happen. The HUB is a curator for physical, virtual and social spaces for change. The spaces offer access to a unique
ecosystem of inspiration, people and resources to realize ideas. The HUB is a global movement with 25+ open HUBS around the world.

**Western Cape Furniture Initiative**
www.capefurniture.za.org
The Western Cape Furniture Initiative is a furniture sector development body. It aims at establishing a unified industry representative and having an economic impact on the furniture sector. It tries to build and market a South African Furniture Brand locally and internationally through supporting local design and manufacturing, and the industry as a whole, thereby creating more jobs and making the furniture sector globally competitive.

Please see Appendix C for other incubators, sector development bodies and platforms available for the creative industries in the Western Cape.

Besides these organisations, a lot of exhibitions, conferences and award shows are being held to celebrate the achievements of South African creatives and designers:

**Design Indaba**
www.designindaba.com & www.interactiveafrica.com
Design Indaba, organized by Interactive Africa, is one of the biggest events in the field of design taking place each year. It exists of a world renowned conference and an exhibition where local designers can showcase their products. In the past four years Design Indaba contributed 1 billion Rand to South Africa’s national GDP (Design Indaba, 2012).

**The Loerie Awards**
www.theloerieawards.co.za
The Loerie Awards is South Africa’s premier awards ceremony. It recognises, rewards and fosters creative excellence in advertising, communication and design. Its ranking system - based on the number of awards won - places Cape Town high in almost all categories.

Other examples are the SABS design excellence and design achievers awards, Mercedez-Bens Fashion Week, Decorex and the Technology Top 100.

Moreover, an important and renowned happening for architects will take place in South Africa in 2014, namely the World Congress of Architects:

**UiA 2014**
www.uia2014durban.org.za
South Africa is hosting the 25th World Congress of Architects in 2014. The International Union of Architects Congress, the International Union of Architects Assembly and the African Union of Architects Congress will take place from 3 August 2014 to 10 August 2014 at the International Convention Centre in Durban. The theme will be ‘Architecture Otherwhere’.

**3.7 Potential for Change**

In this subsection the main challenges in the field of design and innovation are mentioned. Interviewees, from public, private and academic sectors, recognized the challenges and see the year 2014 as the perfect first step for change. What should be kept in mind is that the design industry is relatively new in
South Africa. People active in the industry are still finding their way in how to do business, how to market their products and services and how to support and stimulate the industry. The year 2014 can contribute in bringing the design community together and to establish strong links between the public, private and academic sectors as their common goal is to profile Cape Town as a design and innovation hub that is being recognized for its knowledge economy.

**Addressing curricula**
From meetings with local designers it became clear that they often lack the knowledge of how to run a business after having finished their studies. They have dozens of ideas, but do not know how to translate these ideas into products, to market them and to make a living out of it. During their studies, will it be fine arts or interior design, they miss for example economic or management courses. Also, there is a need for stimulating young children to freely develop their creativity and talents on mainstream primary and secondary schools through having the chance to choose art classes.

**Enhanced recognition of South African talent, cultural history and diversity**
Design is still often seen for the elite and ‘white men’ only. A large part of the South Africans do not very much appreciate and respect what South African creatives have to offer and once they have the money to spend on design they buy their products abroad, in Europe, Asia and the US. A culture of nurturing own design talents is missing. For example, the collections of national museums stop at the 1900s and contemporary design is lacking. The middle class needs to become aware of where they spend their money on as they can create jobs for the bottom-part of society. The government is mainly focusing on politics and social problems, while the need for identifying cultural history and diversity is sometimes being forgotten. People living in townships are not exposed to cultural heritage and diversity in terms of design. They have usually never seen or being told about the history of South African design or design from abroad.

**Globalization**
The private sector, but also the public and academic sectors, do not have a general tendency of looking abroad to see what can be learned from other countries and where synergies exist. Especially small local designers often stay active in the Western Cape and see setting up shop in Johannesburg as their ambition. There is a tendency of thinking locally and a laidback culture is sometimes visible meaning people do not see the need for change as they think everything is already in place in Cape Town. There is a need for global thinking and to get foreign currency into the country. On the other hand, a part of the community is open for foreign collaboration but have difficulty finding a suitable partner as foreigners do not know the South African markets well enough. Also, once Capetonians are willing to look for foreign partners they look for complementary partners so that both countries can learn from each other.

**Improved access to capital**
A problem for innovators and creatives is access to capital. Banks and private equity funds are hesitant to invest in risky start-ups. Design is not been recognized as an economic sector yet and innovation is too risky as its outcomes are not guaranteed. Also, foreign parties want to be in South Africa, but usually do not want to partner with South African parties. They think the risk is too high although the real problem is that they do not know the markets well enough. This particularly applies to the mobile sector.

**Improved connections between areas, density in city centre and balances of resources**
As can be seen from figure 4 below, Cape Town’s city centre is not densely populated. Different projects,
such as housing projects and the implementation of MyCiTi Bus, have been rolled out without enough demand for it. There is a need for re-imagining social infrastructure so that the city will get denser and people are actually going to use the buses. The housing strategy needs to be re-done as it takes away growth at the moment. Once people actually need it, they do not demand it anymore. Also, both the areas within the city as the city with other cities in the Western Cape need to be more connected so that people stop working in isolation and fragmentation can be abolished. There is a need for collaboration in order to develop the city and its surroundings as a whole in the field of design and innovation. A structured approach is needed so as to create an inclusive and integrated city that can accelerate. One of the reasons why a lot of IT companies are based in Stellenbosch is because it is better connected - the areas and the public, private and academic sectors - and therefore easier to run into people, collaborate and develop.

**Intensified communication and links between public, private and academic sectors**

The government communicates too little to the private sector, thereby making the private sector ignorant about what the government is busy with. The private sector has the feeling the government is taking decision from their own point of view instead of consulting and involving the private sector. Also, strong links between the public and private sectors are missing creating a misalignment between the ability of students and the needs and demands of the market. Some interviewees mentioned universities and schools are protective and hesitant to sharing, thereby making it difficult for the private sector to get to the students from the outside.
Need for collaboration
Competition is an obstacle that holds Capetonians back from collaborating. They often work in isolation as they are afraid of sharing ideas and information. This results in rather aggressive and fragmented markets. Capetonians see their local or South African counterparts as their main competitors, while in reality China and for example Brazil are their main competitors trade-wise. There is a need for collaboration between and within economic sectors so as to avoid preclusion of innovation. Also, between and within universities and independent schools competition is still present.

Need for incubation ecology and enhanced advice
Local designers are not aware enough of institutions or platforms that support them in setting up their business or in sharing ideas and information. There is a need for a so-called incubation ecology; not only bodies are needed that help develop the sector or specific disciplines, but also advice from amongst others lawyers, social media experts and intellectual property rights experts is needed. Also, there is a need for multidisciplinary collaboration and communication. Besides, innovation does not fit into the standard plans or departments of the government. This makes it very hard for entrepreneurs to do business and to get permissions as the City of Cape Town does not know which procedures to follow. There is a need for one clear procedure and perhaps a design and innovation department.

4.1 Why Cape Town?

The main difference between Cape Town’s bid and other cities’ bids was that Cape Town utilizes design for the upliftment of society. It incorporates a social aspect, whereas bid cities like Bilbao and Dublin focused more on buildings and architecture and involved only a small team of officers to create the Bid Books. Cape Town’s focus is on people and involving the young community as well. It demonstrated commitment by the involvement of the Mayor and understands the requirements of major events as it has previously hosted the World Cup. Furthermore, it recognizes the need for involving other cities, such as Stellenbosch, Durban and Johannesburg. A final difference, in case all bids would have been equal, was its geographic location. ICSID is an international organisation which would like to have representation across the globe. Because Bilbao and Dublin are both in Europe and Helsinki is the current WDC and no city in Africa has been designated WDC before, Cape Town could be a good contribution to Icsid’s global representation.

4.2 Change through Design

By choosing the theme ‘Live Design. Transform Life.’, Cape Town focuses on benefiting all citizens through design. In Cape Town everything is in place, but how can it be capitalized? Design should be inclusive rather than limiting. Hence, World Design Capital 2014 focuses on all kinds of design solutions that can make Cape Town the most inclusive, sustainable, liveable and productive city on the African continent. It is about the sharing potential and hard content of design and the social impact that design and the community can generate together. ‘Ubuntu’, or ‘I am because we are’, is part of the South African society and should be embraced. It abolishes a hierarchal structure and promotes making each other stronger through collaboration and participation.

4.3 Structure

The City of Cape Town is contractually bound to Icsid and has to adhere to several regulations, such as organising six signature events towards and during the year 2014. The organisation of WDC 2014 will exist of both an external and internal board. The external organisation will be the public face of WDC 2014. This company is not-for-profit and not established yet. The name of this independent company will likely be called ‘Cape Town Design’ and exists of board members and a CEO. They receive 40 million Rand seed funding from the City and are responsible for private funding and sponsorships. Cape Town Partnership – besides being the coordinators of the Bid Book on behalf of the City - is the service provider of the City to set up the Cape Town Design company. They also support the interim advisory committee, or steering committee, which will help appoint and recruit board members for the company. After having done this, Cape Town Partnership will step out and bring their own initiatives for WDC 2014 to the company. Richard Perez, as previously mentioned, will be the internal City Director for WDC 2014. He will have to coordinate and facilitate the initiatives of the City for WDC 2014 and to bring design thinking into the City. A team will help Perez to facilitate and get to know the current structures and organization of the City. They are allowed to push the barriers and to be disruptive. The internal board will work closely together with the external board and try to make the initiatives of the external board work by helping them coming through the internal board. Perez’ ultimate goal is to make a change within the City and to link the people within the City with the design community and the Cape Town Design company. Furthermore, a Panel of Patrons, existing of national, provincial and local government representatives, has been installed. The structures and packaging for WDC 2014 are beginning to
become clearer. Since the beginning of July 2012 people can nominate members for the (external) board and submit their ideas for WDC 2014 via the official website www.capetown2014.co.za. The deadline for nominating board member is set on 31 July 2012 and the company should be installed by the end of August 2012. Also, the City wants to create momentum towards WDC 2014 by organizing workshops for the various City’s departments to introduce them to the concept of design thinking.

4.4 Projects and Events for 2014

The year 2014 is seen as the link in a whole chain of events and projects. Projects for WDC 2014 should promote social equity and cohesion in a (South) African context whereby design is seen as a bridging device to accomplish this and bringing people together. The specific requirements and procedures for projects have not been announced yet. This will be one of the first priorities of the Cape Town Design company. However, the focus will most probably be on projects that ‘bridge historic divides, reconnect Cape Town in structure and in spirit, rebuild social and economic inclusion, and reposition Cape Town for a sustainable future’ (Bid Book, 2010). The projects should have a long life cycle so that 2014 leaves a legacy. Cape Town aims at national involvement, hence not only locally. Also, global parties can participate and partner with local counterparts as long as the projects suit the requirements and respect the (South) African context. An overview of projects that have been developed so far and which the Netherlands Consulate General is aware of can be found in chapter 5.

As mentioned before, the City is legally bounded to organize six signature events in cooperation with Icsid. One of these events has already taken place: the Signing Ceremony during which the official acceptance and signing of the WDC Memorandum of Agreement between the City of Cape Town and Icsid was presented. Furthermore, during the year 2014 the following signature events are taking place: New Year’s Eve of Design, Design Gala, Design Conference, International Design House and Convocation Centre ceremony. For more information on these events, please see also www.worlddesigncapital.com/what-is-the-wdc/wdc-signature-events. Moreover, the City will launch two new design-oriented projects to tackle social challenges in 2014.

4.5 Legacy of 2014

Many Capetonians see the year 2014 as a catalyst for creating awareness of the potential of Cape Town as a design and innovation hub. Cape Town should be recognized by its knowledge economy both locally and globally and the year 2014 contributes to making people see what is happening in the Cape. The community and the government are beginning to recognize design as an economic sector and understand that creativity and innovation are the key to Cape Town’s and South Africa’s success. Cape Town is looking for sustainable solutions that bring people together and improve their lives. Besides intangible outcomes, tangible outcomes have to be achieved so that the community actually sees things are changing and happening. Also, there is a need for foreign investments and global partnerships based upon synergies. In the end, 2014 is seen as the start of things and not the end.

At the moment, the broader public is not that aware of the designation of WDC 2014 yet. However, this will change. WDC 2014 will be structured in such a way that each and everyone is involved. Amongst others, a political reason is behind this: the Mayor has set her sights high by choosing the theme ‘Live Design. Transform Life.’. She promised that everyone will be involved and will have their lives changed. If this will not happen in the end, WDC 2014 will be criticized to be only for the elites. The main challenge is to give ordinary people a better understanding of what WDC 2014 can mean for Cape Town and themselves. Also, they should understand no resources are needed to participate. In the
end, ordinary people should be able to say that design is more than just beautiful, aesthetic products. They should acknowledge that through design and creativity lives can be transformed. Also, local designers need to get inspired and to understand what is expected from them during the year 2014. Their focus is mainly on products instead of solutions. So, they also need to change their way of thinking from products to solutions. There is a role for the Cape Town Design company to give local designers the right briefs and explanations about what they expect from them and how designers can help creating the legacy of 2014.
5. Partnership Opportunities

5.1 Collaboration & Opportunities

A lot of opportunities for partnerships and collaboration between the Western Cape and the Netherlands exist, roughly divided into economic, cultural and knowledge exchanges. WDC 2014 offers a window of opportunities as many projects are being developed that require international partners. Also, the year 2014 is a good start of entering the market as it is seen as the beginning of change and further development of Cape Town and its surroundings. However, what should be kept in mind is that people in the Western Cape value relationships. Collaboration has to come from both ways, on an equal level playing field, and should be based upon synergies. Both countries have to gain from it and complement each other. They do not appreciate seeing the Dutch come and set up shop without local partners or to give orders on what to do for their development. What works in the Netherlands might not work in South Africa and the other way around. It is important to build up strong relationships with local partners before entering the market so that a general understanding of the needs in the Cape is acquired and Capetonians understand the intentions of the Dutch parties. In the end, it is all about participating and not competing. A common problem in South Africa is a lack of skills. The Netherlands has these skills at its disposal and could share its knowledge with the South Africans. The South Africans, on the other hand, could challenge the social society perspective in the Netherlands: what could the Dutch learn from the South African society and culture and implement in their ‘developed’ way of thinking? What can be thought of is the protection of the environment and nature and for example the ‘Ubuntu’ culture.

Except from having the same time zone, South Africa has more to offer to the Dutch. More and more investors are looking for countries that they can connect to and that have a meaning. This can be found in South Africa. The country has a deep meaning created by its history. An attitude of determination among the inhabitants is strongly present as they recognize they managed to create hope and solutions while living in isolation. They start to believe in themselves again and want to contribute to change amongst others because of their strong emotional engagement with the country. Due to historic relations, Dutch influences can be found in cultural heritage and for example the language ‘Afrikaans’. There is a general understanding and acceptance of each other which makes it easier to connect and collaborate. What makes Cape Town special in particular is the culture creativity. Moreover, Cape Town is a place of attraction where many people want to go and stay at least once in their lives. When this is being used in the right way it can make a huge contribution to establishing a design and innovation hub in the Cape. Cape Town offers inspiration and room for ‘newness’. The world is getting more and more homogeneous; the same products and service can be found everywhere. Cape Town is still in its transition process, things have not been established yet and people can experiment with what works best and what not. It offers fertile ground for innovation.

Another interesting potential of South Africa is that it offers a gateway to Africa. Once established here and have products and services developed that work in this transition country, companies can easily access other countries in Africa and launch their products and services there. At the moment, South Africa is the most developed country on the African continent and can act as an example and leader for the development of other African countries.

With so much potential in the Cape and its public, private and academic sectors increasingly recognizing it, partnerships can eventually end up in economic gain for both. By attracting more companies to the Cape, investments will increase and more jobs can be created in an inclusive way. At the moment, a lot
of opportunities exist in the field of social innovation: using design and innovation for solving social problems such as sanitation, safety and health issues or to make production processes more efficient by using less water. Also, what can be thought of is using applications on mobile phones for educational purposes. All of these opportunities have a social impact through an economic imperative. It will help develop the country for a better future with economic potential.

This idea of social innovation can even be taken to a next level. The Unique Selling Point of Cape Town is that the developed communities live side by side with poor communities. 21st century technology is available, but the opposite as well. The potential lies in bringing these two extremes together. An opportunity could be to set up a ‘Twin of Brainport’ in Cape Town in the context of an emerging country. New ideas and innovations focused on solving social problems can be tested in Cape Town and its surroundings. Once they work here, they could work in other emerging countries too and hence these ideas and innovations can be exported to other countries. Around 80% of global consumers live in emerging countries and there is a need and opportunity of looking at this share of global consumers that need solutions the Dutch in collaboration with South African parties could offer.

Also, opportunities for partnerships in the academic sector exist. Design schools and universities are very much open to collaboration based upon synergies. They look for student-, professor- and management exchanges and for example sharing knowledge and experiences on curricula development. They recognize the need for bringing the private sector in so that students learn to what extent there is real demand for their products and ideas and keep up with the developments of the market.

5.2 Possible Partners, Organisations and Projects

In this chapter, possible partners and organisations in the field of design and innovation will be listed in order to give a flavour of what is concretely going on in the Cape and where possibilities for partnerships exist. Moreover, projects will be developed in light of WDC 2014. The ones been known at this point will be listed below. This chapter will be continuously updated through Cape Town Design Network. Also, the Cape Town Design company, once established, will develop an overview of all the projects for WDC 2014.

5.2 Possible Partners and Organisations

InterDesign
www.icsid.org & www.dddxyz.com
In partnership with CPUT, Studio ...XYZ Design has applied for ‘InterDesign Workshops’ for WDC 2014. ‘InterDesign Workshops’ is a project of Icsid and are forums in which designers from different countries and cultures work together with local experts for an intensive two-week period, exploring design issues of regional, national and global importance. These workshops seek to provide innovative and appropriate solutions intended for implementation. In their proposal, Studio ...XYZ Design and CPUT focus on sanitation and health in the townships and want to let it take place during the winter of 2014 so that people see and work in the worst conditions. The implementation of the solutions developed can take years, but during WDC 2014 they can already generate the necessary media coverage. The common cause is to unite and to make a big change. At the moment, they are looking for (international) partnerships for this project. Also, they are looking for experts and scientists who can assist and bring knowledge. Contact: Roelf Mulder via roelf@dddxyz.com.
MoDILA
www.modilatrust.co.za
Architect Mokena Makeka’s new project is MoDILA. MoDILA is about creating a precinct of which a design museum is part and is based upon four pillars: Design, Innovation, Leadership and Arts. It has two legs: a real estate project to attract high impact entrepreneurship and a subsidized museum to promote culture. It will be a neutral playing field beyond politics and a place where people active in different sectors can meet each other and engage. MoDILA is the first large-scale institution and iconic museum of African contemporary visual art and design in South Africa that engages local and international audiences and is established in response to the need for an international scale, continuous flagship cultural event space with an African focus and to locate Cape Town as a global hub for design and innovation and societal leadership studies. It is seen as a catalyst for cultural and economic growth. MoDILA will create a culturally productive design and art conscious public to support an ongoing entrepreneurial and innovation revolution for the betterment of South Africa, and the world at large. It has three ongoing Flagship programmes which are the pillars of MoDILA’s outward expression and interaction with its context and society: ACE, dsgnTête-à-Tête and Routes | Roots. The MoDILA Trust welcomes both individuals and corporate companies to engage and collaborate on specific flagship projects, or to assist to the existing projects. Every collaboration, partnership and project is approached in a unique manner, so custom-designed collaboration can be discussed. Contact: Mokena Makeka via communication@modilatrust.co.za.

Silicon Cape
www.siliconcape.com
Silicon Cape organises various projects that require international collaboration or partnerships.

- **Open Data and Democracy Initiative:**
  ODADI is an open, non-partisan community of citizens, activists, technologists, and others dedicated to developing and applying practical open technology and promoting open data.
  Contact: Tim Lind via tim@siliconcape.com or engage@siliconcape.com.

- **Startup Weekend** (31 August 2012 to 2 September 2012):
  Pitch an idea, form a team and build a product - in just 54 hours. Join in on the weekend to meet and collaborate with an exciting crowd of entrepreneurs, developers, designers and mentors as you work against the clock to get an idea from concept to market.
  Contact: Mark Koekemoer via mark@siliconcape.com or engage@siliconcape.com.

- **Software Week** (13 October 2012 to 19 October 2012):
  During the Software Week, Silicon Cape will be attempting to set a World Record for the number of people trained, mentored and certified in a software skill in one week. One third of the South African population are youths and more than half of them are unemployed. There is a growing and continuing demand for software skills and opportunities for entrepreneurs with the advent of internet and mobile technologies. Software programming stimulates structured thinking and can be taught as a language to help introduce and understand more complex abstract concepts such those in Maths and Science. Silicon Cape is offering 100 free seats to the 3 Day Software Week conference from 15 October 2012 to 17 October 2012 to Silicon Cape members who are willing to allocate at least 4 hours of their time to mentor aspiring software professionals. For more information on involvement and participation, please see also www.softwareweek.co.za/special_siliconcape100.htm.
Supernews
www.supernews.co.za
Supernews is a citizen-generated News & Idea Network. It is creating a paradigm shift in the perception of (South) Africa by offering an uplifting, innovative and solution-driven news perspective. It is creating a new wave of young South African leaders and innovators so that talents and ideas do not have to be imported. Supernews regularly hosts the event Super Stage thereby mobilizing a ‘change-maker movement’. It is the first live, open innovation platform for students by students on campuses around South Africa enabling their world changing ideas and the opportunity to make them happen. The new news makers and their ideas and solutions will help change (South) Africa into a place of innovation, opportunity, and contribution. The upcoming Super Stage challenge will focus on crowd-sourcing young student talent nationally to create ideas using gaming technology to solve social, environmental, health and economic challenges and to ultimately translate these into reality. The challenge will launch in August followed by the Super Stage event in October. The 2013 design challenge will once again be a national initiative and the solutions thereof will be implemented. Supernews would like ongoing support to accelerate the power of their platforms to help change behaviours and influence new ways of thinking in and about (South) Africa – as well as invite supporters to be directly involved in their events. The return is to give supporters the opportunity to be the first in line to identify, recruit, invest in and benefit from the next Super Stars and Super Ideas generated via the live innovation platform, as well as proactively and positively impact (South) Africa. Contact: Gina Levy on gina@supernews.co.za.

The Call for Creative Brand Leadership
www.vegaschool.com
Our cities, provinces, country and continent depend on Creative Brand Leadership in all spheres of business, government and civil society. This project of Vega School of Brand Leadership will launch a movement for leadership committed to building brands that serve a unique purpose and uphold their promises truthfully over time. A new leadership that collaborates with stakeholders to explore, develop and implement original and meaningful solutions to social, environmental and business challenges. Contact: Dr Carla Enslin via carla@vegaschool.com.

Western Cape Furniture Initiative
www.capefurniture.za.org
- **The Jigsaw SA Furniture Design Competition:**
  It aims to promote local designers and manufacturers in the furniture industry by facilitating their creative visions into well-made products that offer excellent commercial and social value. There are R75 000.00 in prizes to be won. Designers are asked to find a way to maximize resources and materials to create a design that have more than one function. The proposals should encapsulate social and environmental responsible design solutions using their discretion in determining the type of items to be stored and how. The Western Cape Furniture Initiative is looking for ideas that can offer storage solutions for small spaces such as township shacks, small inner city apartments, student quarters, as well as corporate offices with an opportunity to explore all things that require storage.

- **WCFI’s Proudly Capetonian Furniture Exhibition:**
  Last year was the Launch of the WCFS’s Proudly Capetonian Furniture Exhibition on Wednesday 24 August 2011 at the Old Biscuit Mill. Guest speakers included Y. Tsai, Aidan Bennets and Laurence Brick. The MEC of the Western Cape Alan Winde was the Key Note speaker. There were 31 Top Class local Designers and Manufacturers showcasing at the exhibition. The goal for the Furniture Exhibition is to showcase local design and manufacturing, and encourage local talents. While the world’s eyes is on Cape Town, it is important for the public to have an
overview of what local furniture industry has to offer, in the hope that the exhibition can grow into a significant platform for South African design. This year the Exhibition will take place in September 2012.

Contact: Bernadette Isaacs via info@capefurniture.za.org.

Youngblood Africa – Arts and Culture Development
www.ybafricanculture.com
Youngblood Arts and Culture Development was founded by Dutch investor Roger Youngblood in response to the growing need to connect capital with burgeoning artistic and cultural activities in South Africa. It sees arts and culture as the foundation of society and tries to solicit the support of corporates and the private sector for arts and corporate social investment programmes. The new home of Youngblood arts and culture development is the BeautifulLife building in Bree Street. BeautifulLife is a centre for creativity and inspiration and a platform from which young talent can be supported and nurtured to independence. It is a space where events, rehearsals, exhibitions and performances take place and from which products can be showcased and sold. BeautifulLife provides both individuals and corporates with the ability to access and explore creative initiatives and projects as catalysts for social progress. Youngblood has a wide range of projects that offer partnership opportunities, among others in the field of capacity building. Contact: Marie Vogts via marie@ybafricanculture.com.

Three other organisations with a more indirect link to design or innovation are looking for partners:

Camissa
www.facebook.com/reclaimcamissa
Camissa is a spatial and development framework, which through the use of water, focuses on the reinstatement of the ecological link that reunites the mountain and the ocean into a public landscape, as a sustainable solution for Cape Town’s CBD. It is a means by which to re-structure the City of Cape Town in accordance with environmental principles. Aimed at a sustainable approach to water use, planning, design and management, that is based on the intrinsic value of water as a significant public resource that is not separate from the value of land and landscape. The vision is one of a genuinely progressive dual water management strategy that offers opportunities for new models to transform the future wellbeing of the city into an equal society for all people; and allows for public integration and education through the recreational use of the system. Reclaim Camissa is a non-profit trust registered with the Master of the Western Cape High Court on 27th October 2010 in order to support implementation of the 10 year programme. Contact: Caron von Zeil via caron@reclaimcamissa.org

Inyanda
www.cesvi.org & www.cordaid.nl
Inyanda is a project of the European Union, Cesvi and Cordaid. It is about arts and sports as a form of social cohesion for the vulnerable youth of Cape Town. The target areas are the townships of Philippi, Du Noon, Nyanga, Mfuleni, Khayelitsha. The overall objective is to contribute to youth empowerment through creation of opportunities in the sectors of art, culture and sport; the specific objective is to empower the Inyanda Youth Network (INYN) while delivering art and sport activities involving youth of disadvantaged communities. The project started on 2 May 2012 and ends on 21 September 2013 after which they aim for a second phase. Contact: Andrea Grancini via andreagrancini@cesvi.org or Amor Strauss via astrauss@tohi.co.za.
TSiBA Education
www.tsiba.org.za
Based in Cape Town South Africa, the Tertiary School in Business Administration (TSiBA) is a private, non-profit university that provides a world-class business education to underprivileged South Africans who would otherwise be unable to access tertiary education. Its mission is to graduate outstanding entrepreneurial leaders who ignite opportunity and social change. TSiBA’s individualised approach and commitment to excellence have enabled it to become a highly regarded educational institution in business and academic circles in a very short period of time. Its two campuses, Cape Town and Eden, currently accommodate over 350 students, and since 2005, over 1000 full-tuition bursaries have been awarded. The TSiBA student body is almost exclusively black, with 90 per cent coming from households with a gross income of less than ZAR 90 000 a year. They plan for 2 more replications in Botswana and Stellenbosch next year. Contact: Gia Whitehead via gia@tsiba.org.za.

5.2.2 Projects Bid Book ‘Cape Town for WDC 2014’

The most tangible expectation of the committee that wrote the Bid Book is what the title will mean for current development projects. Below the projects are listed that are believed to be recognized by the role that design plays in them and to get additional impetus through WDC 2014. These projects are mentioned in the Bid Book. For additional information on these projects, please contact Bulelwa Makalima-Ngewana, Managing Director of Cape Town Partnership - coordinator of the Bid Book on behalf of the City - via bulelwa@capetownpartnership.co.za.

Artscape Theatre Centre
Artscape is a provincial government-run theatre centre. The land it sits on has been identified as one of four major areas in the central city needing development in partnership with the private sector. The Artscape precinct is being conceptualised as an extension of the CTICC (Convention Centre) with an expanded Artscape complex, commercial, office space/residential component, a three-star hotel, parking and improved public space.

Athlone Power Station Site
The facility is in the process of being decommissioned. There is redevelopment plan scheduled to be completed by 2014. The mixed-use development proposed for the site (public institutions/commercial opportunities/residential component/light industry/refuse transfer station) could provide a spark for further integration.

Belville Science Park
This project is being driven by UCT, CPUT and SU. The vision is for an integrated centre for education, innovation, business excellence and mixed residential and community development. There will be a strong focus on medical and health care.

Broadband Infrastructure Network
The City decided to install its own network to provide connectivity for general voice-over IP and digital connections as a cost-saving mechanism. Phase 1 of the rollout has begun and is expected to attract (foreign) investment from the creative industries and call-centre sector in particular and to bring major economic and social benefits to the city.
Cape Town Activa
Cape Town Activa is a long-term strategy to develop an ecosystem for promoting entrepreneurship in Cape Town. The City signed a strategic partnership with Barcelona for the implementation.

Cape Town International Convention Centre (CTICC) Extension
CTICC has established itself as the premier conference venue in South Africa, and regarded as one of the best in the southern hemisphere. The expansion plans to deliver increased exhibition space as part of a mixed-use development including commercial space. The new landmark building is planned as a green building.

Cape Town Port Development and Cruise Liner Terminal
The proposed new port development with the focus on a cruise liner terminal will address issues of greater connectivity between the city and sea thereby creating dynamic opportunities for urban regeneration and the tourism industry.

Cape Town Skateparks
The development of the first skatepark in the CBD area is predicted to be well-used by skateboarders travelling to the area from all over the metropolitan area. Also, it will put Cape Town on the map as a city that’s friendly to skateboarders – a mode of transport that is now recognised by the City as a viable new mobility transport option.

Cape Town Summer Pavilion
The Pavilion will serve to celebrate public space in Cape Town by drawing people to it through activities to be associated with the pavilion such as an architectural competition.

Cape Town Station (Phase 2)
Phase 2 of the renovations of the station will include the completion of the new long-distance bus terminus, the conversion of the old terminus area into public space and a renovation of the station deck. The station’s 2030 vision will also be explored in this period in terms of detailed studies and costs. This vision will be the biggest development since the sea was reclaimed for the port in the early 20th century.

Cape Peninsula University of Technology (CPUT) Design Park and Design Museum
CPUT is a major partner in the Fringe project (see also page 7) which includes possible development of its own site in a key part of the central city. This development provides an opportunity for a major statement to be made in the Cape Town landscape as well as the creation of new facilities relevant for innovation development. By 2014 a full plan will be in place and the project will be underway as a development.

City Hall Development
A process to renovate the City Hall began in 2011 and plans are underway for improved management and direction including enhanced stakeholder engagement.

Culemborg (Transnet property)
A plan will be developed for the site to be partially developed with light industry and commercial activities, though the land is owned by Transnet which has prioritised the land for back-of-port activities. However, the decision has been taken in principle to allow at least a layer of housing along this important transit route.
Culemborg Quarter
The vision for the redevelopment of the existing Culemborg Motorcity precinct is to create a vibrant, urban mixed-use quarter within the Cape Town central city which will be connected with the IRT system close by.

Desmond Tutu Peace Centre
The proposed Desmond Tutu Peace Centre is dedicated to the contribution of on the city’s most celebrated sons – Archbishop Desmond Tutu. The Peace Centre is based on the notion that people can co-exist in peace and can celebrate their diversity and differences.

District Six Redevelopment Project
Despite the political and implementation challenges of the redevelopment of District Six over the years, this project is an emotive and deeply felt one which the entire city supports. Its redevelopment would be a coup for the triumph of ‘memory over forgetting’ and the return to the central city of people denied access for over 30 years.

Doxa Visual History Explorer Portal
This platform provides free access to archival material relating to the South African liberation struggle in an interactive web-based environment. There is plenty of potential for Doxa’s platform to be used as a tool to not only understand Cape Town’s history in context but also explore the contemporary landscape and map out the future of the city’s development.

Interdisciplinary Arts Centre
Project focused on the creation of an interdisciplinary space to help foster relationships between the departments at UCT and the city as a whole. The venue would house a gallery, a large workshop area for physical movement, and a concert area, with spaces that can be morphed and fluidly shift from workshop, to concert, to gallery, to conference.

Grand Parade Redevelopment (Phase 2)
The Grand Parade in the central city is South Africa’s oldest public space. Phase 2 of the development involves the space being extended to its outer edges. A new market-style retail component will be developed together with an IRT station. There are also plans to relocate the current bus terminus so that the space can be converted into a market to provide room for the growth of Cape Town’s oldest flea market.

Integrated Rapid Transport (IRT)
The City of Cape Town’s IRT is a bold initiative to transform the public transport sector across the metropole, by integrating all transport modal options onto one coherent package for commuters. IRT is currently being rolled out in its first phase, with full implementation to be completed over a period of 10 to 12 years.

Iziko Museums – South African Museum Extension
The South African Museum is the headquarters of the Iziko museum group of 12 museums and heritage sites and its focus is on natural science and culture. As part of its growth plan, it is getting an extension including new exhibition spaces, offices, research and archive spaces.

Khayelitsha CBD Development
The overall objective of the CBD development of Khayelitsha is to uplift its community through the
development and improvement of the infrastructure and the establishment and development of commercial, residential and community facilities. The alleviation of poverty is envisaged through direct and indirect economic opportunities.

**Nano Tea Bags**
The Nano Tea Bag is one of the first major projects to come out of the new Stellenbosch University Water Institute. The Nano Tea Bag sucks up toxic contaminants found in polluted water. The tea bags require no infrastructure and use inexpensive raw materials. It promises to provide easy access to clean drinking water for vulnerable communities and there are also plans to commercialise the filter bag into a product that can be used by outdoor enthusiasts on hiking or camping trips.

**Parliamentary Precinct Development**
A parliament precinct next to parliament promotes not only the densification necessary towards a sustainable city, but also a mixed-use development such as entertainment, retail and parking facilities and public space upgrades.

**Safe Spaces Project**
The Safe Spaces project is a grassroots public art and education campaign to raise awareness about the need to strengthen and create safe places for girls and women in schools, communities, CBDs, and everywhere we live and work. The intention is to place ‘safe’ benches throughout the metropole.

**St Georges Mall Upgrade**
St Georges Mall is a pedestrianized thoroughfare in the central city. A key project of the Central City Improvement District is to upgrade the mall through improved signage, lighting, kiosks and informal trading units, as well as street furniture, greening projects, improved management and marketing.

**Signal Hill Gateway Precinct**
The proposed development offers a number of opportunities: it will provide a car-free option of going up to Signal Hill; it will effectively add to the pedestrianisation of the central city; and it effectively creates another gateway within historic Bo-Kaap area onto the national park.

**SmartCape Access Point Project**
This project ensures all citizens have access to basic information and communication technologies, free of charge. It is an on-going project which is currently installing PC access points in identified areas throughout Cape Town, with further rollouts by 2014 to tourist locations.

**Sustainable Catering Solutions**
A multidisciplinary UCT project developed two stoves that boil water much quicker while using less fuel than the regular ones. In small township-catering businesses, where time is money, this proves to be a much better option.

**Urban Transformers**
This project is based upon a need to help youth in Cape Town, and specifically in the Rethink Leadership programme, to begin to actively engage in activism and leadership roles. Participants of the programme were fearful of taking action, as they felt overwhelmed by the problems in their communities and did not know where to start. They also felt powerless and did not believe they could instigate change.
Velodrome Redevelopment
The Velodrome will be re-modelled to upgrade its facilities to host sporting events, conferences, concerts, shows, trade fairs and exhibitions. Funding for the development will be provided by financial and insurance institutions.

Violence Prevention through Urban Upgrading (VPUU)
The VPUU is a City of Cape Town project aimed at reducing violent crime and improving social conditions in Cape Town communities including the township of Khayelitsha and the Cape Flats. The VPUU project seeks to improve the social circumstances that may lead to crime prevention and to empower residents to become economically independent.
6. Appendix

6.1 Appendix A: Descriptions of Companies

This appendix describes the companies in the field of design and innovation that have contributed to this mapping analysis.

**AgriProtein**
www.agriprotein.com
AgriProtein is leading the nutrient recycling industry, using existing abattoir waste products to feed fly eggs as they grow into larvae. These larvae are then harvested and dried into Magmeal - a natural and high-quality protein source for aquaculture and industrial farming operations.

**Daddy’s World & Old Biscuit Mill**
www.oldmacdaddy.co.za/home/daddys-world & www.theoldbiscuitmill.co.za
Jody Aufrichtig is a successful entrepreneur who owns several businesses active in different sectors. Amongst others, he is the initiator of the Old Biscuit Mill and Daddy’s World. Both projects have developed deprived areas in lively and vibrant places that attract lots of people. Aufrichtig believes in the involvement of the creativity of designers for commercial use and has set up innovative management structures which abolish the need for hierarchy.

**Design Space Africa**
www.designspaceafrica.com
Luyanda Mphalwa heads up Design Space Africa which provides architecture and design solutions for sustainable buildings, creative interiors and transformative urban spaces. Its focus is responsive, intelligent and enduring design.

**Genetwister Africa**
www.genetwisterafrica.co.za & www.genetwister.nl
Genetwister is an innovative biotechnology company specialized in genomic breeding, green biotechnology and bio informatics for crops. They offer the following services to their clients: tissue culture services, diagnostic services and commercial research services.

**Heath Nash Studio**
www.heathnash.com
Heath Nash is a designer based in Woodstock. He designs and produces lamps and other handmade objects out of ‘other people’s rubbish’. He uses wires and milk and other bottles for his designs, making his products truly South African. His aim is to improve the perception of waste and to create jobs and knowledge spillovers to people in rural areas and the bottom-part of the pyramid.

**Label Orange**
www.labelorange.com
Label Orange is the one-stop agent for Dutch contemporary fashion and lifestyle brands in South Africa. They offer both PR and sales services to Dutch brands with cool products that are smart, beautifully designed and a perfect match for the South African market.
Makeka Design Lab  
www.makekadesigns.com
Makeka Design Lab is the founder and owner of Makeka Design Lab. Besides an architect, he prefers calling himself an urban thinker, designer and philosopher. Makeka Design Lab is ‘an interdisciplinary design practice led by architecture as a filter and tool for design manifestation’. Makeka tries to foster more connections between the community and its environment and to accelerate cultural richness and diversity through architecture and the use of design as a bridging device.

Motribe  
www.motribe.com
Motribe is a platform enabling users, brands, agencies and publishers across the world to build and manage their own (private) mobile social communities. They can use the services of Motribe to create the content and engage their community by sharing information, chatting and for example uploading photos afterwards. Motribe has 20,000 operators located around the world to build these mobile communities and covers 2 million users in emerging markets.

MXit  
www.mxit.com
MXit, a free instant messaging application, is the biggest social network in (South) Africa. Its holding company is World of Avatar, a company that invests in companies creating applications that enable the people of Africa to make a better living using their mobile phones. MXit is active in 126 countries and has more than 10 million active users. 75 million messages are send each day, making it two times bigger than Twitter in terms of volume. What makes MXit different from applications like Whatsapp and Facebook is that it not only works on smartphones but also on feature phones and on nearly all platforms available. This together makes it run on close to 3000 mobile handsets. Furthermore, MXit has an engaged community who spend four hours per day on average using MXit. MXit is more than chatting to each other; it offers amongst others gaming, downloading music and sharing photos. Its three pillars are social, gaming (for the third world) and education. MXit is seen as an enabler for technology and community by building an eco-system around it.

Red Espresso©  
www.redespresso.com
Red Espresso© is the first tea espresso worldwide. It has a unique combination of health properties: full of antioxidants, naturally caffeine-free and 100% natural with the renowned perks of Rooibos from the Cederberg region in South Africa. This makes red espresso© a healthy alternative to coffee and stylish take on tea.

Tsai Design Studio  
www.tsaidesignstudio.com
Y. Tsai is also very much involved with solving social problems through architecture and design and with creating an inclusive and integrated city.

...XYZ Design  
www.dddxyz.com
...XYZ Design is an industrial design company based in Cape Town. They research, conceptualize, design, manufacture and implement products in local and international markets. Their focus is on design driven, innovative solutions for the medical, consumer, ICT, industrial, sporting and automotive markets. A few examples are listed below.
6.2 Appendix B: Independent Design Schools

Source: Bid Book

AAA School of Advertising
Advertising - www.aaaschool.co.za

AFDA SA School of Motion Picture Medium and Live Performance
Film and entertainment - www.afda.co.za

BHC School of Design
Interior design and decorating - www.designschool.co.za

Cape Town College of Fashion Design
Fashion design - www.ctfashioncollege.co.za

City Varsity
Media and creative arts - www.cityvarsity.co.za

Concept Interactive
Communication design - www.conceptinteractive.net

Design Academy of Fashion
Fashion design - www.daf-academy.co.za

Design Times, School of Interior Design
Interior design - www.design-time.co.za

Elizabeth Galloway, Fashion Design Academy
Fashion design - www.safashionacademy.co.za

Friends of Design, Academy of Digital Arts
Digital arts - http://friendsofdesign.net

Inscape Design College
Interior, fashion, graphic and communication design - www.inscape.co.za

Prestige Academy
Art design and information technology - www.prestigeacademy.co.za

Red and Yellow School
Graphic design - www.redandyellow.co.za

Ruth Prowse School of Art
Fine art, jewellery, photography and graphic design - www.ruthprose.co.za

Stellenbosch Academy of Design and Photography
Graphic design & photography - www.stellenboschacademy.co.za
The Animation School
Animation - www.theanimationschool.co.za

The SAE Institute
Creative media - http://capetown.sae.edu

Vega School
Creative brand communications - www.vegaschool.co.za
6.3 Appendix C: Support Bodies for the Creative Industries

Source: Bid Book

African Fashion International
www.africanfashioninternational.com

Arterial Network
www.arterialnetwork.org

Association for Communication and Advertising
www.acasa.co.za

The Advertising Standard Authority of South Africa
www.asasa.co.za

Business and Arts South Africa
www.basa.co.za

Cape Film Commission
www.capefilmcommission.co.za

Cape Institute for Architecture
www.cifa.org.za

Ceramics South Africa
www.ceramics-sa-cape.co.za

Commercial Producers Association
www.cpasa.tv

Design Education Forum of Southern Africa
www.defsa.org.za

Documentary Filmmakers Association
www.docfilmsa.com

Engineering Council of South Africa
www.ecsa.co.za

Institute of Interior Design Professions
www.iidproessions.com

Jewellery Council of South Africa
www.jewellerysa.com

MAPPP SETA
www.mappp-seta.co.za
Montebello Design Centre
www.montebello.co.za

National Arts Council
www.nac.org.za

Professional Photographers of South Africa
www.professionalphotographers.co.za

Publishers Association of South Africa
www.publishersa.co.za

South African Bureau of Standards Design Institute
www.sabs.co.za/designinstitute

South African Graphic Design Council
www.think.org.za

South African Guild of Interior Designers
www.sagid.co.za

South African Institute of Architects
www.saia.org.za

SA Publication Forum
www.sapublicationforum.co.za

The South African Council for the Architectural Profession
www.sacapsa.com

The South African National Association for the Visual Arts
www.sanava.co.za

Visual Arts Network of South Africa
www.vansawesterncape.org.za
### 7. References

#### 7.1 Contact Persons and Organisations

Below the names of the persons and organisations that have contributed to this mapping analysis are mentioned.

<table>
<thead>
<tr>
<th>Name</th>
<th>Organisation</th>
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<tbody>
<tr>
<td>Adrienne Viljoen</td>
<td>SABS Design Institute</td>
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<td>Alan Knott-Craig</td>
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<td>Andrew Boraine</td>
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<td>Araf Ahmadali</td>
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<td>Bernadette Isaacs</td>
<td>Western Cape Furniture Initiative</td>
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<td>Bianca Mpahlaza</td>
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<td>Bulelwa Makalima-Ngewana</td>
<td>Cape Town Partnership</td>
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<td>Canda Kinces</td>
<td>Animation South Africa</td>
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<td>Carmen Ter Burg</td>
<td>Student AAA School of Advertising</td>
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<td>Chris Vermeulen</td>
<td>Bandwidth Barn</td>
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<td>Christo Maritz</td>
<td>Infestation</td>
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<td>Emma Wright</td>
<td>Design Consultant</td>
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<td>Erica Elk</td>
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<td>Friso Wijnen</td>
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<tr>
<td>Genneth Lyn</td>
<td>Designer, Interior stylist &amp; Consultant</td>
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<td>Gert-Jan van Rooyen</td>
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<td>Guy Lundy</td>
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<td>Roelf Mulder</td>
<td>…XYZ Design</td>
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</table>
Robert Bloom  ...XYZ Design
Stephan Claassen  FNB Great Westerford
Suzanne Bouman  Agentschap NL
Taco Westerhuis  Dutch Ministry of Economic Affairs, Agriculture and Innovation
Tim Vermeulen  Premsela
Yuri van Geest  Lean Startup Machine Rotterdam & Ambassador Singularity University
Zayd Minty  The Fringe Project

7.2 Sources


Additionally, information on the various websites mentioned in the mapping analysis has been used as a source.