



CITY VIEWS



YOUR FREE CAPE TOWN CENTRAL CITY PAPER

February 2012



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**TRENDSETTING
CITY**

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**inner-city
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CLEAN | SAFE | CARING

Come closer: Join the townward trend

It's been two months since our bumper issue of *City Views* for December/January hit the streets, so let me not waste any time: First up, let me welcome you, into town and into 2012. May it be a year of both hard work and hard work paying off.

Over the last eight weeks, I've seen a number of new retailers opening in the city, new businesses moving in, joining the townward trend – there's a fair share in Bree Street in particular. To those new city colleagues, let me welcome you on behalf of the Central City, and encourage readers of *City Views* to do the same: Stop by, say hello, and try someplace new.

This month's edition of *City Views* focuses on trends we're spotting (and you're setting) in the city. Consider it an exercise

in what we'd like to see more of in the Central City, not just what we're seeing. Much of it boils down to community, collaboration and trust.

“My hopes for 2012 are to see more people making the most of the early evening in the city – staying for after-work drinks or dinner, appreciating and enhancing our streetside culture.”

My hopes for 2012 are to see more people making the most of the early evening in the city – staying for after-work drinks or dinner, appreciating and enhancing our streetside culture. This year's Infecting the City

festival includes free night-time performances in our public spaces (see page 10 for details), so you have even more reason to be here.

I'd also love to see more retailers collaborating on solutions to common challenges, committing to regular extended opening hours – say around the first Friday of every month, activating the city with screenings in back alleys, more specialised markets. That kind of collaboration and community-mindedness is something we could all do with more of in the city.

As you go through these pages, keep this in mind: If cities excite you, if you're interested in being part of a community that spots challenges and opportunities, and then goes about doing something about them, then you're in



the right place. I look forward to working with you in 2012 to make the Cape Town Central City more kind, more connected, more open and sustainable and vibrant, more ready for the year and the years ahead, for all.

Tasso
Tasso Evangelinos is the COO of the CCID



CITY VIEWS

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The Cape Town Central City Improvement District (CCID) is a collaboration of the public and private sectors, working together to develop, promote and manage Cape Town's Central City since 2000. The Cape Town Partnership and the CCID were formed when the City of Cape Town, the South African Property Owners Association (SAPOA), the Cape Town Regional Chamber of Commerce and Industry and other stakeholders came together to address issues of urban degeneration, disinvestment in the Central City and related social problems. The Central City's rapid regeneration process has been built upon the strength and pillars of successful private-public partnerships at both operational and strategic levels, and a shared vision for a clean, safe and caring Cape Town CBD.

CARING CITY

Letters to the CCID

“I would like to thank Dyan for his help today [9 December 2011]. I was driving off the N1 when I realised that I wasn't where I should be and in fact hadn't a clue where to go. I took out my map book at the red traffic light and was approached by Dyan where he asked me if I needed help. When I said that I was lost he helped me to a secure stopping place and then gave me excellent step-by-step instructions of how to get where I wanted to go.

What could have been a very stressful situation for me turned out to be a great experience and in fact a wonderful afternoon. So, thank you, Dyan, for all your help. I am so grateful that you were my angel sent to help me today.”

Janice Duncan-Brown

Gratitude attitude

This February we want to recognise Dee Wills and her team at The Carpenter's Shop – an organisation that provides the unemployed with skills training in panelbeating, carpentry and crafts while also offering professional social work services – for making the experience of those who live on our city streets just a little bit more liveable. The Carpenter's Shop recently re-opened its ablution facilities, which include showers, toilets and a clothes washing area to homeless men and women – vital services in a city where public toilets are hard to come by, but can make a huge difference to one's sense of dignity.

Dee, to you and your team, for seeing people who to others can be invisible, thank you! The work you do is invaluable.



The Carpenter's Shop provides skills training in panelbeating (top right) and carpentry (above), and has just re-opened its ablution facilities (bottom right)

SAVE THESE NUMBERS ON YOUR PHONE

CCID Security Manager:
082 453 2942

CCID Deputy Security
Manager: **082 442 2112**

CCID 24-hour number:
082 415 7127

SAPS Control Room:
021 467 8002

Social Department:
082 563 4289

Telling your story in *City Views*

City Views does not sell advertising or editorial space at this time. We are, however, always on the look out for city ownership stories: tales of people who love the CBD, who choose to live, work, study, invest, and play here. If you would like to be featured, please send your story to judith@capetownpartnership.co.za for consideration. Please note that submission of a story doesn't guarantee that it will be included.

Distributing *City Views*

If you're an eager reader of *City Views* – and you know others who would enjoy reading it too, consider becoming a distributor. All we need is your contact details, address and how many copies you need each month. Or, if you would just like to track down where you can obtain your FREE copy send an email to Aziza Patandin on aziza@capetownpartnership.co.za.

Reading *City Views*

We love knowing who our readers are and what they think. If you enjoy your copy of *City Views*, why not mail a picture of you reading it, wherever you love to read it (Your local coffee shop? On a street bench while people-watching?) telling us what you enjoyed most. If we like it, we'll run it. Get in touch: judith@capetownpartnership.co.za.



If you'd like to demonstrate your gratitude with a little support – of the financial or in-kind sort – then get in touch:

The Carpenter's Shop
14A Roeland Street
T: 021 461 5508
www.tcs.org.za

Is there someone who has transformed your experience of the inner city? Tell us why you're grateful: The pick of every month will be included in *City Views*.



Transport driving inner-city industry

What public transport can do for you

If the CBD is the heart of Cape Town's economy, then our transport systems – the buses and roads and pedestrian routes – are part and parcel of the circulatory system, crucial to keeping local business and city streets pumping. Here's what public transport can do for you, your business and your city.

An effective public transport system will bring more customers to the doors of city centre businesses than cars ever could.

"Public transport means you arrive at your destination as a pedestrian," observes Rory Williams, a transport planner at Arup – which means commuters experience the city at street level and at a slower pace, giving them an opportunity to spontaneously go into a shop and buy something.

Importantly, if you need to get around town quickly, you still can. "The MyCiTi system is designed as a car-competitive public transport option," says BRT expert Lloyd Wright of Viva Cities. The continued roll-out of ever more MyCiTi stops in the city means that the choice between driving or taking the bus becomes increasingly predictable – and ultimately profitable for the city as a whole.

Connect people and opportunity

"A good public transport system brings equal access to employment opportunities as not everyone is able to afford private travel," says Gerhard Hitge, planning and policy head at the City of Cape Town's department of transport.

The legacy of apartheid-

style planning is a sprawling city where people remain separated from each other and from opportunities; public transport is a catalyst for social and economic inclusion that brings regeneration and renewal to fatigued areas along transport corridors.

"A good public transport system brings equal access to employment opportunities"

Gerhard Hitge

"This will help to bridge divides as people can travel and do business wherever they want in the city using the MyCiTi bus," explains Councillor Brett Herron, mayoral committee member for transport, roads and stormwater. "More customers mean more business, which also translates into economic growth for businesses within the CBD. Their customer base expands as the MyCiTi footprint expands."

Get to work on time

More than 1-million Cape-tonians commute each day and of that 50% are motorists, mostly sitting alone in their cars, driving to work each morning. Metrorail's trains form the backbone of the public commute, carrying 56% of the 500 000

people that rely on public transport. Those in private vehicles battle with traffic, those using the train with reliability – both need to ensure they get to work on time. National government has committed R136-billion to modernise passenger rail services during the next 20 years, and new carriages will start to be assembled locally by 2015, but Metrorail is researching more short-term solutions. While daily challenges such as delays during the busy morning peak are dealt with as quickly as possible, Metrorail would like to bring out a timetable system with real-time feedback accessible via mobisite.

"92% of railway passengers have a cellphone," says Metrorail senior manager Eddie Chinnappen, explaining how a mobile-based service of this sort is a practical short-term way to help inform people of delays, and something that Metrorail can do alongside their dedicated infrastructure maintenance programmes such as signalling upgrades and track replacement.

As for those who don't live on existing public transport routes and still rely on private travel, a team from the City of Cape Town are working on an programme that aims to decrease the huge volumes of single occu-

pancy vehicles in the short-term, focusing specifically on the employees of large firms. The Employee Trip Reduction Programme focuses on educating and encouraging large firms based in the city centre on the benefits of reducing the number of cars their staff collectively drive to work.

Similar programmes are firmly in place in the working culture of many other countries, and this pioneering local pilot project looks to contextualise and communicate the advantages of using public transport or sharing a car ride into work. (And just imagine what kind of economic potential could be unlocked in the space that parked cars occupy.)

Keep the city clean

"The transport sector is responsible for approximately 27% of CO2 emissions in Cape Town, and a significant proportion of this is contributed by single occupancy vehicles," says sustainable transport planner Niki Covary.

Financial savings on fuel, car maintenance and parking costs aside, the Employee Trip Reduction Programme could mean increased flexi-time, as employers shift their corporate culture to combat road congestion and help clean up Cape Town's air.



Metrorail senior manager Eddie Chinnappen is helping drive a mobile-based service to inform passengers of train schedules and delays



Ian Wason, CEO of Intelligent Debt Management, says 90% of his employees use public transport

This is part of why the Provincial Government of the Western Cape is taking part in the traffic management study. "It ties in well with current green initiatives," says project

"Top talent and graduates generally all start out living in the suburbs, and after a year or so they want to move to town."

Ian Wason

coordinator Carlo Adriaans. "Giving our employees an alternative like public transport is sometimes not possible, but while those plans are coming on stream this will help alleviate some of the congestion into the city. This scheme will really bear fruit when other major employers come alongside this effort; a marked reduction in congestion will result."

If Cape Town collectively changed its travel behaviour, imagine how much closer we'd be to a carbon-free city.

Improve your quality of life

People realise that quality of life is important and are rejecting the idea of sitting in a car for hours each day, according to Ian Wason, CEO of Intelligent Debt Management, located off Buitengracht Street: "Top talent and graduates generally all start out living in the suburbs, and after a year or so they want to move to town. A car takes its toll on the environment, the roads and colleagues' stress levels – 90% of my employees use public transport."

"Public transport is a major reason behind why Cape Town works so well," states Walter Hook, CEO of the Institute for Transportation Development Policy. He says that the concentrated mix of businesses, places to eat and socialise as well as cultural institutions all being within convenient walking distances make the city a competitive business environment as it attracts skilled, educated people.



Don't miss the bus: Be sure to download the MyCiTi map from www.capetown.gov.za/myciti. If you're not in walking distance of an existing stop or a Metrorail station, why not head to www.liftclubsa.co.za to start or join a neighbourhood car pool.



The Passenger Rail Agency of South Africa is planning a R1-billion facelift of Cape Town's train station

Where the local economy and ethics meet

Responding to the shift in understanding that mass-produced food often loses its flavour and nutritional content along the way, customers are pickier about their choices – both off the restaurant menu and the store shelf. “People are starting to connect the food on their plate with where it comes from,” says Matt Allison, an urban farmer who supplies Dear Me on Longmarket Street and Societi Bistro on Orange Street with vegetables grown without any artificial fertilisers or pesticides.

Matt says that once consumers start asking questions about where their food comes from, they realise some scary truths: “Many restaurants rely on aesthetics and serve food pumped with chemicals for it to look as good as it does.”

However, some restaurants understand the benefit of doing it right. “Offering free range, organic and sustainably produced food means that we’re able to offer something of a higher nutritional value,” explains Vanessa Marx, head chef at Dear Me. “It’s important for me to trust the farmers I get food from – I know my suppliers on a personal basis. And we’ve had a great response; patrons value knowing that the steak served here is grass-fed and bred with no hormones in the meat.”

Stefan Marais, executive chef of Societi Bistro, agrees – saying that it only takes a simple lightbulb moment to show people it makes sense to eat sustainably. “Besides taste and nutrition, knowing that the carbon footprint of your meal is minimal, that your money supports the local community and not a European government subsidy, and that local farmers are practicing sustainable farming makes it worthwhile for increasing numbers of Capetonians to enjoy food as it should be.”

Making a big city smaller, with bigger hearts

Meanwhile, a few medical students teamed up to find a way to make Cape Town’s streets more liveable, specifically for those who live on them. A clothing initiative based on a one-for-one business model, Suns and Daughters asks buyers to pay for two items – a hoodie or T-shirt for themselves and another for someone less fortunate. “Suns and Daughters is about being aware of who we share the city with,” says Sarah Burton, who started the clothing initiative together with Sam Beningfield and Kate Ord. “The link of a hoodie or shirt is an opportunity to start a conversation and a relationship, bringing residents closer together as fellow children of the city.”

Initially they handed hoodies to all the street people they knew personally. Now they look to link with organisations that have already built relationships with street people, like Ons Plek, a shelter for vulnerable girls in the city centre.

“It’s important for us to give responsibly. We don’t want our tops to be just a handout. Our customers are mostly students, and a lot of them aren’t always sure how to contribute to a charity; this is an easily accessible way to make a meaningful contribution. And it’s win-win as you’re getting something as well.”

Drink tea, plant a tree

BOS Ice Tea, a flourishing local brand of iced rooibos tea, ensures that its growth isn’t just profit based. For every 2 000 cans bought, a tree is planted in return. “Our benchmark is to be a carbon-neutral company and we estimate it’s a fair reflection of our carbon footprint,” says Richard Bowsher, co-founder of the Cape Town company. “We always wanted to run as a sustainable company, as much as we could as a start-up. We picked something that we could afford

and that matched our revenue. The result is our commitment to planting trees.”

This is how BOS Ice Tea came to partner with GreenPop, a city-based urban greening social enterprise. “They know how to plant trees better than we do and share our philosophy of being environmentally sustainable.”

All the more reason to reach for the chilled homegrown beverage at retailers and bars across the city centre. Just remember to recycle the can.

Read me

Interested in knowing more about urban farming?

Matt Allison
@mattallison
www.imnojamiliver.com



Matt Allison in his vegetable garden – grown without any fertilisers or pesticides

Suns and Daughters asks buyers to pay for two items – a hoodie or T-shirt for themselves and another for someone less fortunate



Consumption with a conscience

Whether demand-driven or supply-led, consumption habits in Cape Town are changing. *CityViews* looks at three local initiatives that demonstrate how ethics and the economy needn’t be at odds.

Want your conscience to dictate more of your consumption habits? Try these on for size.



Drink me

This cool rooibos drink is available on shelves throughout the city.

BOS Ice Tea
T: 021 465 9989
@BOS_Ice_Tea
www.bosicetea.com

Eat me

Visit Dear Me and Societi Bistro for fresh food fare.

Dear Me
165 Longmarket Street
T: 021 422 4920
@DearMeFoodWorld
www.dear-me.co.za

Societi Bistro
50 Orange Street
021 424 2100
@SocietiBistro
<http://societi.co.za>



Vanessa Marx, head chef at Dear Me, knows her fresh food suppliers on a personal basis

Wear me

Pick out a summer tee for you and someone else in need.

Suns and Daughters
@sunsanddaughters
sunsanddaughters@gmail.com
www.sunsanddaughters.co.za



Photos: Alan Cameron and supplied

SUSTAINABLE SUPPLIERS

If you want to reduce your carbon footprint, reduce your meat consumption: Meat production makes up nearly a fifth of the global greenhouse gas emissions and just half a kilogram of beef on the shelf amounts to 6 800 litres of water used. Join the Meatless Mondays movement, and when you do choose to eat meat, make sure you know where it comes from and how it lived. Do business with these sustainable suppliers – all of whom deliver in the Central City.



Fish:
Ocean Jewels Fresh Fish
<http://oceanjewelsfreshfish.blogspot.com>



Chicken:
Simply Wholesome
<http://simplywholesome.co.za>



Pork:
Cure Charcuterie
www.facebook.com/CureCharcuterie



Vegetables:
Wild Organics
www.wildorganics.co.za

TREND

#3

Collaborative advantage over competitive advantage

The community of coffee

We've heard it said that Cape Town has an over-concentration of coffee shops and roasteries. *City Views* spoke to the most recent coffee purveyor (and roastery) in the Central City, Bean There Coffee Company, to find out about the competition they face. **Sarah Robinson** – who co-founded the company with her brother Jonathan – joined director **Rojeanne Koen** to tell us what it's like.



The Bean There roastery in Wale Street

CV Tell us about coffee in Cape Town

SR Cape Town has a much more advanced coffee culture than Jo'burg. When we started roasting at 44 Stanley Avenue we were often referred to as the Origin of Jo'burg – which we took to be a great compliment, as Origin has great coffee! Even today, our Jo'burg roaster is a novelty, whereas here we're just another roastery – and there are around eight roasteries in the City Bowl.

CV So you're facing some steep competition here?

RK When we signed the lease here in Wale Street, we visited or spoke over the phone with all the local roasteries. We wanted it to be above board, wanted them to hear the news firsthand from us, not someone else. And they were all invited to the official roastery launch. It's not as simplistic as them against

us: They're our colleagues in bettering the quality of coffee in South Africa, not our competitors.

"We'd love to set up a roastery crawl... or better yet a disloyalty card, that gets you a free cup of Bean There when you've visited a series of our so-called competitors. Coffee is a community thing"

Sarah Robinson

CV OK, that sounds really lovely, but is that really part of your business model?

SR We'd love to set up a roastery crawl... or better yet a disloyalty card, that gets you a free

cup of Bean There when you've visited a series of our so-called competitors. Coffee is a community thing: It's sitting around, talking, debating. That's part of why we give so much freedom to our baristas – to give coffees away, to read the crowd and respond. You can teach a barista how to make a great coffee, but you can't teach them how to have a great personality. We only hire the best, and make a point of surrounding ourselves with people who are better than us. And then we don't lose them.



The Bean There Coffee Company team in Cape Town

CV Could you tell us a little more about the Bean There community?

SR Well, we only sell African coffees, and we're the first and only roaster of certified Fairtrade coffee beans in South Africa. We also only do single origin coffee, which means no blends – we can't get away with a mediocre bean by blending it. We also only buy from smallholder farms and co-ops, never estates, as it's about community upliftment and direct trade with the producers. Take our brew Olga's Reserve as an example, which comes from an Ethiopian Guji micro-lot, meaning only a small amount of this coffee is produced. The amount of beans we buy is not really enough to make a significant difference to the community, so we put a portion of the proceeds from the sale of this coffee to purchasing farming tools. When we started, there

was only one set of tools for around 200 farmers ... and using the right tools and the right pruning methods makes a real difference to the quality. In 2011 we visited the producers of our first Olga's Reserve and we were able to give the community 50 sets of tools.

CV How are you finding the community that is the Central City?

RK We're loving Wale Street. We have way more tourists passing by than expected – I think because we're close to the Bo-Kaap. And we're so impressed with the CCID guys. We certainly don't get this kind of service in Johannesburg.



Bean There
58 Wale Street
T: 087 943 2228
@BeanThereCoffee
www.beanthere.co.za

TREND

#4

Collaborative consumption

Tech to build trust

Inner-city living needn't be a lonely existence – now that technology is helping create local communities in urban spaces. Communities that share – values, interests, even goods. Old market behaviours of sharing, swopping, bartering and trading are being re-invented through online networks.

"People the world over are starting to realise that one does not necessarily need to own something, but rather just have access to it," says Gareth Pearson of Future Cape Town, a social media movement aimed at stimulating debate about the future of the city. *City Views* picked a few Cape Town-based businesses who are helping build trust and neighbourliness in our own backyard.

Toodu

Toodu is a site founded on the idea that there is a better way to get things done. Simply enter any item on your "to do" list, where you live, and before you know it, you're presented with

a list of people who can help. Need to get overalls made and customised for your business? Want to find the nearest pilates class? Toodu can help. Already, some 1 711 Cape Town CBD

"People the world over are starting to realise that one does not necessarily need to own something, but rather just have access to it."

Gareth Pearson

residents use Toodu, and some 1 198 city centre businesses registered – despite the technology only being in its beta release stage. Got something to do today? Give www.toodu.co.za a try...

eLabel

eLabel helps communities of consumers who care about the eco-impact of products, providing them with real-time information relating to their goods' carbon footprint, nutritional value, water footprint and biodiversity. "We're a consumer-driven campaign," says project coordinator Eitan Stern. "Consumer rights is an emerging discourse and eLabel aims to be a platform that can facilitate input from everyone. Many Capetonians already know so much about local products, and our website is an opportunity to share that knowledge with other consumers." The project is still in its early days, but the eLabel app is currently available for iPhone and Samsung users, and is free of charge. Got to www.elabel.org for more.

Airborne

Airborne is about sharing the joy of music, and is founded upon the idea that

it makes business sense to let someone experience something before buying it. Airborne allows fans unlimited access to an artist's material, and permission to share the music with their friends, for \$1 (R8) per month. This platform allows artists to make money

We're here for the other 99% of artists and fans

Lift Club SA

Work in the CBD but live in the suburbs? Car sharing is perhaps the most

common form of collaborative consumption. Technology now facilitates easy matching with people who live in close proximity and have similar travel patterns. Cape Town-based company Lift Club SA helps commuters find, offer or share a lift to any destination through its route-matching technology. Sharing a ride makes perfect sense when you save on petrol and parking money, reduce traffic congestion on the roads, and decrease harmful emissions. Nevermind the neighbourhood friends you can make: www.liftclubsa.co.za



Airborne CEO Justin Melville

off their brand, and gives fans – and potential fans – easy access to their music. Now, not only a source of revenue, fans also become distribution agents, allow-

Tales from the Table: Telling Cape Town's (water) stories

If the stories we tell as a culture and a community are part of how we learn about our past, make sense of our present, and map our future, what's Cape Town's story?



For Caron von Zeil – a systems designer, urbanist and activist – water's at the heart of it.

"Water is central to Cape Town's story: This city was settled because of the water, which collects on the mountain – 1 000mm of our mean average rainfall is as a result of rain and an additional 500mm+ of our mean average rainfall is as a result of fog, meaning the

contribution of our table cloth is significant – and flows from it down towards the sea, as a small river system consisting of 4 streams fed by 36 springs. And if you go back, the ancient Khoi name for Cape Town is Camissa – the place of sweet waters."

Where is this river system, you might ask, this Cape Town of sweet water?

"That Cape Town, the one flowing with life-giving water, still exists," Caron explains. "It's just embedded, lost and obscured within the city's fabric – well beneath the city's pavements. It was sent underground during the course of our history."

Caron is the founder of Reclaim Camissa, a non-profit initiative to bring these forgotten waterways back above ground, and integrate them into city life and planning – where possible to reclaim some of this resource as potable water and for the rest to be recycled throughout the city space.

"What we aim to do is reclaim it. Reclaim Camissa. Reintroduce that life-giving water system back into our city. Currently it all just goes into the ocean. Reclaim Camissa aims to save the water from at least five springs and one river of the full water system for potable consumption – we've got a proposal with the City of Cape Town at the moment, and are just waiting for endorsement. If approved, we could run a pilot project at Stadtsfontein, the main spring in Oranjezicht, which produces over 3.5-million litres of water per day. We want to create a public park, a Field of Springs – planted with reeds and other biodiversity (including the fauna required for the system) to clean the water naturally, and boardwalks on which periscopes will be fixed and an outdoor laboratory, so kids can see the filtration process – providing an open air interactive public

environmental education centre, a place people can come see the 3.5-billion year geological story of our mountain, while also hearing some of the cultural story of Cape Town."

While digging through the archives for details that would support the project,

"That Cape Town, the one flowing with life-giving water, still exists. It's just embedded, lost and obscured within the city's fabric – well beneath the city's pavements."

Caron von Zeil

Caron's also uncovered some incredible city stories.

"We traditionally track history by power and ownership. But if you track the story of water, you find

all the popular and untold stories, the lost histories of that place. When it comes to water, it's everybody's story."

She tells the legend of a ring – gifted to a local Hafiz by a scholar in Mecca and meant to protect the wearer from sharp objects – lost in the waters of the Platteklip stream, and potentially unearthed by an anthropology scholar in 2006. Of illicit love affairs conducted near city springs that eventually led to the post-emancipation purchase of a large plot of land in the Bo-Kaap by a former slave.

"Did you know Cape Town had electricity before London?" Caron suddenly says. "Back in 1895, we – a colonial backwater – had hydro-generated electricity. That's part of our water history"

Caron's stories – her dreams for a reclaimed river system – don't just make sense of the space we all call home: They make meaning of it, one that's open to a large

number of people and draws from a multitude of oral histories as much as archival materials. It's storytelling to narrate us into a more sustainable, water-secure future.

In trying to plot where we've been as a city and a people, and where we're going, what path would you have us follow? What's your story?

Want to connect to the source? Check out the work of Reclaim Camissa on Facebook: www.facebook.com/RECLAIMCAMISSA.

If you'd like to see the water canals and city grachte for yourself, get in touch with Figure of 8, who run underground tours: www.fo8.co.za

Camissa at COP17

The Camissa story inspired Stephen Lamb's design for Cape Town's award-winning COP17 stand, exhibited in Durban last year. The stand won the best green design stand and best overall stand for excellence in incorporating sustainable principles in design and construction.

Stephen explains: "I wanted to tell a story of Cape Town. For me, it's the story of Camissa. The concept of the Cape Town Climate Smart Campaign stand was entirely informed by the simple notion that water is the basis of all life. It was trying to show that, on our doorsteps, we have a very powerful story that flows from the clouds above Table Mountain, every day. I wanted to create a tactile reflection of this story."

The stand harvested

"I wanted to tell a story of Cape Town. For me, it's the story of Camissa. The concept of the Cape Town Climate Smart Campaign stand was entirely informed by the simple notion that water is the basis of all life."

Stephen Lamb

rainwater, collecting it in two 250-litre water tanks, and using it to irrigate 3 800 organically grown vegetables seeded inside 3 800 recycled two-litre milk bottles. These were then handed out to schoolchildren passing the stand, who were encouraged to plant them at home, and start their own organic vegetable gardens.

"I wanted to convey three simple messages: that water comes from the clouds, not from a tap; that plants

come from the ground, not from supermarkets; and that water does not discriminate against race, language or religion. Water is free. You can grow organic, fresh vegetables, for free, from water that falls from the sky, onto soil in your backyard.

For more about the design and construction of the stand, view this project at: www.touchingtheearthlightly.com

DID YOU KNOW?

The Green Point Urban Park is irrigated entirely by the city's Oranjezicht springs, simply by diverting existing stormwater pipes? Previously this water would've gone straight out to sea.



Green Point Urban Park



Stephen Lamb standing in front of his award-winning COP17 stand, exhibited in Durban last year



The stand harvested rainwater to irrigate vegetables, which were then given away to schoolchildren for planting at home

Celebrating citizen-driven change

As fast as cities seem to move, urban change can be slow. Big ideas for a more integrated transport system or affordable housing take time to come to fruition – to be mooted, planned in, budgeted for, built. In those planning cycles, where does the man on the street fall?

The answer could be between the cracks. But in cities all over the world, people are not waiting for change to come to them, but are intervening in small but meaningful ways in their urban environments – to improve their everyday experience and that of those around them.

DIY urbanism's poster people might be those turning parking bays into public parks, or guerrilla gardeners, or yarnbombers (all examples of creative citizen engagement *City Views* has reported on and celebrated in 2011). But there's a more invisible, unsung layer, of people innovating out of sheer necessity – making their day-to-day urban existence more liveable, because otherwise they wouldn't have functioning toilets, or a safe street to walk home on, or a place to educate their children.

Here's the good news for these people: There's now an award to recognise and reward these interventions, the Deutsche Bank Urban Age Award. The even better news is that the award has come to Cape Town for 2012, and projects that benefit communities and local residents by improving their urban environments stand to win R750 000.

At the announcement of the award's launch event in Cape Town in November 2011, Edgar Pieterse, director of the African Centre for Cities and chairman of the award's judging panel, explained: "There's an ingenuity and an innovation involved when people have to cope with nothing, make a living, make a future. What we're doing is creating the space and recognition of what people are doing already – making it legible, making it visible – how they, despite the odds, are making a difference.

This is the kind of political revolution Cape Town needs."

Wolfgang Nowak, MD of the Alfred Herrhausen Society – the international forum for Deutsche Bank and the non-profit arm who seek to identify "traces of the future in the present" – spoke at the event about why Deutsche Bank is involved in this initiative.

In cities all over the world, people are not waiting for change to come to them, but are intervening in small but meaningful ways in their urban environments – to improve their everyday experience and that of those around them.

"Why are we doing this? These people have no lobby. They're invisible, they're unknown. They'll never be our clients. We wanted to create a network of the invisible, and then bring those networks together with architects, mayors, scientists, urban planners. This is about developing a grammar of success for cities – for all aspects of cities. We are no saints: We need better cities, we need a better life for cities. Successful banks need successful cities."

What kind of projects have won the Urban Age award?

Mumbai (2007)

Triratna Prerana Mandal was established as a community-based organisation focusing on slum sanitation. With funding and support, they committed to maintain a public toilet in the area (many of

which were in a terrible state), but went much further than that: They built a computer lab above the toilets, from which computer classes and English lessons are now taught, as well as a child-care centre and a kitchen where women are employed to cook food for hungry students.

Istanbul (2009)

In Edirnekapi, one of Istanbul's most disadvantaged inner-city neighbourhoods, Barış İçin Müzik (Music for Peace) affords free music education to local school children. Rather than returning to an empty home or spending time on the city's streets, young boys and girls of different ages and backgrounds spend time with volunteer musicians and parents playing accordions, learning composition, repairing instruments, performing and eating together.

Mexico City (2010)

CODECO in Mexico City was founded by 30 city gangs that had agreed on truce, and now offers legal graffiti and art as an alternative to drugs and vio-

lence. CODECO also offers sport facilities, working spaces, art

workshops and a library, all aimed at providing gang members with skills development so as to

improve their employment opportunities and helping them integrate with the community.

"This is the kind of political revolution Cape Town needs."

Edgar Pieterse

Citizens doing it for themselves

TREND
#6

The question remains:

Who will we celebrate in Cape Town in 2012?

HOW DO I ENTER?

If your grassroots initiative needs a little seed capital, then why not consider applying. The deadline is 16h00 on 24 February 2012.

The award is open to individuals and organisations involved in projects that:

- Are located in the Cape Town metropolitan area (but applicants don't have to be South African)
- Demonstrate evidence of cooperation between different stakeholders
- Are at least partly realised and demonstrate measurable impacts for users and the wider community
- Do not discriminate on the basis of gender, age, religion or ethnicity.

Application forms can be found at the Central Library on Darling Street, but you can also download the application form here: www.DBUAaward.net

To enter, submit the following:

- A completed and signed application form
- A project description in Word (maximum 3 pages) with photos (not more than 3) inserted or as additional files.
- A maximum of three references of no more than one page each.
- A signed letter from your formal partners (if applicable) in which they support your application.

Applications can be emailed to entries@DBUAaward.net or printed and posted to:

DBUAA Applications
c/o African Centre for Cities, Room 2.11,
Shell Environmental & Geographical Science Building, Upper Campus, University of Cape Town, Rondebosch, 7701

If you have any queries, contact Lindsay Bush at info@dbuaaward.net

1 & 2. CODECO in Mexico City offers graffiti and art as an alternative to drugs and gangsterism

3. Music for Peace in Istanbul offers free music education to local children

4 & 5. Triratna Prerana Mandal in Mumbai provides not only sanitation, but also skills training and a community kitchen.




**Return to
artisansh**

Craftier creatives: the move from art to artisan

The line between arts and crafts is blurring. Artists are equipping themselves with old-school skills – shoemaking, glass blowing, carpentry – and crafters are updating their trade, collaborating with designers to develop more contemporary designs. Mass production is out, and the maker's mark is in. Whether these creatives call themselves crafters or artisans or craftisans, a growing number of them are Capetonian. *CityViews* caught up with two creative collectives and one craft institute to talk about this trend in the trade.

1. Designing for the love of it

Design team **Jesse Ede** and **James Bisset**, known as *jessejames*, are young designers on a mission. As part of the design collective *Everybody Love Everybody*, the pair are rapidly forging a cult following with products like bamboo sunglasses and cooler tables. They embrace old-school techniques such as kerfing (wood bending) and are not ones to shy away from a design challenge. *CityViews* caught up with duo at their studio in *The Fringe* to find out a little bit more about what drives them to design, their creative process, and what it's like working in one of Cape Town's most happening design collectives.

On why they design:

"We do it for the love really. I wouldn't be doing anything else. I prefer working with my hands. With things like carving wood and leather, you get an immediate response and reaction from what

you've done. I really want to be a craftsman and do my thing, and James as well. He studied something completely different. It comes back to the point that we really like doing what we do. This is what our dream is; we

left everything aside. It's how we express ourselves," says Jesse.

On the collaborative workspace:

"We're surrounded by creatives pretty much 24/7, and they're all our friends. Our work becomes a lot more professional because we've

"We do it for the love really. I wouldn't be doing anything else."

Jesse Ede

all got an eye for design. At the end, our products become more market ready," says James.

On the creative process:

"One of the coolest things is that we work in a team combo. No kind of medium disinterests us. When we get an idea in our heads, we just want to execute it, whatever it is. It's all really what inspires you," says Jesse.

On product development:

"You look and you think you want something. That's how it was when I was a kid: We literally would make anything we wanted. We made skateboards, bicycles... I needed a bookshelf for my room, so we made it. When you develop those skills, you think, 'Cool, wouldn't it be nice if...?' My father was an artist, carpenter, leather worker, and extremely

creative dude. I always grew up in a workshop and studio – in and around that. When he passed away a couple of years ago, I realised that is where I was happiest. I took it for granted so long, so now that's why I'm pursuing it, because it's what I most enjoy," says Jesse.

Everybody Love Everybody
50 Canterbury Street
T: 071 431 3874
@jessejames_coza
www.jessejames.co.za

Lesedi Rudolph from One.Dog.Chicken caught up with fellow Fringe creatives, jessejames and Marian and Louise Park-Ross, for a photo shoot. Check out @OneDogChicken on Twitter for more of his video and photographic skills.

2. Designing a difference

Sisters **Marian** and **Louise Park-Ross** are the impetus behind *Good Clothing*, a line that offers clever, well-designed ladies wear (Marian also happens to be one half of *Mungo & Jemima* on Long Street). Louise, who heads up design, took a moment to talk with *CityViews* about her design process, the role of fashion in the economy, and the benefits of being a small business.

On the design process:

"My design process is different every time. Every day is new, and that makes it exciting. When I sit down to sketch, it's so dependent on where I am in my life. If I'm feeling light and frivolous, you can see it in the clothes that I make. I believe the best way to make clothes is to take the basic skills you've learned, and play and play and play. Usually during this process, you're going to make a mistake, and that mistake can become the thing that makes the garment turn direction and become something unexpected and even more beautiful than the original sketch. It's a very organic process. If I make a dress, I have to put it on and dance a bit, just to see what it would feel like to have a party in it. People dress how they think, and it reflects how they are feeling. The psychology behind how fashion makes you feel really interests me."

On making a difference vs making pretty things:

"When I was 21, I became filled with doubt about my chosen career because fashion is often perceived as superficial. That doubt went away when I acknowledged that

even though we're making pretty clothes, we're still making an impact on people's lives. I realised what a massive difference our company makes with regard to creating employment. There are so many people in the industry with so many skills. Denise, our sample hand, used to work on the production line in a big factory and did one operation – sewing on pockets. She worked her way up to being a sample hand, and learned all the skills. Inge, my assistant, and I design everything, but Denise makes it happen. We make everything locally and source as much as we can locally, because we dig South Africa."

On being a small business:

"To be able to be stimulated creatively and do business feels very well rounded. I've always known I was going to be a fashion designer. I've always loved texture, print, and colour and how things are put together. That grew from really enjoying two-dimensional design, and taking something from a sketch on a piece of paper to a 3-dimensional object. To be able to take big reams of cardboard and draw and cut and create,

and then get on the phone and manage a project gives a great sense of accomplishment. Doing things on a smaller scale offers more flexibility. If it doesn't work, our team can brainstorm freely to make it happen. Because we're small, things are more fluid and can change during the process. We can adjust and react to customer demands much quicker."

"When I was 21, I became filled with doubt about my chosen career because fashion is often perceived as superficial. That doubt went away when I acknowledged that even though we're making pretty clothes, we're still making an impact on people's lives."

Louise Park-Ross



Good Clothing supplies boutiques all over South Africa, but in Cape Town, you can check out their range at *Mungo & Jemima* on Long Street.

Mungo & Jemima
108 Long Street
T: 021 424 5016
www.mungoandjemima.com

3. Crafting connections with design



Photo: Eric Miller, courtesy of CCDI

The Cape Craft & Design Institute, one of the anchor tenants in The Fringe, helps young crafters and designers develop their products, grow their businesses, and get themselves to market. The CCDI also curate a collection of the best handmade products from the Western Cape annually – and 2012 is no different.

From 264 entries, a panel of industry experts have chosen 70 outstanding objects, to be unveiled at this year's Design Indaba Expo. *CityViews* spoke to three panellists – **Laureen Rossouw, Bart Verwecken and Erica Elk** – for the inside scoop on the collection, creative cities, and craft and design coming together.

On the Handmade Collection:

"The panel has always been looking for products that are not only very well made,

is the degree of innovation presented in the work. This will ensure freshness in the work produced in the Western Cape and allow our craft producers to explore new markets," says Bart.

On Cape Town as a design capital:

"Given Cape Town's shortlisting for World Design Capital 2014, there is renewed interest locally and from around the world in our creative people and products," said CCDI

makers to show just how bold and skilled they can be."

On the convergence of craft and design:

"Local industry and craft are becoming part of bigger business's plans. South African designers are becoming more aware of the rich resources of crafts in South Africa and are starting to collaborate with craft producers to produce unique contemporary South African designs. This is a movement which I think should be encouraged from both sides," says Laureen. (For more of Laureen's insights and an eye into her kind of Cape Town, be sure to read the page 12 interview.)

"South African designers are becoming more aware of the rich resources of crafts in South Africa and are starting to collaborate with craft producers to produce unique contemporary South African designs."

Laureen Rossouw

but have a strong visual or conceptual appeal; objects with a wow factor. That's why a strong criterion for selection

executive director Erica Elk. "The Handmade Collection is a wonderful opportunity for craft producers and designer

Cape Craft & Design Institute,
75 Harrington Street
T: 021 461 1488
www.capecraftanddesign.org.za

DESIGN INDABA EXPO 2012

Make sure you get to the Design Indaba Expo – a showcase of exceptional South African design – from 2 to 4 March at the Cape Town International Convention Centre (you'll get to see the

CCDI Handmade Collection unveiled). Adults get in for R60, pensioners and students for R40, scholars and children R30, and kids under R10 for free. And don't worry: If your visit to the expo leaves

you a little overwhelmed or short in the pocket, you can always pick up a Cape Town Design Route map, available at the Cape Town Tourism stand at the CTICC, and visit Cape Town's artisans and

craftisans in your own time.

Head to www.designindaba.com/expo for details.

TREND

#8

Upcycling – not just recycling



Simone Borcharding at the Church Street Market

Simone Borcharding, décor editor for *Tuis and Home*, considers herself a spacemaker. She honed her stylist skills while renovating her Victorian apartment in Tamboerskloof on a tight budget, and further developed an eye for the find during a stint with Katie Thompson of Recreate.

Simone took *CityViews* on an upcycling quest through the Central City, sharing her five favourite spots for picking up finds ready for a second life.

1. Pop in to **Deluxe Coffeeworks** for a flat white, and leave not only with a caffeine buzz, but also some burlap coffee bags. Use them as bathmats, as an outdoor floor cushion cover, or simply as a wall hanging.

Deluxe Coffeeworks
25 Church Street
www.deluxecoffeeworks.co.za

The secret (second) life of objects

"I'm passionate about people creating spaces that tell stories and have a sense of silly quirkiness and reworking old objects or upcycling definitely lends itself to that aesthetic."

Simone Borcharding

2. **Woodhead's**, founded in 1867, is a Cape Town institution. Located in The Fringe, Woodhead's stocks vintage shoe trees – perfect to mount to a wall and use for a coat rack or hanging system. A pair makes a great set of bookends as well.

Woodhead's, 29 Caledon Street
T: 021 461 7652
www.woodheads.co.za

3. Cruise through the **Church Street Market** to score some bespoke articles of clothing and fashion accessories for reuse around the home. Brighten up lamps by wrapping a funky belt around them, or give a chair past its prime an updated look by draping a shirt with a fabulous print around it.

Church Street Market
Corner of Church and Long Street

4. Church Street is also home to **SL Velk**, a mannequin sales and rental shop. Here you can purchase mannequin torsos on which you can drape scarves or use as décor. Grab a glove mould to display jewellery, like rings and bracelets, in a fun way. For added flair, drop your new finds off at **The Carpenter's Shop** on Roeland Street, where they can receive a fresh paint finish.

SL Velk, 56 Church Street
T: 021 423 7570
www.velkhiring.co.za

The Carpenter's Shop
14a Roeland Street
T: 021 461 5508
www.tcs.org.za

5. Who says three's a crowd? A trio starts a collection, and there's no better place to start yours than the **Long Street Antique Arcade**. Whether you're in the market for antique books – which you can display by size, colour or topic – or vintage brooches to be repurposed as fab fridge magnets, the antique arcade is your place for unique pickings.

Long Street Antique Arcade
27 Long Street
T: 021 423 3585

For more upcycling ideas, check out the March issue of *Tuis and Home* magazine, which hits the stands on 19 February, or visit www.homemag.co.za.



“I live in the Central City”

Central City resident **Londi Gamedze** writes for Sonke Gender Justice – an advocacy organisation working on HIV/AIDS, gender equality and human rights – by day, and moonlights as a songstress and ukulele player by night. She met *CityViews* to talk about what it takes to be a townie.



Photo: Caroline Jordan

Londi Gamedze in her favourite Central City spot – St George's Mall

CV What's it like living in town?

I used to live in the Southern Suburbs while I was studying literature at UCT, and then moved to New York with my husband – he's American – for two years so he could complete his degree. We lived on Union Square, which is a really busy area in a frenetic city – so I guess you could say that

“I love the busyness of St George's Mall – I live near here, I work near here. I love the community, that I recognise the faces I see every day.”
Londi Gamedze

prepared me for the transition into town when we moved back to SA. I love the busyness of St George's Mall – I live near here, I work near here. I love the community, that I recognise the faces I see every day. And I love the tourists! I know that seems strange – not many people seem to – but they make the city so special with that new, excited, curious energy they bring in. It's so great to hear different languages as you walk the streets. Town offers you that – that community, that diversity, that energy.

CV What can New York learn from Cape Town?

New York could really do with a mountain, a Muizenberg, a Hout

Bay, a bit more natural nature. And maybe some minibus taxis! Normal taxis are crazy expensive but everyone uses them when they can't walk or take public transport, because it's still cheaper than parking a car in the city day in and day out.

CV What would you change about town if you could?

Public water fountains for drinking? The Zappit signs on the bins – the government shouldn't spread the message that trash gets zapped; it sounds like it just disappears when it actually goes into huge dumps and pollutes the city and surrounds. Not zapped.

CV What music best sums up Cape Town for you? What's the sound of the city?

The blind guy playing guitar on St George's Mall, and the guy who plays the piece of plastic piping while shaking a calabash full of seeds for percussion. And kids doing traditional dancing in town on the weekends.

CV You play the ukulele and write your own songs – some of them about Cape Town. Tell us about the instrument, your inspiration, your music.

The instrument is an easy one to play, so an easy one to write simple songs. I dislike writing about love, as it rhymes mostly with above. I'm inspired by na-

ture – most of my songs seem to reference the moon or some kind of plant! As well as the big stuff like the stars and the sun, I like people and writing stories about them. The people are always made up though, composites and fantasies. I consider myself more of a lyricist or poet than a musician; my songs are simple, musically, and I try to keep the lyrics fresh, story-like, thrilling.

CV Where do you go for a good cup of coffee? Cheap meal? Show a foreign visitor what this city's about?

Coffee: Deluxe Coffeeworks. Not only for the gorgeous men who work there

Cheap meal: Shiro wot at Little Ethiopia on Shortmarket Street

A foreign visitor: I'd take them on a hike up Devil's Peak, to the Rasta dancehall in Marcus Garvey, Philippi, and to my friend Alan's garden in Tamboerskloof

CV Who are your favourite Cape Town creatives?

I recently saw a band I really liked called Inclementine and I love DJs Jumbo and Kimon. Otherwise, creatively, I go to AfrikaBurn where everything is a creation.

CV What are you reading at the moment?

Musicophilia by Oliver Sacks – which is about the power of music to move us, to heal and to haunt us. It's great.

TREND #10

Your city as your stage

Art to animate our public places

Cities, if they're not designed and engineered properly, can sometimes be lonely places, spaces you traffic in and out of. Experiencing something truly beautiful, or funny or human can help change that – help you make sense of our city and their daily experience in it.

Art in public places – public art – can help shape the city we live in and not just for people who have the time and money to go to a gallery, take in a concert or visit the theatre.

That's why we're incredibly lucky to have public arts festival *Infecting the City* – the only festival like it in

Africa – in Cape Town every year. If you're feeling in need of a little pick-up, some inspiration, a sense that there is still beauty and plenty of it in the world, then this is for you.

Catch *The Rake's Progress* in the Company's Garden, Dada Masilo's fresh take on tragic heroines, the resurrection of Cape Town's unspoken stories by the Remix Dance



Photo: Sydele Willow Smith

See the city in a new light at this year's *Infecting the City*

WHEN? 6 to 10 March 2012

WHERE? Public spaces in and around Cape Town CBD

WHO? You, together with the Africa Centre, the Gordon Institute for Performing and Creative Arts and some of this country's top artists and performers

Watch this space: For the latest on *Infecting the City*, be sure to follow @infectingthecity on Twitter or check out www.infectingthecity.com



Markets to make your mouth water



Earth Fair Food Market

Markets predate malls – and if their resurgence is anything to go by – will long outlive them too. And Cape Town’s market culture is thriving.

Earth Fair Food Market that happens every Thursday on St George’s Mall. In many ways it’s a return to our roots. The Company’s Garden originally provided fresh fruit and vegetables to passing ships and Greenmarket Square was somewhere where farmers could sell their produce. That’s why upper St George’s Mall in the historic heart of Cape Town is the ideal location.

“There are markets popping up everywhere, and people love it,” says City Bowl Market organiser Madelen Johansson.

The most recent addition to the local market offering is the Fringe Handmade, which showcases locally made creative goods.

“The Fringe is dedicated to creating a platform where creative interaction is encouraged, while presenting designers with the opportunity to showcase their work at the same time,” says The Fringe coordinator Zayd Minty. “We felt it was more for a way to give emerging designers an opportunity to sell their goods.”

“It takes a lot of commitment for brick and mortar, while a market is much more organic. It’s also a much more doable commitment for designers.”

– Zayd Minty

Citing the flexibility of the market structure Zayd says, “It takes a lot of commitment for brick and mortar, while a market is much more organic. It’s also a much more doable commitment for designers.”

“The Fringe is dedicated to creating a platform where creative interaction is encouraged, while presenting designers with the opportunity to showcase their work at the same time,” says The Fringe coordinator Zayd Minty. “We felt it was more for a way to give emerging designers an opportunity to sell their goods.”



Photo: Caroline Jordan

The Fringe Handmade creative goods market

For designer goods, culinary delights, homewares, African goods or antiques in the Mother City check out a market near you:

Adderley Street Flower Market

Monday to Saturday
07h00 to 20h00
Between Strand and Darling Street

Bo-Kaap at Haas Coffee

Last Saturday of every month
10h00 to 14h00
67 Rose Street, Bo-Kaap
www.haascollective.com

Bo-Kaap Food and Craft Market

First Saturday of every month
10h00 to 14h00
Schotschekloof Civic Centre,
Upper Wale Street
T: 021 424 3736

City Bowl Market on Hope

Every Saturday
09h00 to 14h00
14 Hope Street
T: 073 270 8043
www.citybowlmarket.co.za

Church Street Antiques Market

Monday to Saturday
09h00 to 16h00
Corner of Long and Wale Streets

Earth Fair Food Market

Every Thursday
11h00 to 16h00
St George’s Mall
www.earthfairmarket.co.za

French Market at Alliance Française

Fridays
10h00 to 14h00
155 Loop Street
T: 083 300 6725

Fringe Handmade

Saturday 4 February
10h00 to 15h00
Harrington Square,
corner of Caledon and
Harrington Street
www.thefringe.co.za

Greenmarket Square

Monday to Friday
09h00 to 16:00,
Saturdays 09h00 to 15h00
Corner of Longmarket and
Shortmarket Street
T: 021 426 1052

Pan-African Market

Monday to Saturday
08h30 to 17h30
76 Long Street
T: 021 426 4478

For a comprehensive guide to markets throughout the Cape, follow @capemarkets on Twitter or visit www.capemarkets.co.za

PUBLIC (ART) OPINION



Photo: Lonx Pillemer

Removing the greyness from the soul of the city is the job of musicians, artists and poets, says Ricky Lee Gordon

In anticipation of Infecting the City, *CityViews* spoke to three public art practitioners about harnessing the power of art in public places.

Ricky Lee Gordon is an art activist, mural artist (aka Freddy Sam) and founder of /A Word of Art. He believes in the power of public art to breathe new life into a city: “Colour and creativity create energy, energy creates inspiration, and inspiration creates change. Art is in everyone; it is human. Therefore, the need for inspiring creative public space is present, especially when the world is becoming more consumer driven.” What does he want to see in terms

of public art in Cape Town? “Firstly, I demand a public art preamble. This is our right as citizens. It will allow for more public art projects, and help us know what the limits are – no hate speech, no slander, no violence, nudity and so on. Johannesburg has this, why doesn’t Cape Town? We need to support private citizens in obtaining permission and access to create. We also need a public art budget.”

Graffiti artist Mak1one believes in the ability of public art to educate: “Our public art scene promotes awareness about what’s happening here on the ground in Cape Town. Communities can use buildings and mural art to educate citizens about societal issues that affect everyone, about everything from health to environmental issues. I used to only

paint buildings in need, like derelict buildings, but now think that painting on any building should be allowed. A coat of paint on a building, not just a bland colour, gets people talking.”

We asked Shani Judes – curator, producer, and artist manager – what her dream public art project in the Central City would be: “I want to see more of a town-township connect, specifically through mural art projects. I want to see every single grey bridge and ugly wall painted. It just adds something to a walk or route that could cause a little spark of hope. It brightens up space. After time, you don’t even see it. Look at the Bo-Kaap – it’s literally just paint. If you show people a multitude of colour, it uplifts. It becomes a part of one’s consciousness.”

If you’re particularly passionate about public art already, and think the City of Cape Town should have a policy on it to help ensure we have more Infecting the Cities, more beautiful murals, more interactive sculptures (not just a graffiti bylaw), then make sure to be at the Infecting the City public art conference on 9 and 10 March.



Photo: Fay Jackson, courtesy of VISI

Mak1one’s mural for VISI in celebration of World Design Capital 2014



Photo: Lonx Pillemer

PASTE was a mural project and street art exhibition managed by Shani Judes



continued...



The creative class moving to Cape Town

My Cape Town: Laureen Rossouw

Laureen Rossouw is editor of *ELLE Decoration* and also happens to live in the Central City. She took time to share her town-related thoughts, tips and trends for 2012.



Laureen on Church Street wearing Pantone's colour of the year for 2012 - tangerine tango

CV Why did you choose to live in town?

We'd had our time in the suburbs, had raised our children there - and we wanted the inner-city lifestyle. It was one of the best decisions I've made - given the proximity of everything plus the safety factor. I often go down to the café late at night to buy a chocolate, and don't think twice about doing so, which is a big feather in the CCID's cap.

CV What's it like living here?

The best part of living in the city is that there is a whole world of secret shops and outlets to be discovered: From the R5 store in front of Game, the African tailors, the colourful fabrics to the one-off buys at the Golden Acre (two-tone shoes and slick city-dude stuff). The Central City Library has the best art and design section I have seen in SA. Then there's the Long Street secondhand bookshops, swimming pool and Turkish baths, the early morning walks in the Company's Garden and the retro café for tea and scones.

CV ELLE Decoration is part of an international network of 25 editions. Anything Cape Town can learn from other cities?

The one thing Cape Town can really learn from Europe is their use of public space - it's just so very well thought through. Our markets and informal traders could do with more organised and dedicated spaces - so you know if you want African curios, you go to Greenmarket Square, if you want designer goods you

go to Harrington Square, that sort of thing. It shouldn't be so

"Moving was one of the best decisions I've made - given the proximity of everything plus the safety factor. I often go down to the café late at night to buy a chocolate, and don't think twice about doing so, which is a big feather in the CCID's cap."

random; that randomness creates a sense of chaos, when our markets should - and could - actually enhance the experience people have when they visit the city.

CV Could you give a tangible example of what Cape Town could do?

Take Church Square as an example: Nobody goes there. It's an empty, intimidating space. We should look at doing something interesting on the edges of public spaces. With all these beautiful new cycle tracks in our city, isn't it viable to have bicycle rentals on one side of the square? That's exactly what young people would come to the city to do. Or we could have an organised area where the many emerging creatives can sell their work, kiosks where people can buy the daily newspapers and magazine and a takeaway coffee. There's not enough of a pavement culture, or chairs in the open. We have such good weather and everybody sits inside.

We should plant more trees ... trees don't just provide shade. They are inviting and provide a physical assurance in a public space that allows people to be there. And finally, it's high time that more people started selling fresh produce in the city!

CV Can you talk to us about trends for 2012?

We're seeing more plants as a sustainable kind of decoration, especially amongst young people. Take that new diner on Bree Street - Clarke's Dining - and how they've decorated the space. Plants are in fashion and so are rooftop and vertical gardens. Designers will also produce more pieces that are interchangeable, modular and compact. Furniture that people can move around and adapt to their needs. At *ELLE Decoration*, we're always looking for houses or apartments that are layered, that tell a story about the owners and that have their own personality. And a lot of the people who own or create these houses are living in Cape Town - we're seeing a migration from Johannesburg ... the creative infrastructure seems to be here. Cape Town has many individuals and organisations who assist and support the creative industries.

CV What's your wish for World Design Capital 2014 in Cape Town?

My wish is that we seize this once in a lifetime opportunity and start preparing and planning in time. That the City of Cape Town delegates the various projects to the appropriate external experts in the relevant fields. That we identify design districts where

"We're seeing a migration from Johannesburg ... the creative infrastructure seems to be here. Cape Town has many individuals and organisations who assist and support the creative industries."

the exhibits can take place and that specified dates are earmarked for these events. And finally, that the creative industries come up with imaginative projects, that will enhance the city for 2014 but also benefit the citizens of Cape Town in the long run. From a product point of view, a big opportunity for World Design Capital 2014 is crafters and designers working closer together.



For more of Laureen's insights, pick up your latest copy of *ELLE Decoration* on the shelves now or go to www.elledecoration.co.za.

GIVE WHERE IT WILL MAKE A DIFFERENCE



Ons Plek provides residential care while undertaking reunification process for girls. ☎ 021 465 4829

Straatwerk has job rehabilitation projects for men and women. ☎ 021 425 0140

The Haven's vision is to get the homeless home. ☎ 021 425 4700

The Homestead provides residential care and family integration for boys. ☎ 021 461 7470

The Carpenters Shop provides rehabilitation services and skills training for adults. ☎ 021 461 5508

Salesian Institute Youth Projects provide education, skills training and rehabilitation to vulnerable youth. ☎ 021 425 1450

GIVE RESPONSIBLY

DON'T PROMOTE BEGGING

Many children and young adults living on the streets have severe drug addiction problems. More often than not, the money they receive from begging is used to buy their next "fix".

The CCID therefore requests that members of the public do not give money or handouts directly. If you would like to help, please contact one of the listed organisations mentioned.



Contact the Central City Improvement District's (CCID's) Social Development Department for further information or assistance.

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