

Invitation to join World Design Capital 2014

New York may have yellow cabs, but Cape Town may soon be known for its Mellow cabs. The new form of [sustainable urban transport](#) ([@mellowcabs](#)) is just one of the 450 official projects by means of which Cape Town is doing its utmost to live up to the World Design Capital ([@wdc2014](#)) status bestowed on it in October 2011 by international NGO [ICSID](#) (International Council of Societies of Industrial Design).



[click to enlarge](#)

These projects have been curated from an initial 1253 submissions for their potential for inclusivity to be able to have a positive and lasting legacy on urban life in Cape Town even long after the title year is over.

The umbrella theme of Live Design, Transform Life includes a wide variety of [projects](#) all of which have the overriding vision to transform Cape Town into a sustainable, productive African city, bridge historic divides and build social and economic inclusion through design.

Collaboration opportunities

Although submission for recognised projects is now closed, there are still plenty of opportunities to collaborate and get involved. The World Design Capital team is inviting ad agencies, brand owners and interested parties to join them at two creative sessions this week:

Tomorrow Tuesday 21 January join well known Cape Town creatives Conn Bertish ([@connbertish](#)), senior Creative on all things WDC2014 and Porky Hefer, one of the project curatorial panel, to find out more about the branding, sponsorship and other opportunities offered by Cape Town's year ahead under the yellow design banners.

The following evening Wednesday 22 January, the PR community are cordially invited by Priscilla Urquart ([@PriscillaUrq](#)) PR and media manager of WDC2014, to join communication consultant Rebecca Cronje and Quirk creative Scott Gray, for a presentation on how PR agencies and their clients can leverage exciting WDC2014 content opportunities.

Both sessions will begin at 4pm at the rather lovely World Design capital HQ. 4th Floor, Harrington House, 37 Barrack Street, (entrance next to the Field Office). Refreshment and snacks will be on offer. See you there!

RSVP by today to support@wdccapetown2014.com or for the PR event WDC2014@eclipsepr.co.za