

Capetonians to make their mark in WDC2014 initiative

Greater Than has been appointed by Ukusela eKapa, a World Design Capital 2014 initiative, to amplify their innovative design initiative.



Ukusela eKapa (#WDC411), Slurp Kaapstad Op or Drink Cape Town In, is a joint venture between ceramic artist, Hennie Meyer, and architect, Janine de Waal, which endeavours to raise design awareness through connecting Capetonians with an imprinted "handshake" on a ceramic drinking vessel.

Greater Than has been tasked with creating awareness of this collaborative project and will be enticing hands-on participation from locals and tourists through a series of "squeezes" at schools, hospitals, parliament, businesses, sport events and more. The goal is to get people from all walks and parts of the city to connect and hand-make 10,000 of these useful objects.

Each participant will have the opportunity to make their mark through a squeeze; make an imprint on soft clay in the shape of a drinking vessel, an ikomityi, and write their name and age on the base. As proof of their participation, each person will receive a WDC2014 + Ukusela eKapa keyring.

In November 2014, World Ceramics Month, Ukusela eKapa will create and host mass public installations with iikomityi that have been manufactured. Participants can present their keyrings at these installations in exchange for an ikomityi and receive a random vessel either made by a fellow Capetonian or a visitor to our beautiful city.

Squeeze events are open to the public free of charge, and will be held at various venues including the V&A Waterfront. Companies can also book corporate squeezes at R100 per drinking vessel.

For more, go to www.wdccapetown2014.com or visit [Ukusela eKapa on Facebook](#).

For more, visit: <https://www.bizcommunity.com>