

Smile 90.4FM to promote World Design Capital 2014

Cape Town-based radio station Smile 90.4FM will promote World Design Capital 2014 through its active, growing listenership, following a partnership announcement by Cape Town Design NPC, the implementation agency of World Design Capital Cape Town 2014 (WDC 2014).



Raise awareness

Head of WDC 2014 and CEO of Cape Town Design NPC, Alayne Reesberg said, "We are delighted to work with the station's team to spotlight attention on the projects in our programme and raise awareness around their needs in terms of funding, capacity and collaborations.

"This affords WDC 2014 the opportunity to reach a wide audience whereby we can share how these projects are bridging divides, reconnecting the city in structure and spirit, rebuilding social and economic inclusion and repositioning Cape Town for a sustainable future - ensuring a better city through design."

Positive response

Smile 90.4FM's Nomfundo Calana says, "We chose to align with World Design Capital because of our strong belief in the values that formed the basis of Cape Town being awarded this prestigious distinction. Smile 90.4FM stands behind the ethos that design is a vital part of daily life and felt it was very pertinent to support this worthy initiative.

"Cape Town will host over 460 design projects aimed at transforming the city this year alone and our task is to amplify the good news in the Mother City. WDC enables us to do just that. So far, the response has been positive. We've taken the WDC message to the community and made it more tangible for them - showcasing how design can positively affect their lives on a daily basis."

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