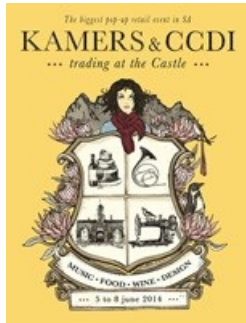


Cape Town Castle to host World Design Capital 2014 pop-up event

From 5-8 June 2014, the Cape Town Castle will host a World Design Capital 2014 pop-up event where the Cape Craft & Design Institute (CDI) and Kamers retail event will help 110 innovative designers and craft producers come to market.

Cape Town's original place of trade will be a place of entrepreneurship and trading once again. However, instead of wares such as vegetables and livestock, the products on sale will be exquisite handmade goods.



Focus on innovation

The Cape Craft & Design Institute (CCDI) was established in 2001 to promote and grow the Western Cape craft and design sector. Kamers is known for its countrywide retail events that feature handmade products, delicious food and wine and live music.

"As one of the WDC2014 projects, the event has a distinct focus on innovation. There will be a range of great products on offer," said Doreen Hendricks, CCDI market support coordinator: Domestic & Local Markets. "This event will also support product development, help establish new brands in the marketplace, and assist longer-term job creation."

The handmade goods are produced from materials such as clay, textiles, wood, beads and wool and range from exquisite jewellery and homeware to stationery and garden products.

Creative space

Of the 110 exhibitors taking part, 70 applied directly to Kamers and another 40 were selected by the CCDI from about 55 applicants. The CCDI participants have further honed their costing, pricing and selling skills at two workshops, plus enjoying one-on-one sessions with a professional stylist.



Producers will set up their stands on three interior levels of the historic building, an ideal creative space to display goods, sell and interact. The event should not only attract the public but also retail buyers, who will be keen to discover new products and make fresh connections.

Opening times: 5 June 10am-6pm, 6 and 7 June 10am-8pm, 8 June 10am-3pm. Tickets are R60 entrance for adults, R40 students and pensioners and, children under 18 free. For more information, go to www.ccdi.org.za, www.facebook.com/kamersvol, www.twitter.com/kamersvol or blog.kamersvol.com.