

App maps creative industry in Cape Town

A free mobile app to map Cape Town's creativity has been launched by [Creative Cape Town](#), a programme of the [Cape Town Partnership](#), as part of nine official [World Design Capital 2014 projects](#).

The app will allow users to access details (including the geographic location) of relevant creative sector operators, all at the touch of a mobile device button. They will be able to connect with fellow creative practitioners, search for creative businesses, suppliers and learning centres (by list or geographically) with an easily navigable directory.



[click to enlarge](#)

Display your work

The option to scout for talent, search for jobs and seek collaborative opportunities will feature; additionally, registered app users will be able to display their work by uploading it to their very own mini-portfolio.

The app includes an event feed with map integration, featuring creative and cultural activities. Added functionality incorporates the option for users to add events directly to their own personal mobile device calendar.

The app was developed in partnership with local agency [Domino Digital](#) in response to an increased need for a centralised resource hub specific to the creative industries. It will first be available on iOS and roll out on Android soon after.

Creative economy

The app is now open for registration, with an invitation to anyone active in the sector - from creative industries, organisations, practitioners to suppliers - to join at www.creativecapetown.com/app.

"The creative economy of Cape Town is an essential catalyst for job creation and transformation. It's in all of our interests to support and connect with the talent that is right here in the heart of Cape Town," says Cape Town Partnership CEO Bulelwa Makalima-Ngewana. "We are excited about the potential of this app to drive new business and exciting collaboration and believe that it will form an important topography for our creative industry."

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