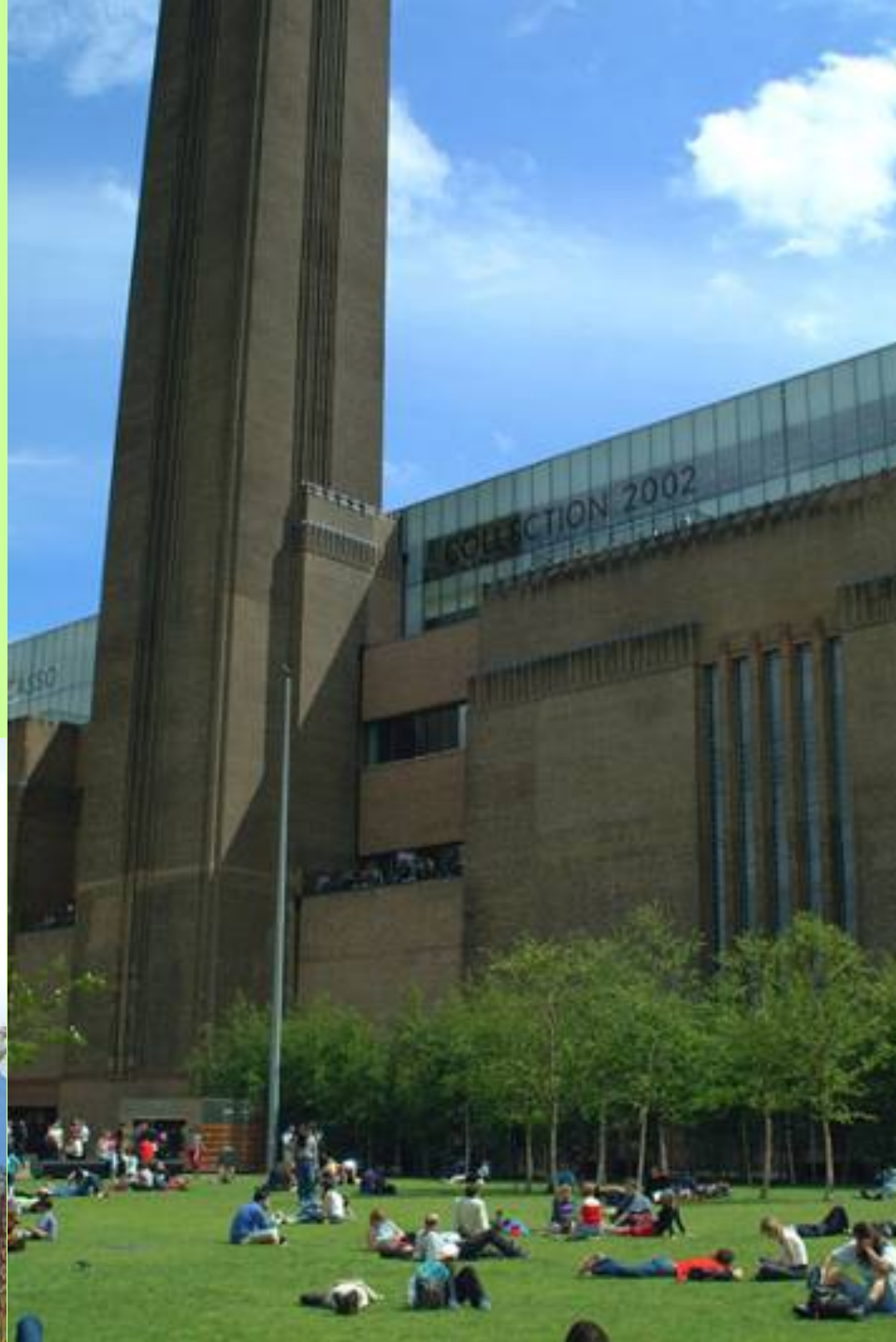


# *Creative Cape Town*



## *Culture and City Strategy*

- ❑ Culture as a driver of economic growth
- ❑ Culture and urban regeneration
- ❑ Culture and social inclusion



# *Creative Cape Town...*

*... is an economic,  
social and spatial  
programme, using  
culture towards urban  
regeneration in the  
central city in order to  
build an inclusive  
civic identity and a  
vibrant economy*



## *Concept*

1. Create an enabling environment for creative and cultural industries
2. Use history and memory to build an inclusive sense of local identity, through the cultural resources of the Central City
3. Develop the Central City as a cultural precinct
4. Promote participant and audience development



## *Context: Return of people to the Central City*

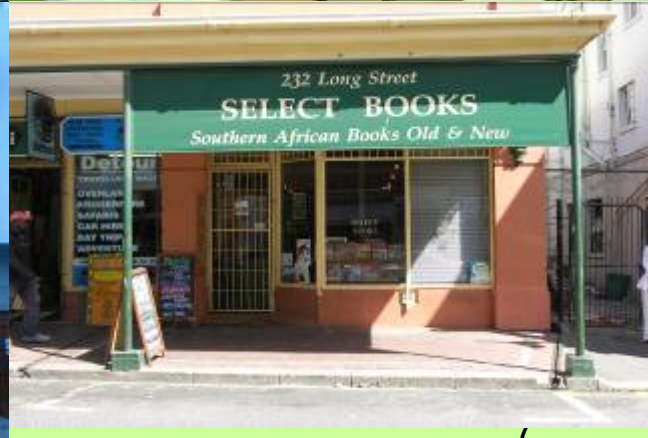
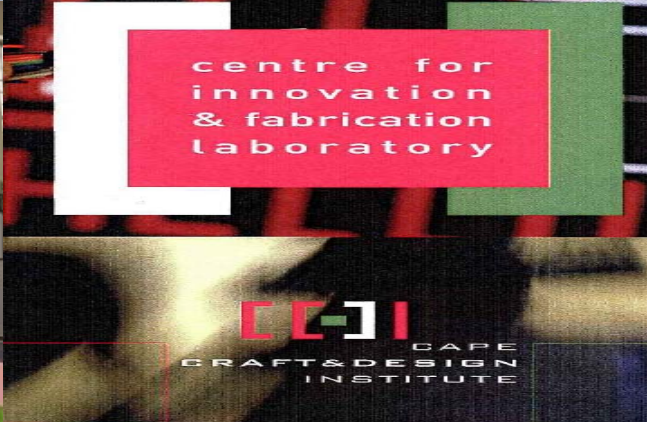
- ❑ Get more people into jobs, businesses and markets
- ❑ Improve access through provision of well located and affordable housing
- ❑ Improve access through better public transport
- ❑ Reflect hidden histories and memorialise places, people and communities more inclusively



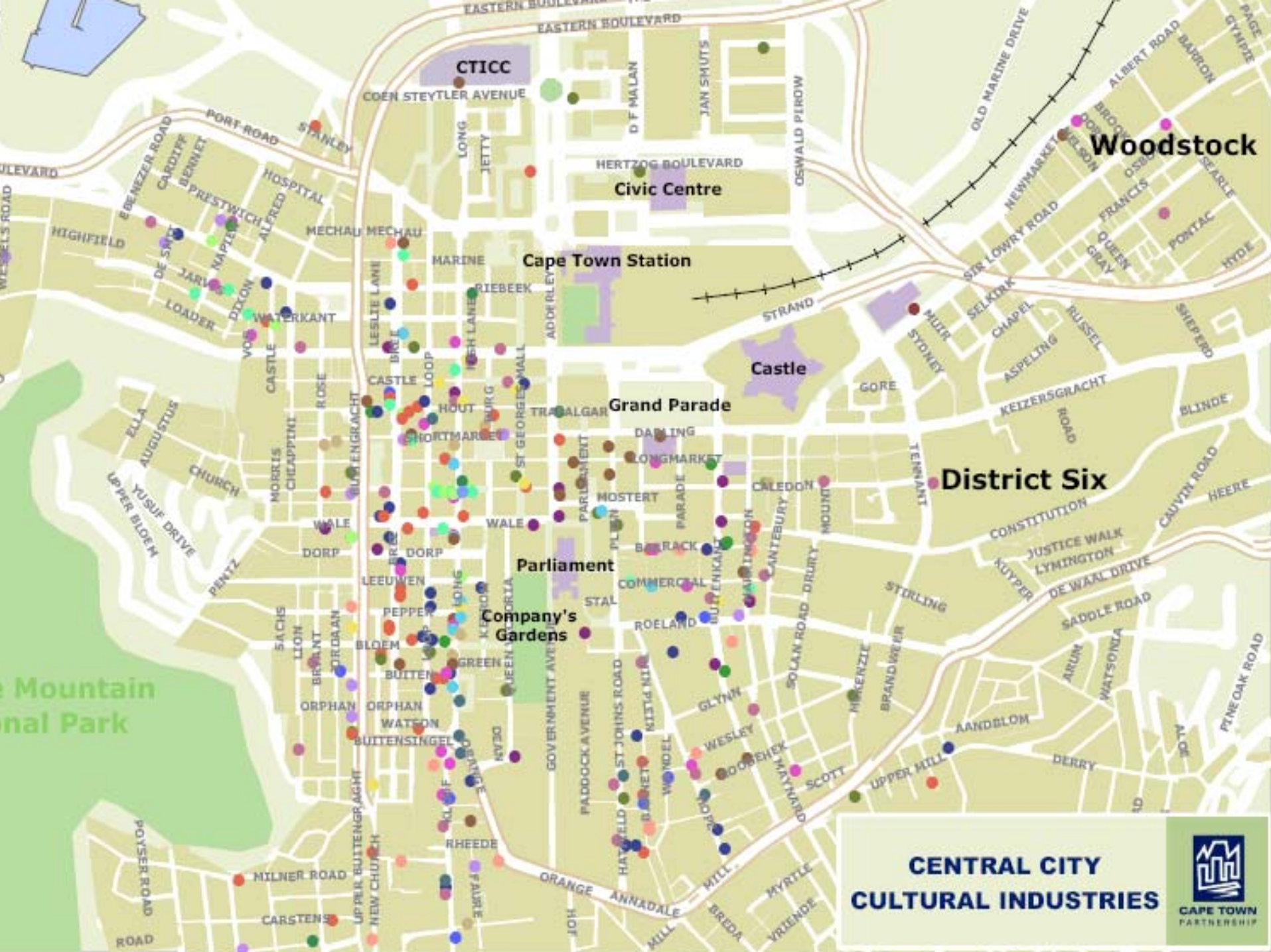
## *Specific role of Cape Town Central City*

- ❑ Part of the 'cultural fingerprint' of Cape Town – qualities that make the city unique
- ❑ Creative hub - concentration and agglomeration of creative and cultural enterprises, clusters and events
- ❑ Primary location of sites of history and memory
- ❑ Many existing and potential new creative spaces and buildings
- ❑ Concentration of centres of learning
- ❑ More than 400 000 people move into and through the area every day!





# Creative Cape Town



**Woodstock**

**Civic Centre**

**Cape Town Station**

**Castle**

**Grand Parade**

**District Six**

**Parliament**

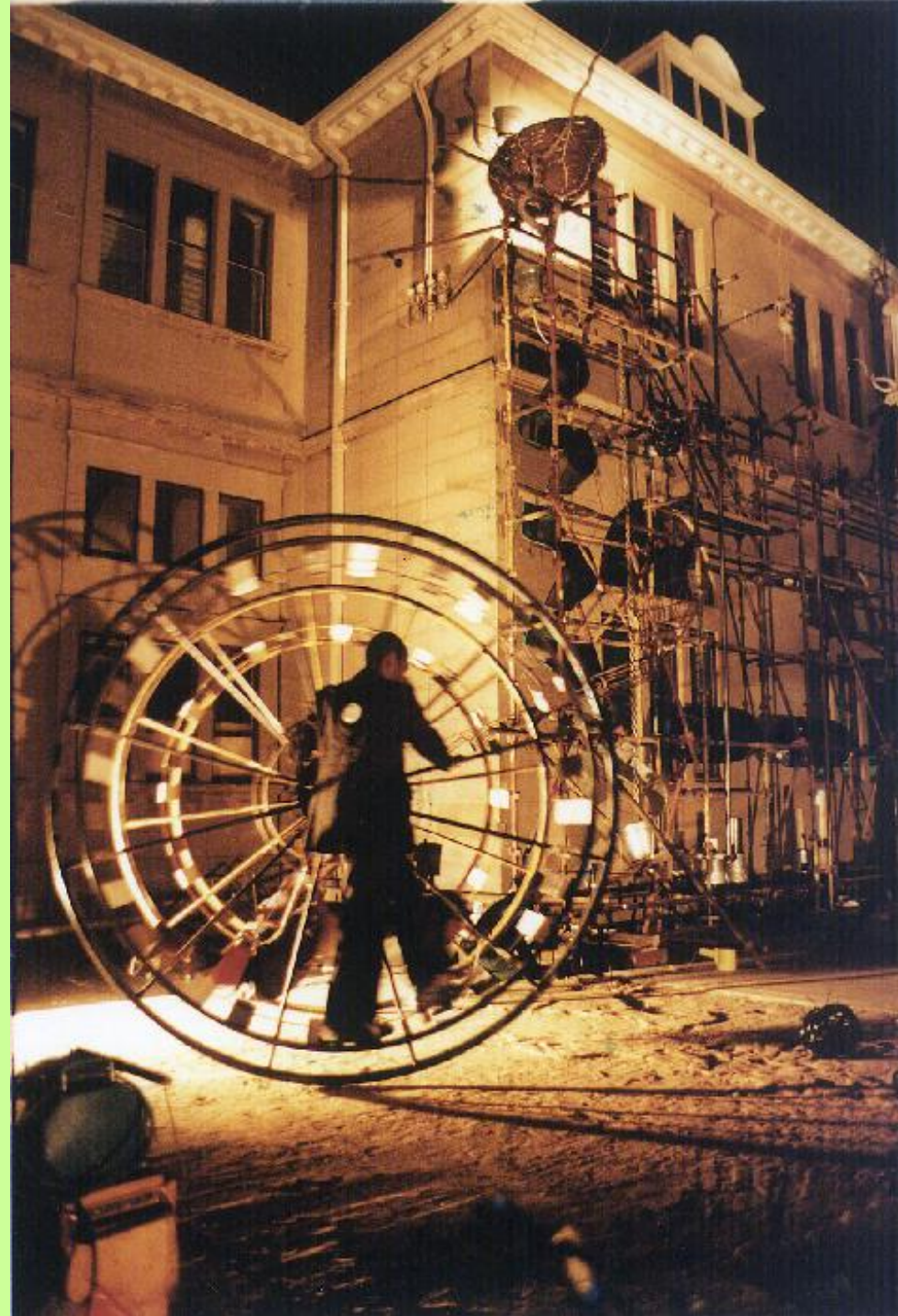
**Company's Gardens**

**CENTRAL CITY  
CULTURAL INDUSTRIES**



# *What are creative and cultural industries?*

- Advertising
- Architecture
- Art and antiques
- Crafts
- Design
- Fashion
- Festivals
- Film and video
- Food
- Media
- Music and Theatre
- Museums
- Performing arts
- Publishing
- Software development
- TV and radio



## *Strategies to support growth of creative industries*

- ❑ Map current value and economic potential
- ❑ Provide access to affordable space
- ❑ Marketing and branding

centre for  
innovation  
& fabrication  
laboratory



CAPE  
CRAFT & DESIGN  
INSTITUTE

# ***Cultural Spaces: East City Precinct***

- ❑ Castle
- ❑ Good Hope Centre
- ❑ City Hall
- ❑ CT Station
- ❑ District Six Museum and Homecoming Centre
- ❑ Nelson Mandela Centre for Excellence
- ❑ Grand Parade
- ❑ Church Square
- ❑ Granary Building
- ❑ CCDI Centre for Innovation
- ❑ Arts and Media Access Centre
- ❑ Etc



# *Cultural Spaces: Company's Gardens Precinct*

- ❑ Iziko Museums
- ❑ Hiddingh Campus
- ❑ Cape Town High
- ❑ Centre for the Book
- ❑ St George's Cathedral
- ❑ National Library
- ❑ Parliament
- ❑ Tuynhuis
- ❑ Holocaust Centre
- ❑ Jewish Museum
- ❑ Cathedral Square (proposed)
- ❑ Etc



## *Promoting cultural tourism*

- ❑ Mixture of experiences
  - ❑ Clubs and pubs, restaurants and cafes, parks and galleries
  - ❑ Shopping streets, niche markets, inner city winery
  - ❑ Lifestyles, heritage, arts, industries, leisure
  - ❑ Walking routes
- ❑ Uniqueness of place
  - ❑ People, buildings, spaces, products, events
  - ❑ Blend of old and new
  - ❑ Diversity, cultural mix
  - ❑ Trendy, edgy
  - ❑ Formal and informal
  - ❑ Built and natural environment





City Hall redevelopment project

## ***Project: Goema Platform***

- ❑ Living memorial project to slavery and indigenous people
- ❑ Centered on Church Square, Manenberg and Gugulethu
- ❑ 24 performances over 12 months
- ❑ Cape Food vendors
- ❑ Mobile Cape music vendor
- ❑ R500 000 funding obtained from Provincial Government





Church Square



St Andrew's Square

# *Creative Cape Town Advisory Group*

- Mark Fleischman Performance
- Graham Falken Education
- Mike Auret Film
- Rashid Lombard Music / Festival
- Ravi Naidoo Design
- Delecia Forbes Creative Industries
- Bulelwa Mbangu Arts and Culture
- Erica Elk Craft
- Mokena Mokeka Architecture / Youth / Heritage
- Lutfiya Vayej Media
- Viola Manual Technology / IT
- Laura Robinson Architecture
- Trevor Mltchel Urban Culture
- Shamiel Adams Youth Culture
- Mel Hagan Creative Industries Education
- Dudley Schreuders Publishing / Literature
- Lannice Snyman Cuisine
- Lawrence Mitchell Film and Video
- David Schmidt Heritage
- Robin Jutzen Advertising
- Valmont Layne Heritage
- Zayd Minty Visual Arts / Research
- Brendon Bell Roberts Visual Arts
- Stephanie Viera Fashion
- Paddy Gordon Environment

“We will win the 2010 Soccer World Cup if we organise it in such a way that it helps change the terms of Africa’s world recognition... the World Cup will not solve our structural problems of poverty, disease and unemployment. We should therefore use the tournament to change the way in which we craft our image of ourselves and of our continent... The tournament itself is, first and foremost, a city festival on a world scale. A memorable World Cup will therefore be one that heralds an urban and cultural renaissance in SA... A new concept of built public environments that foster racial desegregation and a culture of conviviality should be invented... we should turn it into a large-scale cultural festival with mass popular and international appeal. Continental and diasporic artists, intellectuals, musicians, fashion designers, writers, architects and former football stars should be involved” - Professor Achille Mbembe, Global Dialogue, quoted in Business<sub>19</sub> Day, 05 October 2006

# Central City Fan-mile: Concepts and considerations

- The Central City fan-mile should follow (more or less) the traditional route of the annual Minstrel Carnival, Malay Choirs and Christmas Choirs, from District Six to Bo Kaap to Green Point, and build on 100 year+ tradition of Capetonians taking over the streets of the Central City:

“People may come from the whole Peninsula to march, sing, compete or just watch the revellers in the city. In this manner, the festivals connect different parts of the city... From these areas, Minstrels, members of the Malay Choirs and of the Christmas Choirs go to the city, invade the city and take possession of it. They march through it towards Green Point and give it a new life, whatever obstacles are put in their way. Many members of the Coons and Choirs never lose an opportunity of asserting: ‘We are Cape Town’.  
*(Coon Carnival: New Year in Cape Town, Past and Present, Denis-Constant Martin, 1999)*



Port

Waterfront

Green Point

Bo-Kaap

Woodstock

District Six

CTICC

Civic Centre

Castle

City Hall

Parliament

Gardens

CAPE TOWN  
CENTRAL CITY



0 125 250 375 500 Meters