ABOUT THE CRAFT + DESIGN INSTITUTE

The Craft + Design Institute (CDI) is a South African non-profit company with 17 years of success in developing creative people, small businesses and the craft and design sector at large in South Africa. The CDI is a catalytic agent of change in South Africa, and passionate about developing appropriately skilled and resourced craft and design practitioners who can successfully grow their businesses. The CDI believes that entrepreneurship is the key to unlocking economic growth in South Africa and provides an annual programme of activities to help South African creatives thrive.

The CDI’s services in South Africa are free or subsidised to ensure everyone can have access, offering support where the need is greatest, to thousands of small-to-medium enterprises (SMEs) across the country. The small businesses supported by the CDI range from start-ups to exporting businesses, and are based all over South Africa – from rural towns to urban centres. The CDI has worked closely with the South African government, South African corporate companies, and international partners over the course of the past 17 years to develop an international profile for South African design, celebrating South African culture and heritage and helping many South African designers to become household names around the world. Through these exhibitions and trade shows, the CDI has been instrumental in taking South African design to the world.

www.thecdi.org.za

LIST OF COMPANIES

1. Baron Design House
2. Bathandile Enterprises
3. Busy Hands
4. Childhood Designs
5. Design Cradle
6. Kingsdale Emporio
7. Nehanda Design

6TH INTERNATIONAL JELLYFISH BLOOMS SYMPOSIUM

The CDI was invited to assist with the development of some unique locally-designed craft products for the 6th International Jellyfish Blooms Symposium which will take place in Cape Town from 4 - 6 November 2019. The CDI has explored the opportunity for local craft producers and designers to develop a small range of themed products for this event.

Thanks to funding from the Western Cape Department of Cultural Affairs and Sport (DCAS), the CDI was able to run a free workshop which was well attended by interested producers. This was a product design and creativity workshop designed to stimulate a range of themed products. Professor Mark Gibbons of the Department of Biodiversity and Conservation Biology at the University of the Western Cape, and one of the Symposium organisers, is passionate about development, which forms a focus of the upcoming Jellyfish Blooms Symposium.

“I am very excited about the prospect of involving local craft producers in global events such as this, because I see it as a win-win for local entrepreneurs and conference attendees alike. We have so much creative talent in Cape Town and jellyfish are such beautiful, ethereal and mysterious subjects that the products developed will be sure to have wider than conference-only appeal.”
Baron Design House is home to mother and daughter design team Rene and Anusca Baron. Jewellery designer Rene always had a love for jewellery, and this evolved into putting her creative ideas into remarkable pieces of artwork. The designs flow from African flora and fauna, geometric shapes, scenes from the neighbourhood, and sea life as inspiration.

**Products Developed**
Earrings, necklaces, wristbands

For more information on these products and other related products from this designer:

Contact
Rene Baron
+27 28 572 1488
barondesignhouse@gmail.com
www.facebook.com/BaronDesignHouse
Ivy started operating Bathandesi Enterprises in 2019, and began with a focus on beaded jewellery, before expanding to crocheting. She started experimenting with metal can tabs, which proved a good decision as her new products not only make for stunning jewellery, but also contribute to saving the environment through recycling the metal tabs. Ivy hopes this will encourage members of her community to start seeing the value of recycling and upcycling.

Products Developed
Caps, cups and crochet earrings

For more information on these products and other related products from this designer:
Contact
Ivy Nhlapo
+27 74 733 9583
ivynhlapo@yahoo.com
www.facebook.com/Awesome-creations
**Busy Hands** is a group of ladies based in the township of Khayelitsha in Cape Town who do crochet and knitted soft toys. The aim for the group is to create employment for the unemployed women in the township. Their soft toys are made from 100% wool which is suitable for babies and feature all types of African animals.

Their most trending jellyfish are suitable for premature babies – these soothe premature babies by mimicking the stimuli in a mother’s womb. When babies are born prematurely, they continue to search for things that are familiar and comforting to them. A Danish study found that many of the babies given soft toys with tentacles to hold experienced better breathing, more regular heartbeats and higher levels of oxygen in their blood.

**Products Developed**

Mobiles and soft toys

For more information on these products and other related products from this designer:

**Contact**

Adela Tambara
+27 76 062 3254
busyhands.ct@gmail.com
www.facebook.com/Busy-Hands
**Childhood Designs** is a small business that takes inspiration from childhood memories with a promise of mystery and magic. The result is a series of nature-inspired shapes that are moulded in fabric (synthetic) and fiber (wool) via a heat setting method. These shapes are then transformed into objects of art with an emphasis on playfulness such as mobiles and character design. They collaborate with parents, care-givers and educational institutions to develop products that help nurture the imagination and inspire creativity in children of all ages.

**Products Developed**

Mobiles and soft toys

For more information on these products and other related products from this designer:

Contact
Janine Venter
+27 78 326 4569
childhood.designs@gmail.com
www.facebook.com/childhooddesigns
Design Cradle crafts architectural models and decorative objects to the finest details. The decorative objects are crafted with passion and are nature inspired.

Products Developed
Perspex candle holder and soap holder

For more information on these products and other related products from this designer:

Contact
Joseph Kalango
+27 83 472 4424
jokalango@gmail.com
www.facebook.com/JK-Design-Cradle
Kingsdale Emporio specialises in clothing, gadgets and fashionable accessories. What started with sketches on an apartment floor in Cape Town in 2013, is now a business that designs products where “every stitch, every strand of cotton, and every detail, is of the finest quality”.

Products Developed
Cushion covers, socks

For more information on these products and other related products from this designer:

Contact
Lewis Ndlovu
+27 82 821 1670
lewis@kingsdale.co.za
www.kingsdale.co.za
Nehanda Design is a product design company currently focusing on South African made products. A maker at heart, Nehanda Magan studied Industrial Design gaining skills in product design and development, freehand sketching and illustration, 3D CAD modelling and rendering, branding and graphic design. Now in the spirit of following her passions, she continues to gain experience and knowledge in the field of product design through her work, crafting books, creating graphic designs, and staying true to her word of quality and care in everything she does.

Products Developed
Notebooks, T-shirts, sweaters and bags

For more information on these products and other related products from this designer:

Contact
Nehanda Magan
+27 84 9922 073
nehandam@gmail.com
www.nehanda-design.wixsite.com