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First call for public submissions for World Design Capital 2014 yields great results; second call to be launched on 1 July

572 submissions, 39 curators, 10 weeks and one goal: Live Design. Transform Life. This sums up the first call for public submissions assessed for inclusion in the official programme for World Design Capital Cape Town 2014 (WDC 2014).

Following this assessment, Cape Town Design NPC, the implementation agency appointed by the City of Cape Town to roll out the WDC 2014 programme, shortlisted a number of projects for consideration.

The year-long programme consists of a dynamic mix of design projects, activities, exhibitions and events that will bring to the public eye the range of innovative and creative services, processes, products and objects that have been developed to transform lives. The project submissions are one aspect of the 2014 programme.

WDC 2014 Programme Manager Jenni Kruger said: “Our team of curators, led by Paul Duncan, was completely immersed throughout the submissions process, ensuring that all projects got the attention they deserved. With the guidance and support of the WDC 2014 International Advisory Council, we identified projects that will fit in with the requirements of the 2014 programme. We are looking forward to the second round of submissions – and we’re looking for gold!”

The second call for submissions opens on 1 July and runs until 31 July and is appealing to those interested in making submissions to think big, consider

multi-disciplinary collaborations and demonstrate impact, while delivering feasible solutions in a tangible way.

“Some of the shortlisted projects from the first call showed design-led thinking in providing solutions to social challenges in and around Cape Town. However, there are some gaps that we’d like to cover with the second round, specifically in product design, science and technology, food, engineering, architecture and even projects from beyond the Western Cape,” said Cape Town Design CEO Alayne Reesberg.

A selection of projects that captured the interest of the curators, and demonstrates the calibre of projects being sought in the 2nd call for submissions include:

- **Imagine Princess Vlei** – a community-led collaborative design process to transform Princess Vlei into an urban nature park that will build bridges between past, present and future identities.
- **Open Streets** - a citizen-driven initiative, working to design and promote car-free streets.
- **SKA SA radio astronomy** - a world-class achievement from South Africa’s science and technology arena.
- **WDC Food** – an initiative that addresses food security and the food economy, co-ordinating existing role players.
- **iShack** (improved Shack) - a home-grown innovative enterprise model connecting people, processes and products to deliver pay-as-you-use solar energy.
- **Two Rivers Urban Park (TRUP) Regeneration** - a live/work/play precinct around the Liesbeek and Black Rivers.

Design hubs such as **Workshop 17 at the V&A Waterfront**, **Hubspace Khayelitsha**, the proposed **Philippi Business Hub**, and the **Centre for Entrepreneurship** in Stellenbosch also made the shortlist.

“WDC 2014 is not simply an event, but an invitation for change that will bring collaborators together in ways that create new conversations, new connections and new possibilities, that will last long after 2014,” concluded Reesberg.

Ends

ABOUT CAPE TOWN DESIGN NPC: Cape Town Design NPC is the implementation company of World Design Capital Cape Town 2014 appointed by the City of Cape Town. As an independent, not-for-profit organisation, the implementation company is responsible for ensuring the requirements of the WDC 2014 host city agreements are met, and that the programme delivery is aligned with the vision of bridging historic divides and repositioning the city for a sustainable, inclusive future through design.

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