

New curator for V&A craft market

The Red Shed and Blue Shed at the V&A Waterfront gets a new space, a new name and a new curator, Trevyn McGowan. The R50 million renovation of the area will see the focus broaden to craft and design, and the name 'Watershed' reflect its place as a talent incubator, giving tenants exposure to the many local and international visitors the Waterfront welcomes on an annual basis.



The Watershed's new curator, Trevyn McGowan.

The Watershed will be positioned as an ideal platform to highlight South African and African creativity, launching in a pivotal year for the design industry, as the World Design Capital 2014.

McGowan, the creative force behind Source, is a player in the South African design scene that has played a pivotal role in promoting South African design to the global marketplace.

David Green, CEO of the V&A Waterfront, says, "We are confident that our small business tenants stand to benefit from the amount of experience and passion McGowan brings. It is a wonderful coup for the Waterfront that she agreed to lead this exciting initiative."

McGowan adds, "Southern African design has a unique place in the global market. Our designers follow a path with provenance, exploring their own identity and cultural history and their products carry a fertile and complex narrative. It is this point of difference that makes South African products so appealing and, for over 10 years, we have been dedicated to growing an international footprint for many of our designers through respected retailers in the world. Our aim for this space is to bring this focus home, to present the very best of the continent under one roof, and to build our artisans and designers reputations for a local audience."



Design is a powerful currency, as proven by the R22 million worth of international orders written by Source in 2013. "South African design and craft has never been more on trend, more appreciated or more sought after, so there has never been a better time to provide a showcase of the best we have to offer," adds McGowan.

In her role as curator, she and her team are tasked with ensuring the best possible tenant list and activation for The Watershed. They will be involved in discussions with each tenant around product assortment, presentation and display, possible workshops, performance/live production on site, stand requirements and signage.

"The reimagining of this space is an affirmation of our commitment to enterprise development. By fostering local talent, we ensure that remains a thriving industry," concludes Green. Applications for The Watershed are now open to prospective tenants, with the last day of submission on 30 April 2014.



Artist's impression of the new Watershed craft market at the V&A Waterfront.

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