

Creative pop-up plans set for Cape Town city centre

The area that was formerly a hub for Cape Town's World Design Capital 2014 will now be used to carry the legacy forward by offering the entire shop space to rotating tenants until December 2015. The retail space was officially launched in its new guise on Wednesday, 22 April 2015.



Cape Town craft producers, designers and other creative entrepreneurs now have the opportunity to display their products and services and test out concepts in a prime location on the corner of Long and Leeuwen Streets. Each new tenant takes occupation of a 'blank canvas' and can use the store as they wish to market and test their ideas for a month.

The space is being administered by the Cape Craft + Design Institute (CCDI), and falls under the Design + Cape project, which is carrying forward the World Design Capital legacy. CCDI members are eligible for a subsidised rental. Design + Cape is the official platform for World Design Capital 2014 (WDC2014) legacy activities and is coordinated by the CCDI.

The first three tenants for May, June and July are Paper and Pickles, Kin Culture and Tidy & Co. The product range will vary from tenant to tenant; one month you may find the store filled with locally produced stationery or soft furnishings, and the next month it will be transformed into an ice-cream parlour selling bespoke flavours, frozen using liquid nitrogen.

"We believe the selected tenants will deliver a creative retail concept and product mix, bringing fresh energy and vibrancy to this corner," said Gillian Benjamin, Design Strategy Programme Manager.



"There is plenty of foot traffic and the space will create further opportunities to showcase Cape Town's incredible talent #Beyond2014. It is an opportunity to take a risk and see how the market responds, an invitation to breathe life into that idea you have only ever entertained in your mind. This initiative aims to support individuals and businesses working in the creative sector. They can pilot a new product or retail concept, show a conceptual project or invite engagement from people on the street."

Applications were open to small business owners / entrepreneurs, retailers, makers, artists, students and educational Institutions, for a period of one to four weeks.

The assessment criteria included how the pop-up would boost the applicant's learning and long-term business potential; showcase local talent and creativity; marketing; and potential engagement with people on the street and ability to attract foot traffic into the space. Preference is given to concepts with a clear business vision that support local industries.

"We encourage the community to support local craft and follow #popuplong," concludes Benjamin. For more information, go to www.ccdi.site-ym.com.

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