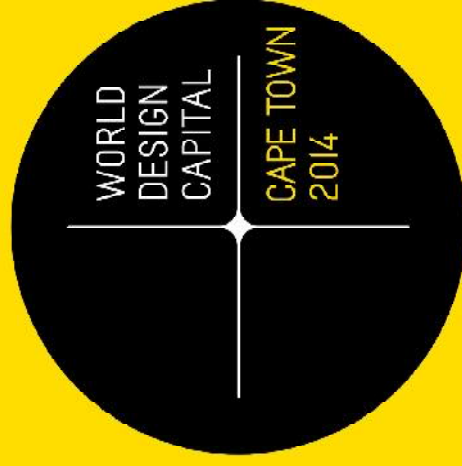
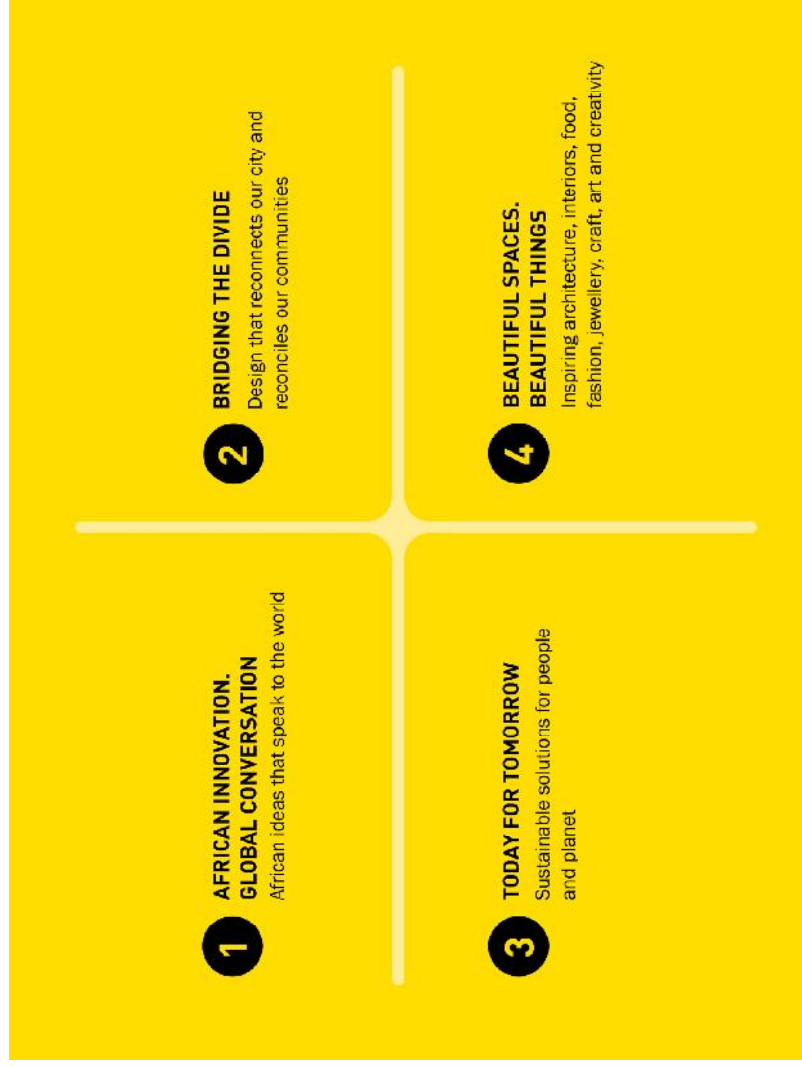




MISSION

- + **identify**
 - + **nurture**
 - + **promote**
- projects that offer tangible evidence of **transformative design**, within our uniquely South African and African context



WHAT'S IN THE PROGRAMME

Collaborations

Danish Design Inst & Frank Joubert	Dutch Department of Design	Acute Care Surgery Unit & Designers	London Design Festival	V & A Watershed	CTD & Thundafund
------------------------------------	----------------------------	-------------------------------------	------------------------	-----------------	------------------

Challenges and Competitions

SAPO Stamp Design	UCT/Langa Pavilion	Live Eco Design Challenge	Better Living Challenge	Design24 Challenge	Future Foreshore and Dept of Transport Partnership	Greater Tygerberg
-------------------	--------------------	---------------------------	-------------------------	--------------------	--	-------------------

Conventions and Conferences

Loeries Week	Innovation for the Urban Age	Sustain Our Africa conference	Innovation Summit	Design, Development and Research Conference	Design Policy Conference
--------------	------------------------------	-------------------------------	-------------------	---	--------------------------

Exhibitions and Festivals

New Italian Design	100% Design	The Story of Food: Design and Making	Open Design August	Architecture August	SHIFT Stellenbosch	Muizenberg Festival	Transforming Cities Exhibition
--------------------	-------------	--------------------------------------	--------------------	---------------------	--------------------	---------------------	--------------------------------

Enterprise Incubation

Hubspace Khayelitsha	Philippi Village	Bandwidth Barn	Design Garage	iKhaya Ielanga	Clinics for Creative Businesses	Investor Readiness Clinics	The Business of Design
----------------------	------------------	----------------	---------------	----------------	---------------------------------	----------------------------	------------------------

Workshops and Dialogues

Green Clusters	Dept. of Health with Philips Design, Netherlands	Platform 6 design education	CoCT Co-Design Workshops	Design Dialogues	Food Dialogues	WCEDP Exchange Labs
----------------	--	-----------------------------	--------------------------	------------------	----------------	---------------------

01

AFRICAN INNOVATION. GLOBAL CONVERSATION

African ideas that speak to the world



- + Philippi Innovation Hub
- + Project Izizwe Free Wi-Fi for Africa
- + Stellenbosch Innovation District
- + SKA – MeerKAT Project

02

BRIDGING THE DIVIDE

Design that reconnects
our city and reconciles
our communities



- + FunDza Mobi Network
- + Maboneng Township Arts Experience
- + Suidoosterfees
- + Co-creating the Cape Town of the Future

03

TODAY FOR TOMORROW

Sustainable solutions for
people and planet



- + Two Rivers Urban Park
Regeneration
- + Better Living Challenge
- + Company's Garden Restoration
- + FoodPods
- + Oranjezicht City Farm

04

BEAUTIFUL SPACES.

BEAUTIFUL THINGS

Inspiring architecture,
interiors, food, fashion,
jewellery, craft, art
and creativity

- + Guild Exhibition
- + 100% Design
- + Making War Horse
- + Hout Bay Pathway



Where are the WDC projects?



Transforming Cities Exhibition



“Make a Plan” Design Policy Conference



WDC 2014 “Wall”



Make it New Exhibition



Media Analysis

13 – 20 October 2014

Print, online and broadcast media

- R2.8 million AVE
- Reached an audience of 13 153 660

(Coverage all the way from Parys, Potchefstroom, Carletonville, to Korea and China...)

New broadcast coverage on CNN, Al Jazeera and Turkish TV, Taipei TV

Social media

Facebook:

- 343 200 reach
- 11 900 people engaged with our posts
- 782 “likes”

Twitter:

- @WDC2014 trended in South Africa 17 and 18 October
- Gained 121 new followers,
- 971 mentions



TOTAL EARNED MEDIA COVERAGE FOR THE PROJECT:

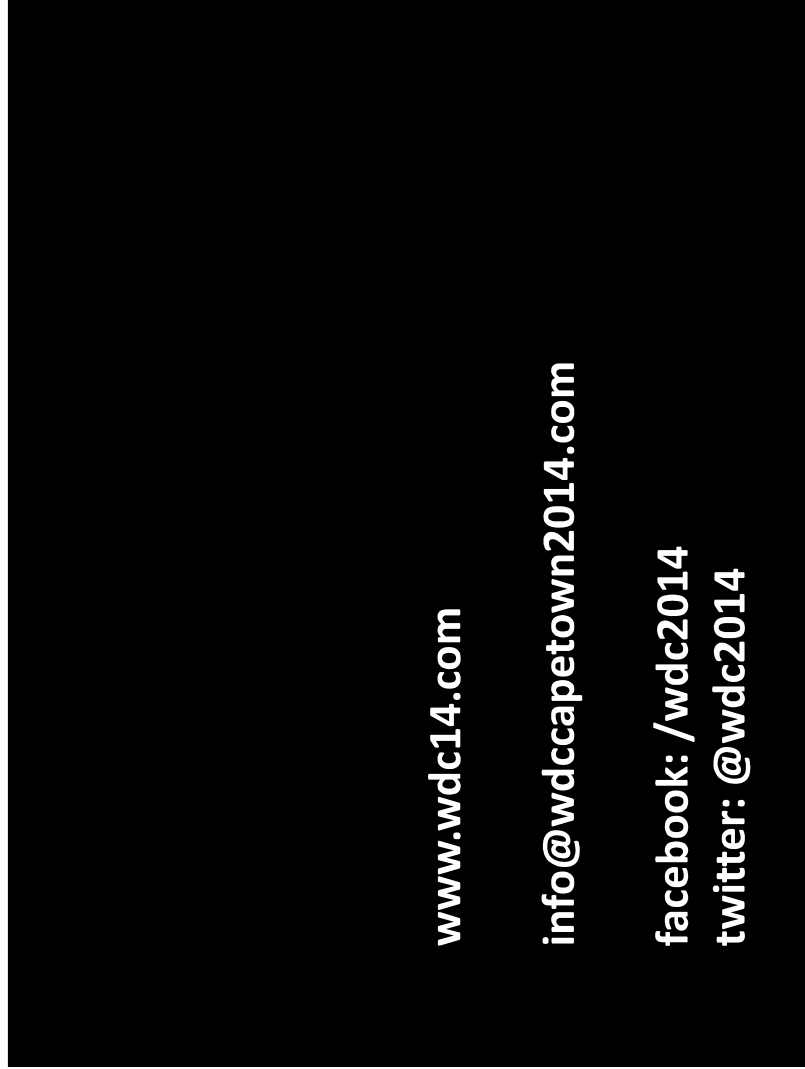
R1.8 BILLION

The Watershed, V & A Waterfront
178 merchants: opened October 2014

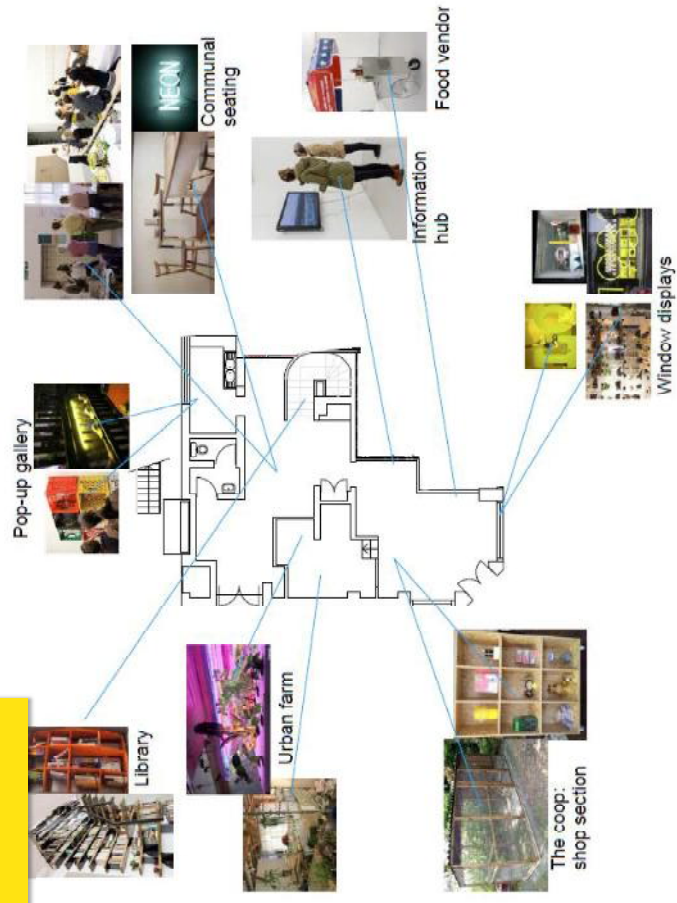


info@wdccapetown2014.com

twitter: @wdc2014



150 Long Street

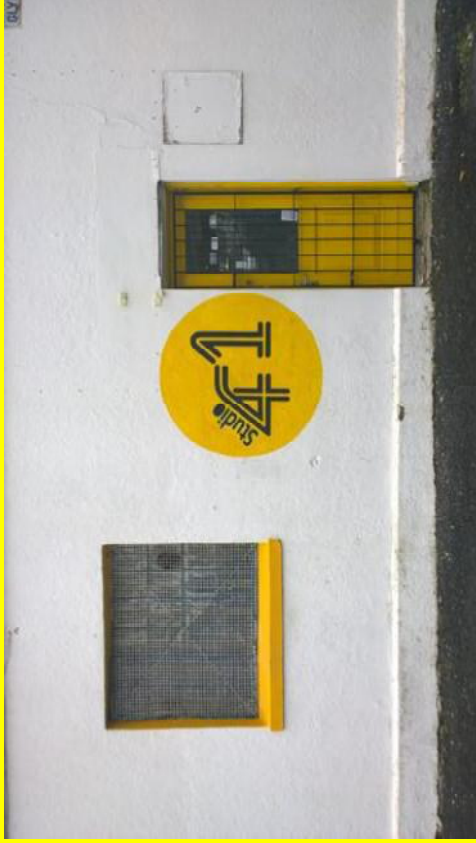


YELLOWING





YELLOWING



YELLOWING



YELLOWING



YELLOWING

YELLOWING



YELLOWING



YELLOWING



YELLOWING



