

DEPARTMENT OF DESIGN I

Platform for design thinking, innovation and business I Cape Town, 8-27 July 2014



OPEN CALL FOR PARTICIPATION

Department of Design

On 8 July 2014, Department of Design opens in Vrede Street, in the Central Business District of Cape Town. As the main highlight of the Dutch programme for [World Design Capital 2014](#), Department of Design is a strategic incubator for long-term economic partnerships between Dutch and South African partners, based on local demand.

For several weeks, Department of Design will provide a platform for dialogue, knowledge exchange, matchmaking, and building trade relationships between South Africa and the Netherlands. Department of Design will showcase 'best practices' of Dutch creative innovation and design thinking that are relevant to local issues in Cape Town, South Africa, and Africa. These will be presented in workshops and lectures in the STREAM & CURRENTS programme of events, and in the FLOW landscape that houses the activities of Department of Design.

Why Cape Town in 2014?

Cape Town's election as World Design Capital has made the city, according to the New York Times, [the world's #1 destination to visit for 2014](#). More significantly, it has put the spotlight on design as a transformative force for South African society.

'Design' understood in its broadest sense, as a form of creative, innovative, strategic thinking with which to address complex but fundamental issues. With its theme 'Live Design, Transform Life', Cape Town aims to *'bridge historic divides, reconnect the city in structure and spirit, rebuild social and economic inclusion, and reposition Cape Town for a sustainable future'*.

The stakes are high, there is a clear deadline, and the city is looking for partners to realise its ambitious programme for 2014 and beyond. Innovations that work for South Africa can have a wider impact, elsewhere in Africa and in the world. Together with the lively calendar of WDC2014 this creates unique possibilities for Dutch businesses. Additionally, there is a strong chance of high-level political involvement from the Netherlands in Department of Design.

In this light, the Dutch Consulate-General in Cape Town, together with the Dutch Top Team for Creative Industries and the Netherlands Enterprise Agency (RVO) have commissioned Programme Director Christine de Baan and design company Droog to develop Department of Design within the [NL@WDC2014](#) programme.

Calling all Top Sectors

Cape Town is looking for sustainable solutions in environmental planning, housing, agriculture, public infrastructure, water and waste management, energy, logistics, health care, education, etc., with a focus on recycling, light footprint, digital innovation, and improving the quality of life and economic outlook of the poorest communities. This calls for crossovers and collaboration between sectors and an integrated, long-term approach.

Participation in Department of Design is open for companies, knowledge institutes and other organisations from all Dutch economic top sectors: Water, Agrifood, Horticulture, Energy, Logistics, High Tech, Chemical, Life Sciences & Health, and Creative Industry: urban planning, landscape architecture, architecture, product development, serious gaming, design management, design thinking, etc.

Matchmaking

A network of local partners in Cape Town will collaborate with the Consulate-General of the Netherlands to create suitable matches for Dutch companies and organisations with relevant local parties (business, education, NGO, government) within Department of Design programme.

Partners are amongst other provincial and local government, business associations, and organizations such as [Wesgro](#), [Accelerate Cape Town](#), the [Western Cape Economic Development Partnership](#) and [World Design Capital 2014](#). Likewise for PR and production Department of Design collaborates with experienced local partner Future Cape Town.

With its close relationship to the Dutch Consulate-General, exciting location, effective PR, good networks and focused matchmaking, Department of Design offers significant added value for Dutch companies aiming to enter the South African market in the near future.

Presenting Best Practices

Department of Design focuses on presenting 'best practices' of Dutch creative innovation and design thinking: projects, products, solutions and collaborations that *work* for South Africa and clearly answer to local demand. These can be:

- Existing partnerships between Dutch and South African companies, knowledge institutes, NGO's, governments (including triple/quadruple helix);
- Dutch projects and partnerships effective in similar contexts, i.e. elsewhere in Africa, other BRICS countries, Asia, South America;
- Results of new NL-SA collaborations in the context of WDC2014 programme, such as The Density Syndicate, Play Cape Town, Common Methods;

- Dutch projects that are none of the above but nonetheless clearly answer to a South African need.

Ways of Presenting

The main forum for presenting these best practices is the STREAM & CURRENTS programme of workshops and lectures. The FLOW landscape provides space for a limited number of projects with strong communicative value.

- STREAM – main programme in the first week of Department of Design, thematically organised around matches of local topics and relevant Dutch expertise, such as 'healthy rivers' and 'densification'; the days are built around intensive workshops with local stakeholders, preceded by public lectures and followed by networking events;
- CURRENTS – during and following the STREAM programme, a programme of smaller events such as individual lectures, Pecha Kucha's, workshops and presentations; these can also be organised by participating Dutch companies or South African parties;
- FLOW – a spectacular 'landscape' designed by [Droog](#), built from locally sourced, recycled materials, and showing examples of Dutch creative innovation selected for their relevance and convincing appeal; the FLOW landscape will offer plinths for models, screens for movies, small cubicles for presentations and one-on-one matchmaking, larger spaces for workshops and lectures, a coffee shop, and free WiFi.

How to join Department of Design?

Companies with a clear ambition to enter the South African market, as well as knowledge institutes, NGO's and governmental bodies looking for or working with South African partners, are invited to join Department of Design by completing the online form at our website www.departmentofdesign.nl on or before 18 April 2014.

In this form, proposals can be submitted for presentation in Department of Design. Projects for STREAM and FLOW will be selected based on their innovative quality, match with local demand and communicative value, by a committee consisting of:

- Richard Perez, Director World Design Capital 2014, City of Cape Town
- Laurine Platzky, Deputy Director General, Department of the Premier, Provincial Government of the Western Cape, and member of the WDC2014 Board
- Ravi Naidoo, Founder-Director Design Indaba
- Bonnie Horbach, Consul-General of the Netherlands in Cape Town
- Renny Ramakers, Founder-Director Droog (only for FLOW)
- Christine de Baan, Programme Director Department of Design

Results of the selection process will be announced 7 May 2014.

Costs

Department of Design facilitates the following:

- a platform for presentation of your projects (STREAM & FLOW after selection)
- an intensive programme of events, lectures and workshops
- connections with local partners through programme and networking events
- a hot spot for matchmaking and networking

Costs that are covered:

Presentation in STREAM and CURRENTS is free of cost. Presentation in FLOW as part of the landscape is free of cost. Matchmaking as part of Department of Design programme (in workshops, networking events, etc.) is provided free of cost.

Costs that are not covered:

- Additional space for company presentations (special cubicles), special audio-visual equipment, etc., is at additional cost.
- Individual matchmaking services and company visits will be provided at a fee.
- Participants should cover their own costs of travel, accommodation, and living expenses.
- When participating in FLOW, participants are responsible for transport and insurance of their exhibits to and from Department of Design.
- There are no funds available from Department of Design to support these costs.

More information:

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