

Visiting World Design Capital 2014 - CNN's 'Marketplace Africa'

On CNN's 'Marketplace Africa', showing tonight 17 October 2014 on DStv Channel 401 at 8.45pm, the show will feature Cape Town, World Design Capital 2014.



Featured designers

The show chats to ceramicist, Zizi Poswa, a founding partner of local pottery collective, Imizo Ceramics, which creates distinctive pieces, sought after by locals and visitors. Imizo sells from a store in the Old Biscuit Mill, a creative retail hub worthy of this design-centric

city.

"When we started, we knew we had made the best decision to be based in Woodstock specifically. After two or three years we realised we had to maximise on whatever we do and we've had a lot of customers coming from overseas to see our work, it's been good," Poswa tells CNN.

Another Capetonian featured is Trevyn McGowan. A big believer in good design, together with her husband, Julian, she started 'Source', which sources local designers, nurtures them and exposes them to a global market through successful marketing strategies. Next came Southern Guild, a stable of local talent, creating design art, investment pieces, stimulating the local industry

Impact of WDC

CNN Marketplace Africa asked McGowan how the design capital title has affected Cape Town as a whole. "I think this is far more intrinsic and deeper than anybody anticipates and it's only going to be in years to come, that we really see the critical impact that world design capital has had on Cape Town. We really are doing the best we can and the legacy that's going to be left behind after the year is over... far deeper and more meaningful than we expect at the moment."



In two years' time, the honour moves east, to Taipei, giving another city the opportunity to look at its urban potential and transform itself, with an eye firmly fixed on design.

For more information, go to edition.cnn.com/CNN/Programs/marketplace.africa/.