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North West Craft and Design Institute

The North West Craft and Design Institute (NWCDI) is the co-ordinating centre for the craft and hand-manufacturing sector in the North West Province. This includes providing targeted support to crafters and to organisations, assisting and developing craft resources and capacity. The intention is to create a sector that is vibrant, resourceful, self-sustaining and a net creator of employment. The Institute's vision is to define a unique provincial craft identity and creative brand and to establish the craft sector in the North West Province as a viable Industry by supporting, directing and promoting it.

The NCWDI is funded by the North West Provincial Government Department of Sport, Arts and Culture, and the Department of Trade and Industry. They also work in partnership with the Aardklop festival which provides a platform for development, showcasing and promoting of especially local and indigenous art forms.

Prizes for craft and design are sponsored by Artema (Institute for Arts Management and Development), Bibi's House of Design, the North West University Creativity Centre and the SEDA Platinum Incubator.

In 2009 Insight Strategies facilitated workshops that assisted enterprises in building organisational, managerial competence and sustainability. For Decorex 2009 the 'Platinum Province' stand won the silver award in the Best Provincial Stand category, Itlhabolole Waste Management received silver and Mystical Creations received bronze in the Best Product on Show category. Heartfelt won the gold in the Best Individual Company section.

In 2010 the NWCDI is a partner of the 2010 Platinum Fashion Festival which runs from 11 to 13 November. The event is a show extravaganza whereby designers from within the

North West





Platinum Province will showcase their ranges to a targeted audience. It is also a fashion expo where designers, retailers, accessory designers, shoe manufacturers and retailers will retail and exhibit, and a fashion networking platform enabling designers to meet and liaise with buyers, agents, retailers and media, creating fashion sustainability for the Platinum Province.