

The
DREAMCATCHER FOUNDATION
Walking the Talking to End Poverty...

Waste its Mine its Yours (WIMIY)

A Dreamcatcher & University of Brighton
Global Partnership Project - South Africa
BRIEF to DESIGN DEVELOPERS

Initial craft & practical use ideas from the community.

Site of the Botanical Garden

✧ Note the position of the Botanical Garden in relation to the church and cemetery. It is all on one site. There is a large water area (estuary) backing onto the garden area.



This site is in a declared bio-diversity area. Note that the impact on the fauna, animal life and the behaviour of the community are linked. Replacing the alien or invader plant species with the botanical garden will result in the return of rare botanical species but visitors will also see rare fauna, birds, tortoises and insect species etc. This adds value to their experience, memories and sense of place. This influences purchasing patterns, sales and income.



The market for the crafts and products(1)

Whilst the Botanical Garden is the focal point, it is important to take the profile of the market and also the increased environmental development and traditions and behaviour of the visitors and consumers into account.

- 1. The local people of Melkhoutfontein** – Culture, behaviour, traditions and low income levels will define their purchasing power. Approximately 5,000 people. Note that low income does not relate to low community values and traditions (i.e. burials, birthdays, respect for church etc). Religion plays an important role in the community with five churches of different denominations. Friends and relatives visiting the community play an important role during Easter and Christmas holidays . During these holidays many visit graves of family and ancestral sites. They tend to have a slightly higher income than the community in general.
- 2. The local people of the resort town of Stilbaai** – Permanent visitors (approximately 3,200 permanent inhabitants). These are typically retired people from varying backgrounds including public and private sector and farmers. They have medium to high disposable income. Levels of visiting friends and relatives are high Easter and Christmas.
- 3. Semi permanent residents** – they live there for around 2 months in summer and a month either in Spring or Easter – higher medium to high income. Many of these people have special interests such as nature, angling, birding, botany, water sports, marine life, painting, photography, whale watching. Hiking is very popular amongst visitors and residents. They number around 1,200 households – more of a family profile than the permanent residents.



Who is the market for the crafts and products?(2)

4. **Seasonal holiday makers** – As one of the most popular family holiday and corporate resting escapes in the country the population of the resort town grows to around 50,000 in December and 15,000 during Easter. They come from all over the country. Income group medium to high income. Interested in the same values as no. 2 and 3.
 5. **International visitors** – Melkhoutfontein is situated in the Garden Route - one of the top 3 tourist visitor destinations in South Africa. Approximately 1 million tourists pass on the N2 highway which is 20 minutes drive from Melkhoutfontein. Of these in the past year 1,200 international visitors visited Stilbaai of which many were facilitated by Dreamcatcher.
- * Recent trends at major tourism marketing events world wide indicate that 'going local' to engage local cultures and experiencing the environment they live in is one of the top 2 new travel and visitor trends identified. The local experiences that Dreamcatcher offers (such as staying in the communities or eating with locals) is seeing a peak in enquiries and bookings. This project is a first of its kind in the country as far as township experiences are concerned, in line with new Sustainable Development Goals (SDG's) and as part of the integrated plan for the community.



Craft and items of use ideas sourced in the community

Garden: Name tags for the indigenous flowers, herbs, organic vegetables, plants; paving bricks; containers for the seeds for sale; key rings.

Community (Township): Bases for burial wreaths (crosses and round); crosses for Lent/Easter; Bases for bouquets; key rings; panels that used for ceilings/wall cladding these could depict designs of local flora/fauna such as marine life; paving bricks; items for affordable gifts; cards; stays for fencing (corner poles with designs?); educational resources.

Stilbaai town community: same as above but can be higher end too; lifestyle items; containers for herbs ready to eat; buckets and spades; walking sticks.

Higher end domestic market: same as above but also one off or limited edition gifts such as wall and other sculptures from plastic or other waste depicting the botanical species and the local culture and environment such as birds, insects, reptiles etc. Small containers for flowers, plants, seeds; place names for tables; placemats. The current trend in high end shops in the resort town are: locally, hand made, unique, discussion items and practical, useful, cool.

International market: Small flower containers for single 'take away flowers' the culture and historical aspect of the surroundings experienced on the botanical garden, marine, bird life etc., backing onto the part of the garden. Gifts not too large for packing and taking back. Gifts in the colours of South Africa. Walking sticks with indigenous patterns (remember the Blombos Cave).

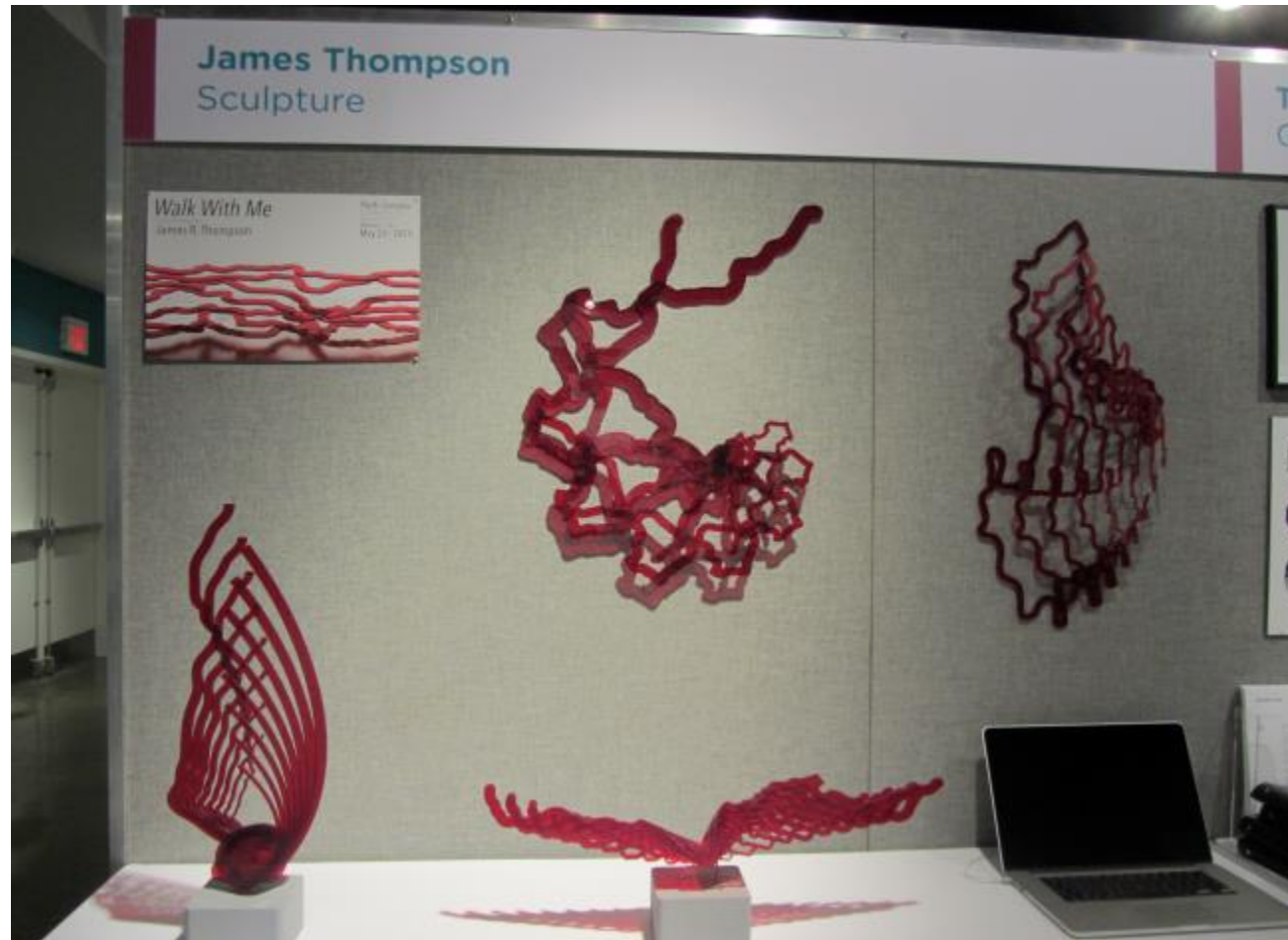


Paper making

- An idea is to make **UNIQUE** paper and cards from the paper and available resources. Could we make paper from Acacia/reeds/wood shavings ? Could paper be coloured by the Acaica Cyclops seeds which are red and brown in colour? Could designs be influenced by local heritage and nature;
- The video attached is the Paperworks project in Traverse City developed and ran by the Utopia Foundation (USA – who are also co-funding the Melkhoutfontein project). There is copyright on this DVD and usage has been cleared to Dreamcatcher; <http://paperworksstudio.com/>
- Note how waste products have been integrated into the manufacturing process (doors/baths etc) – these can easily be sourced from the dumpsite in the community;
- Tags on products developed through the project could be developed telling the story of the project and price.



Sculpture from plastic waste



Sculptures from plastic – Savannah Design School, Atlanta, Georgia, USA

Ideas for colours: Colour Palette of the environmental attributes, which includes the botanical specie also informs the colours of the homes of the community PaintUp Kamamma project

