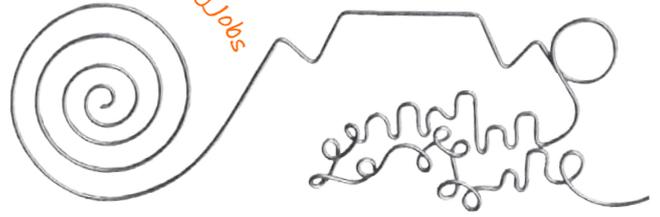




Creating Craft, Creating Jobs



Background

Streetwires is an organisation of many people who work together to design, create and market unique wire and bead craft art. All our craft is hand-made by over 120 permanently employed artists that work full time from our studios in Cape Town and Johannesburg, South Africa.

At Streetwires we are driven to accomplish the extraordinary. The empowerment of individuals through dignified meaningful work is an essential part of our vision of job creation.

It is through sustainable employment that we are able to grow the potential of all of our members, as well as explore the limitless possibilities of our transformational craft medium.

Founded in 2000, as a social entrepreneurial organisation, Streetwires began with the idea that for something as exciting, dynamic, and imaginative as wire art, there should be a supportive formal structure that could boost and aid its growing achievements.

Founding members Winston Rangwani & Patrick Schofield (right) believed in their vision of Streetwires becoming an environment for learning, where people with diverse talents could share their knowledge and individual skills.



What we've become

The culture of creative collaborations and partnerships that has developed at Streetwires, has brought together people from professional design, business, craft and art worlds and, has been instrumental in the success of the entire organization.

Streetwires Training & Development

Starting from the very first shaping of wire with a pair of pliers, we aim to grow individuals at Streetwires. Our training studios, in Cape Town and Johannesburg, where at present 60 learners are enrolled, focus on creating artists who have an understanding beyond the direct making of craft. Funded by MAPPP-SETA we focus on educating individuals in business skills as well as craft.

Working with our learners we identify the areas into which they would like to grow.

Working artists studios

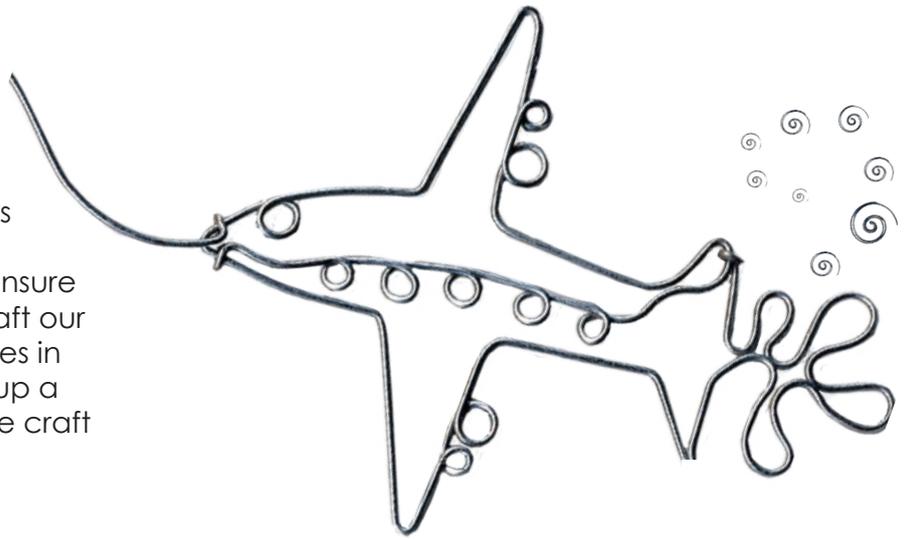
Where job creation and helping our artists realize their true potential are our key aims. With over 120 artists between our two studios in Cape Town and Johannesburg, these vibrant places are the working homes of most of our members.



The Streetwires Team in Cape Town

🌀 The Sales & Administration centers

No matter how beautiful our craft, if it's not presented well and available in the right locations, we are selling false dreams of sustainability to our artists. Recognised as a cornerstone in our organisation we ensure that we do justice to the quality of the craft our artists create by selling well. With our offices in Cape Town & Johannesburg we've built up a great team who are passionate about the craft they market.



🌀 Destination Streetwires

Shop, Showroom & Working Studio – A unique vibrant location @ 77 Shortmarket Street in the convenience of the city centre. A place where visitors are able to enter a working studio of over 100 artists, interact with the artists and view / purchase their remarkable craft. We also offer fully guided tours and workshops in the studio where people can learn a little more about the history of wireart and the skills required to work in our medium. Our shop and showroom displays a wide variety of craft from the simple keyring to the one-off sculptural works that define the creative edge of our community.

🌀 Virtual Streetwires

For those who can't visit our studios in person, www.streetwires.co.za provides a window into our world. Telling our stories, showcasing our craft and providing a contact point for our customers, our online presence is the banner we wave in cyberspace.



🌀 The Craft we Create

A focus on job creation means we look for large volume orders in the retail world, but in pushing our creative potential we stretch the limits of our medium in the one off exhibition pieces that our top artists create. Using wire for form and beads to paint, the artists at Streetwires add colour to our world. The markets we work in include, Corporate and Custom gifts, Décor Ranges for homes & office, local ranges for tourist & retail stores, design ranges for boutique stores and top end art ranges for galleries. Our simple creative motto is, 'Anything you can dream of, we can make' And yes, we've even made a wire and bead version of the International Space Station presented by the South African Government to NASA!



🌀 Where are we going?

Building a profitable, sustainable business model means that we can invest in growing our organisation, achieving our objectives of job creation, creative development and individual growth for every individual within our community. While we are very grateful for the support we have received in achieving our vision, our aim is to be self sustaining.

Our long term goals are built around achieving our social and economic objectives. Our success translates into the empowerment of every member in the Streetwires team. It means every artist has his or her own bank account, access to regular training, learnerships and development courses and opportunities for travelling around the globe attending trade shows or participating in exhibitions and workshops.

To achieve our economic objectives we will be looking to partner with other craft studios to develop innovative craft. We'll continue and grow our tradition of bringing professional designers & artists together in partnership to develop unique contemporary craft. We'll be looking at opportunities to grow retail outlets where we can display our craft. We'll be looking to assist members of our organisation to grow their own businesses either within or external to Streetwires. Entrepreneurship is core to our organisation. Social development defines how we operate.

Wire art a Brief History

In South Africa the history of wire art is a human story. It started with children growing up in impoverished areas being tired of having no toys of their own to play with. Whether on farms or in cities, they began to recycle whatever they could find from the rubbish and debris left over from the day. Bits of old fences, tyres and metal were turned into bicycles, pick-up trucks and anything else that skilled hands and imagination could manage.

But, as these children grew up, their need for entertainment was replaced by the necessity to earn a living. With many people in under-developed areas uneducated and with jobs in the informal sector being few, they had to create opportunities for themselves to generate their own incomes. Wire art took to the streets. People began selling what they made and a vibrant, commercial pavement market began. As this incredible craft has grown throughout South Africa, so have the abilities and skills of many crafters. For some, a desire emerged to develop their craft into a more expressive form of art. Today, an increasing number of wire artists are using their finely developed skills not only to earn a living, but to meet their own needs for creativity, self-expression and communication through art.

Many of the best artists at Streetwires have been working with wire their entire lives. Once innovative children, now forefathers of a craft, many have become trainers and teachers, members of the design and sampling team, leaders of studio groups, or artists in their own right. The genre of wire craft art can only continue to grow. With men as the masters of wire shape and form and an increasing number of women the masters of beading techniques, at Streetwires, this balanced team of artists is proving together that what is achievable through this dynamic medium is limited solely by the bounds of the imagination.

Through a transformational craft medium and using the simplest of tools - our hands - all of us at Streetwires have the opportunity and power to change our situations, improve our lives, and one day to realise our dreams.

Mabel Sjabu



Our Supporters

There has been a tremendous response to our Streetwires undertaking, both from the media and also from several companies who have donated their time and resources to the project. **Ripe Design , The Pick n' Pay Foundation, The City of Cape Town and The World Bank/International Finance Corporation** are a few of the organisations that have provided extremely valuable support.

Personnel Profile

In terms of ownership, Patrick Schofield (Strategy), Winston Rangwani (Design Studio & Development Manager) and Anton Ressel (non-executive member) are the three partners who started Streetwires.

The rest of the management team consists of; Andrew Frost (General), Reginald Mangwiro (Retail), Jane Pitchford (Product Development), Riaan Hanekom (Production Studio), Geoff Mwhaza (Artists), Joseph Ketchu (Streetwires Joburg Studio), Queen Boya (Training & Development)

Currently our management team is comprised of 50% Previously Disadvantaged Individuals. Overall of the over 120 people presently employed permanently at Streetwires and 60 artists in training, 93% are Previously Disadvantaged Individuals, and nearly 60% are female.

What we do

Guided Tours
Interactive Wire Workshops
Original Art Pieces
Customised Craft
Craft Ranges for Retail Outlets

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