

Cape Town's new market Kuier@TheCastle a big success in CBD

Following the resounding success of the first market in February, Cape Town's CBD will be buzzing with creativity again on 30 March with the next instalment of Kuier@TheCastle. Hosted by the Craft + Design Institute (CDI) in collaboration with the Castle of Good Hope, this monthly market has already made a significant impact, featuring over 70 local creatives, drawing **1300** visitors to the market, and generating over R200 000 in income for the vendors at the inaugural event.

The launch of Kuier@TheCastle on 24 February marked the introduction of an exciting new creative event to the city's calendar, showcasing the diverse talents of Cape Town's artisans against the backdrop of one of South Africa's most iconic cultural landmarks. The next market is scheduled for Saturday, 30 March 2024, from 9am to 4pm.

Kuier@TheCastle has delivered on its promise as a multifaceted experience, featuring an array of local artisanal products, culinary delights, and entertainment to delight all the senses; making it an ideal day out for families. Erica Elk, Group CEO of the Craft + Design Institute, expressed enthusiasm about the event's future potential, envisioning it as the premier monthly creative gathering in the Central Business District.

"We chose the name 'Kuier' because it encapsulates the spirit of communal gathering and shared experiences, and we are delighted to have had such a fabulous turnout realising this vision, and great sales for local creative businesses," says Elk. "We are providing a space for diverse individuals to connect, engage, and celebrate the extraordinary talents of local artisans amidst great music and food."

Local businesses give Kuier@TheCastle a big thumbs up

Vendor at the market Grace Arigundia of Nyasha Designs, says, "I felt the Ubuntu, it was all smiles be it the vendors or the customers. There was this togetherness I felt."

Tracy Lindner of Lindnr Company: "I've organised many events and can say that CDI did a superb job. I loved the Proudly African vibe at the event, music, vendors, and flavours. I feel privileged to be a small part of it."

Rene Baron of Baron Design House: "The market exceeded our expectation. We love the fact that there was so much feet at the market. We love to sell our craft at such markets!"

Gil Padoa of JBeenz: "Just fabulous! It was rolled out so well - the vibe was great. The communal spirit was so fabulous. The customers were also special. I definitely heard customers talk about how lekker it was."

Andrea Bokelma of Andrea Bok Art: "The Castle grounds looked amazing - super bright, cheerful and inviting. Music was great throughout the day. The variety and quality of the vendors' products was great, and I most definitely look forward to being part of this market each month."

Lavern Samuels of Your Local Brew: "A great opportunity to show case Cape Town. Loved the friendly organisers. It was vibey and lively. Loved the crowd that was attracted to the event."

Exploring history and a space for sharing

Calvyn Gilfellan, CEO of the Castle, echoed Elk's sentiments, emphasising the importance of

accessibility and community engagement. "Our mission at the Castle is to create an inclusive space where all are welcome to learn, understand our history, and participate in building our shared future," says Gilfellan. "Kuier@TheCastle has proven hugely successful in bringing Capetonians and tourists together in the spirit of Ubuntu, fostering community spirit while supporting local creatives."

The market promises an array of attractions, including a diverse range of products, food, and entertainment, and pop-ups set within the historic confines of the Castle of Good Hope. Visitors can explore the Castle's museums and historically significant sites while enjoying live demonstrations and workshops by local artisans.

Elk emphasises the market's role in supporting small businesses and artists, aligning with the CDI's mission to promote growth in the creative economy.

To further enhance accessibility, the Castle offers discounted entrance fees on market days, with adult tickets priced at R30, children and pensioners at R15, and free entry for children under 7. The next Kuier@TheCastle market will take place on 30 March 2024, offering visitors safe manned parking within the Castle grounds via the Darling Street entrance.

Ends