

# **Working with Culture at an area based level: “Community Assets” for sustainable, cohesive communities**

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Presentation 1 October

CID Forum General Meeting



# Culture is.....

"the best that has been  
thought and said in the world"  
Matthew Arnold (1869)

Art & Heritage

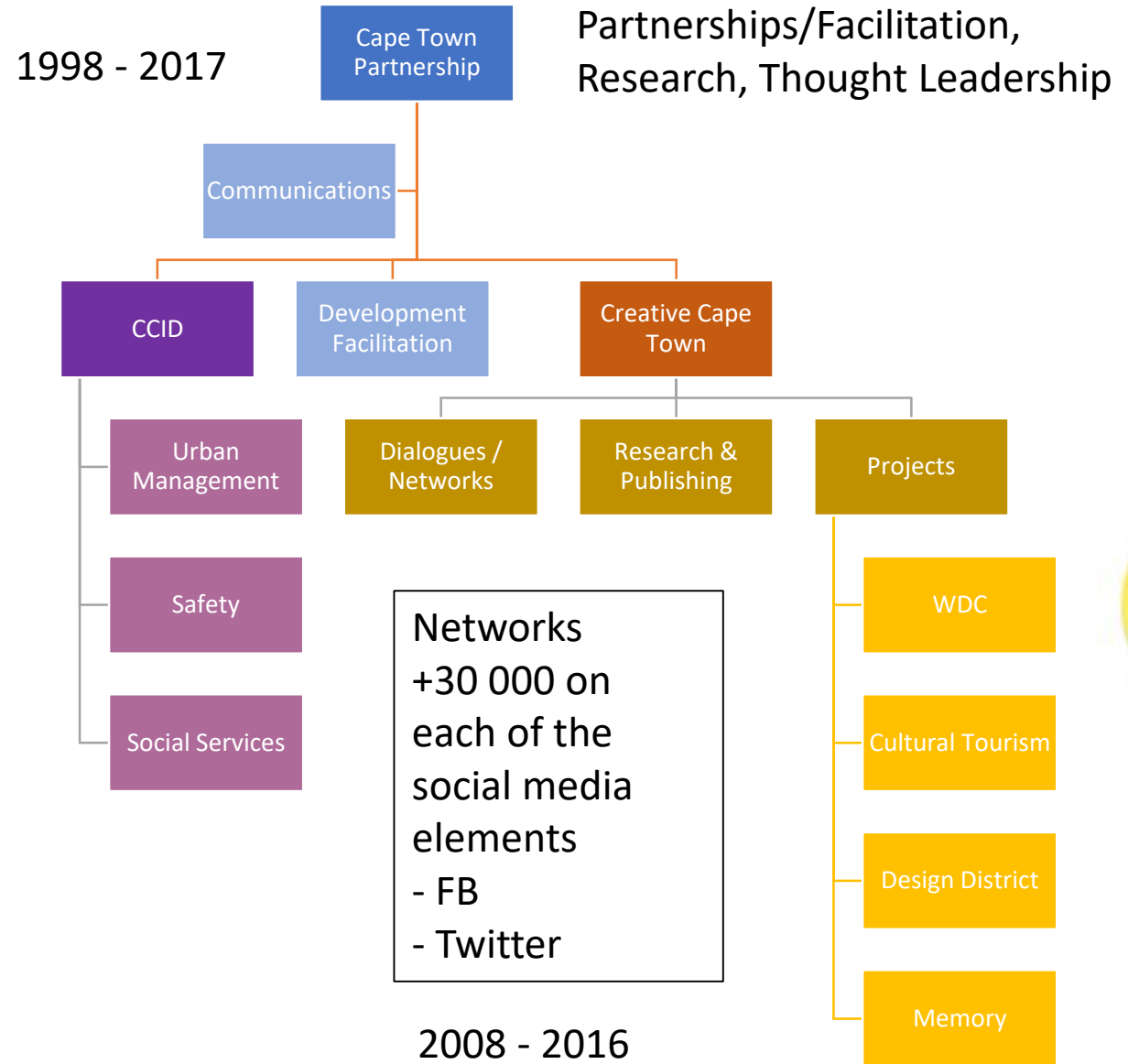
Tyler (1870)

Ways of being together in the  
World

# Using Culture within the CID "system"

From "understanding you" to "proposing shifts in mindset."

# CREATIVE TOWN CAPE TOWN



CHARLES  
LANDRY

THE  
**CREATIVE  
CITY**

A TOOLKIT FOR URBAN INNOVATORS



**CULTURE-LED  
URBAN  
REGENERATION**

Creative Industries

Creative Industries  
Cultural Tourism

Culture as Arts and  
Heritage

## Econo-centric

- Consumption and/or Tourism and/or Positioning
- Economic Impact
- Middle Class emphasis

## Culture-Centric

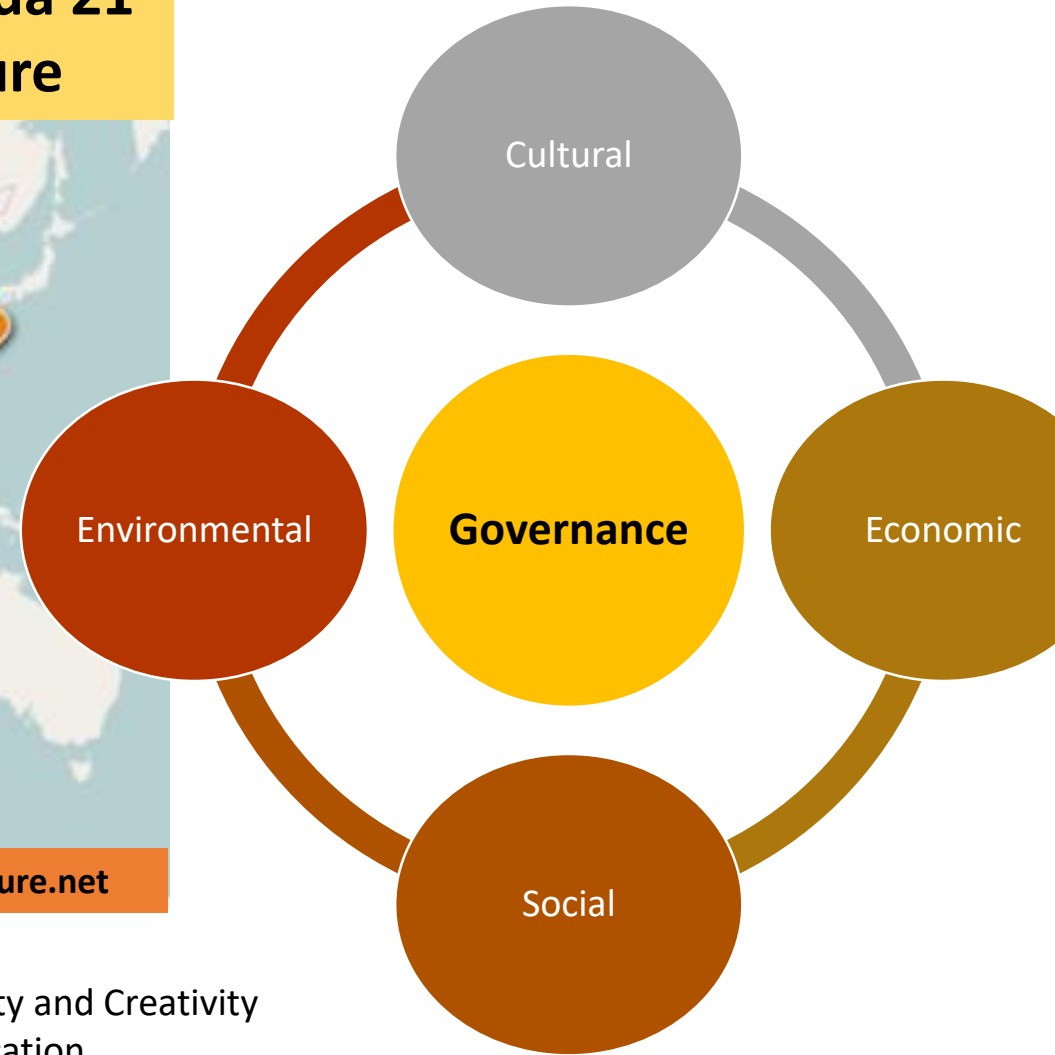
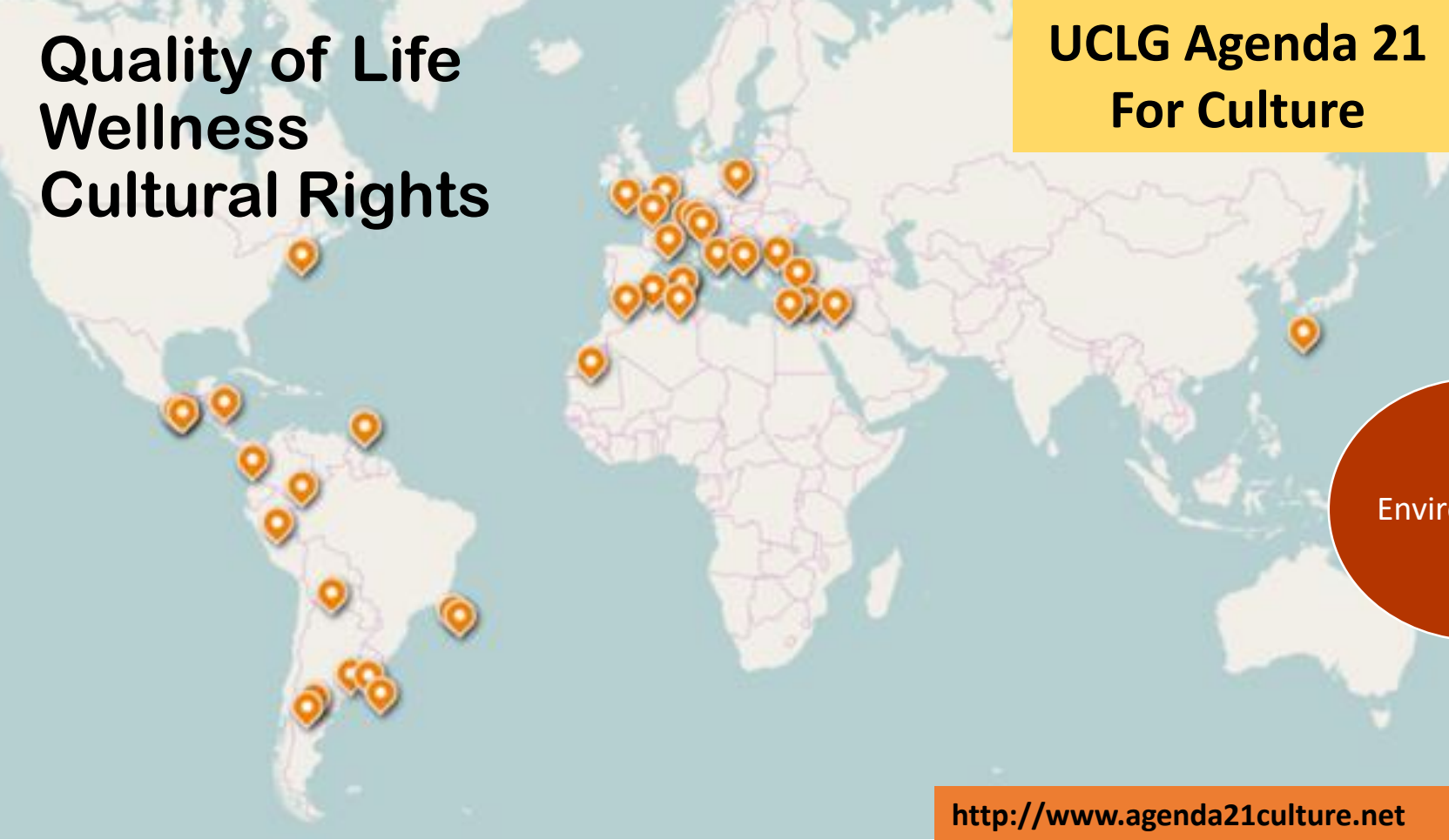
- Developmental &/or Identity
- Well Being and/or Quality of Life and/or Nation Building
- Broad or specific interest groups

Urban Regeneration  
Tourism  
Positioning / Investment

Culture as ways of  
being together in  
the world. QOL,  
sustainable  
development

# Quality of Life Wellness Cultural Rights

## UCLG Agenda 21 For Culture



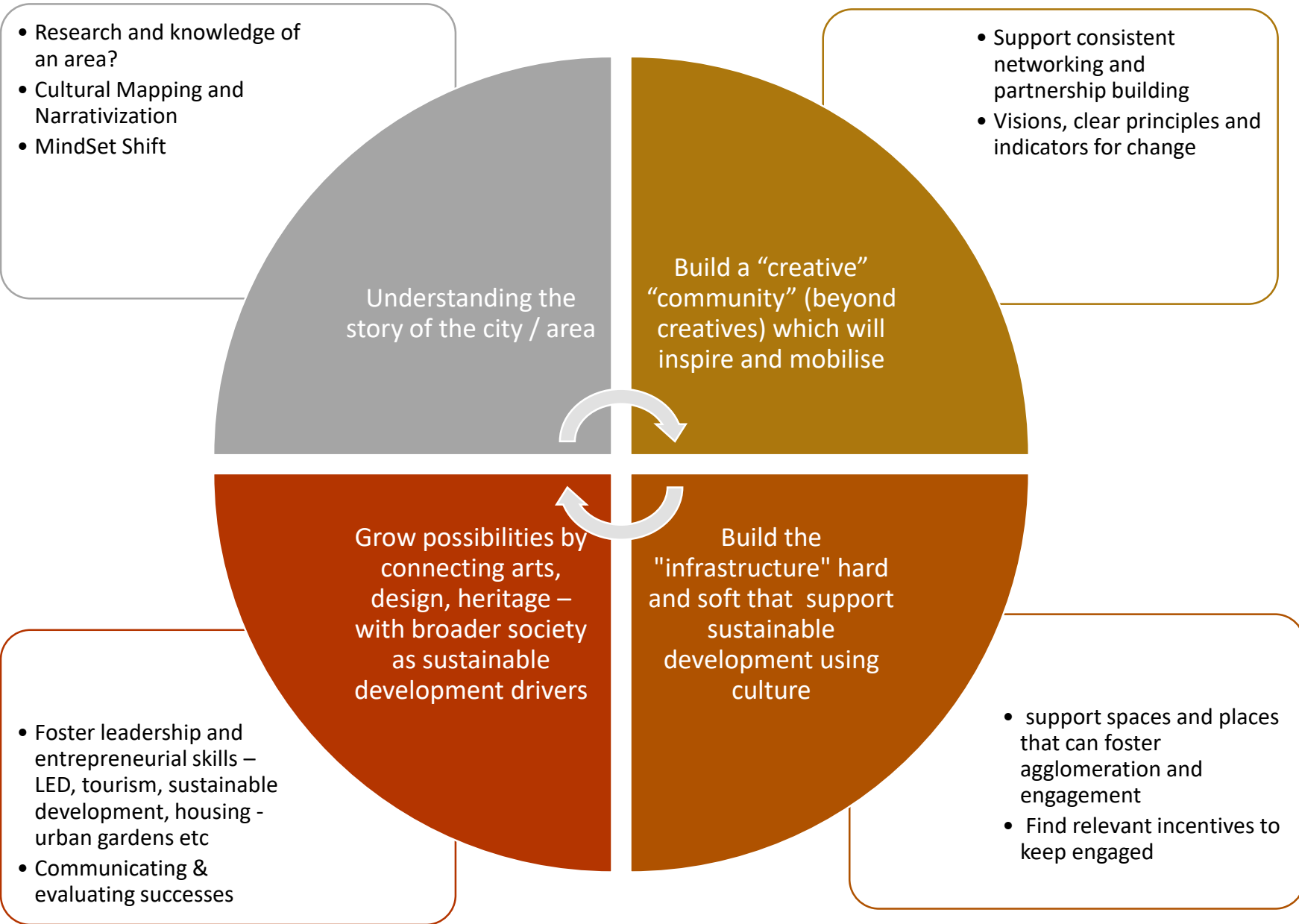
<http://www.agenda21culture.net>



1. Cultural Rights
2. Heritage, Diversity and Creativity
3. Culture and Education
4. Culture and the Environment
5. Culture and the Economy
6. Culture Equality and Social Inclusion
7. Culture, Urban Planning and Public Space
8. Culture, information & knowledge
9. Governance of Culture

Everyone has cultural rights  
Culture is what we live & make daily  
Everyone is creative





# How to do it all?

Key bedrock approaches

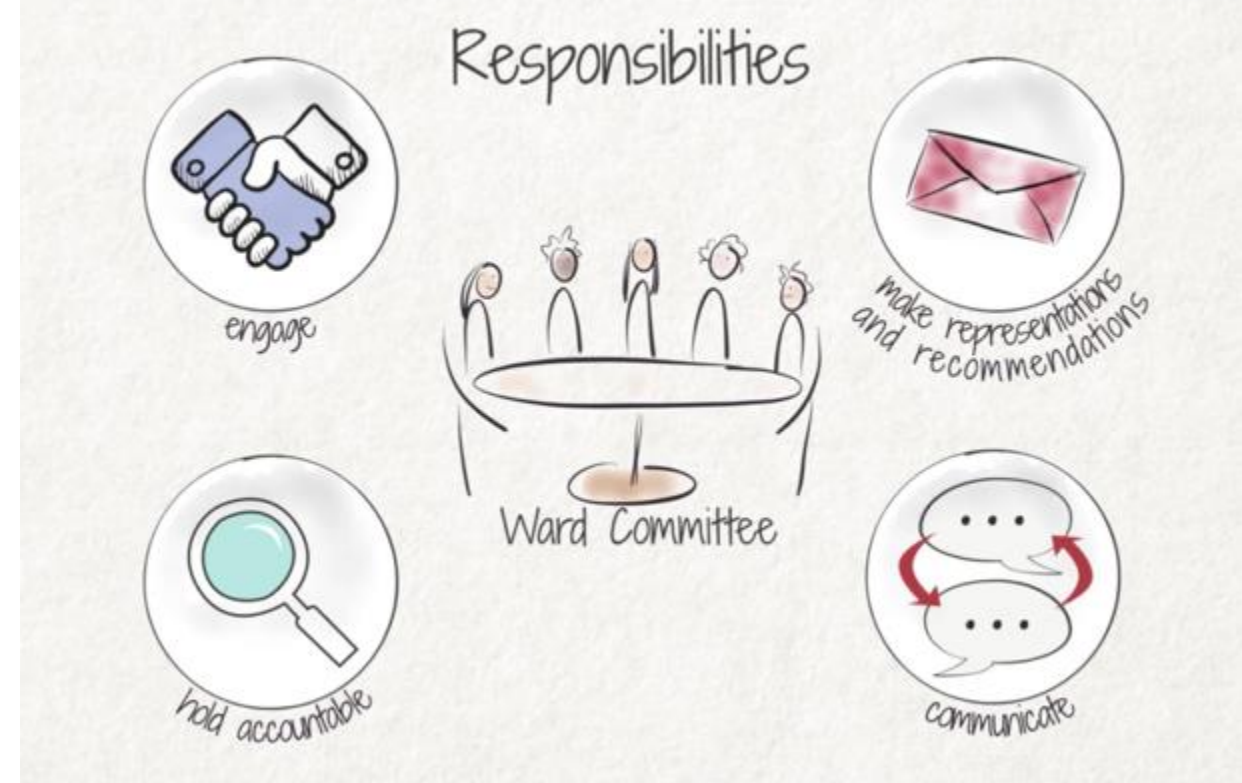
# Good Principles - Mindset shifts

- **Sustainable development**, social justice, gender concerns, “if he doesn’t eat, I don’t sleep”
  - Our lives are intertwined
- Build networks and meet - **cultural development** is also when diverse people come together to share challenges and find solutions improved dialogue, sharing stories, empathy, building trust, improved security
- We have more opportunities than problems if we look carefully together
  - What are our communities **tangible and intangible assets**?
- **Collaborative projects** – include a diverse group around doable initiatives– “cultural democracy”
  - Together we can achieve great things.
- **Artists/Creatives** are not “crazy”, “difficult people” or entertainers.
  - What do they bring? How to work best with them? Who/Why? –communicators, researchers, risk takers, dreamers.
- Always **measure your success** – begin with an end in mind.
  - how can our assets, stories and resource potentials shape indicators



# Partnership Networks

- Ward Councilors and ward committee
  - building a better culture component?
- Working with libraries
  - Setting up local groups?
  - Makers space?
  - Communication – ICT – digital storytelling
- Interest Groups
  - Partner (culture, academia, government, developmental sector)
  - Network development / set up?
- Project based partnerships
- Growing area of research....



# Participatory Cultural Mapping and Planning

- Who is the group and why? Diverse mix of skills and knowledge.
- # What are our Tangible and Intangible assets
  - eg spaces of gathering (churches, halls, libraries, heritage spaces, hairdresser, public spaces), where is our knowledge (people, institutions incl. schools)? Who are the creatives and innovator? Who are the committed activists? what are our resourcing opportunities?
  - Use tech tools like Instagram to map (before & after)
- What knowledge exists about our place and its surroundings that would be helpful – who can provide this?
- What are the gaps in our place being better?
- What are our visions and possibilities to shift towards?
- Who can deliver the project/s and how
- How will we measure our success, what indicators are needed?
- What skills and tools to do above? Who can provide?

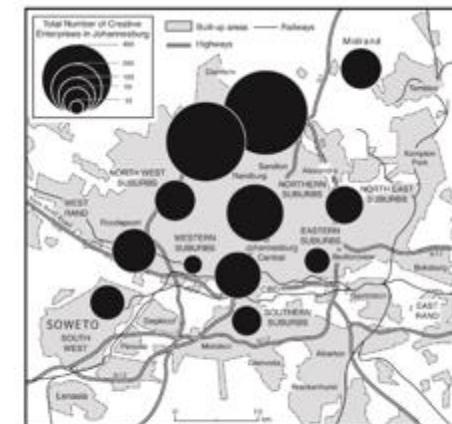
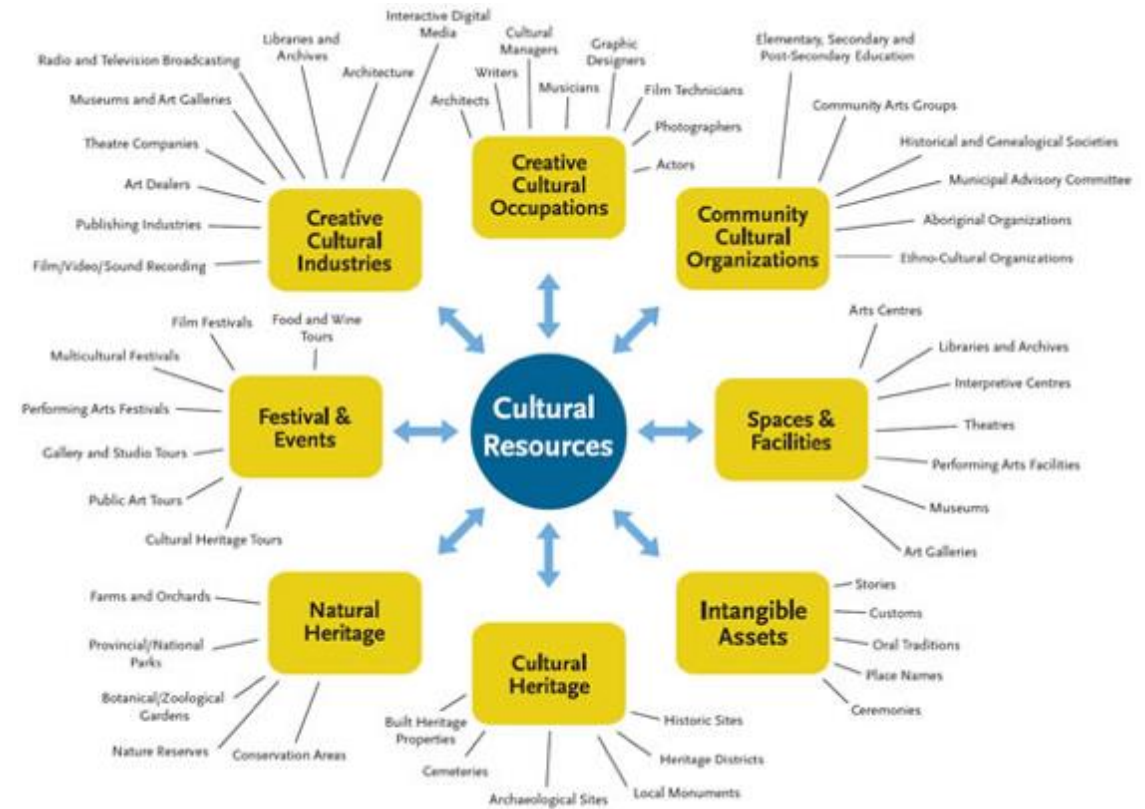


Fig. 1. Spatial distribution of creative industries in Johannesburg  
Source: Authors

# Project ideas

Three of many project ideas dependent on local context

# Beneficiation of waste / working with context

- Makers Space CT
- Creative Inner City Initiative: welding, sign writing, other “maker skills”
- Makers Valley
- Link to “temporary urbanism” and to job creation
- <http://www.johankritzing.com/files/tsportfolioofworks.pdf>



**CICI CREATIVE INNER CITY INITIATIVE**  
**EXHIBITION**  
A collaborative space for community  
Johannesburg, South Africa, King George V, Jubilee Park  
Monday 7 December 10am - 5pm  
Sculpture, painting, welding, sign writing, other “maker skills”  
Performers: The Bantu  
Sculpture, painting, welding, sign writing  
**PERFORMANCE**  
Performing Arts Project in the CICI process  
**THE BEST OF**  
A selection of the exhibition in the Johannesburg Art Gallery  
(Jubilee Park side)  
Friday, 11 December 10:30am - 7:30pm  
Saturday, 12 December 10:30am - 7:30pm  
Sunday, 13 December 10:30am - 7:30pm  
CICI - Creative Inner City Initiative  
See more projects in the CICI portfolio of works at [www.johankritzing.com/files/tsportfolioofworks.pdf](http://www.johankritzing.com/files/tsportfolioofworks.pdf)



# (Pocket) Parks (in disused spaces)

Cheaply done and beautifully with murals, urban gardening, temporary urbanism

- Weekly markets – things people make, “curated” - good second hand/vintage and food - drawing on local people first
- Homeless people in CT
- Drug Abusers in Durban
- Note VPUU methodology re crime

Leads to other events, public enhancement, business possibilities

Private sector (incl small business) as partners in maintenance and management

- Artists
- Small design firms
- Students in architecture and other social sciences
- Local business (formal and informal)





# Spaces for Change

- Disused or underused municipal and private sector spaces
- Link to groups in network – pop up events – music, poetry, screenings, exhibitions – volunteer driven
- Potential for more long lasting projects



# Why do it?

- Best Value for Money – not expensive for great outputs
- Best Marketing – media love it
- Great fun – everyone is usually passionate
- Feel Good - made a difference
- Transformative

# Summary

1. Mind-shift change: from service delivery to facilitation; from shareholders to collective well being.

2. Collaborative Governance/ Partnership building as a way to ensure multiple resources are mobilized sustainably.

Sustainable place making using culture

3. Research & Mapping – together, knowing what your assets are and understanding in context as a precursor to planning

4. Facilitating relationships around “creative” projects which further sustainable development.

UNIVERSITY OF THE  
WITWATERSRAND,  
JOHANNESBURG



CULTURAL  
POLICY AND  
MANAGEMENT



AFRICAN CENTRE FOR CITIES

# Thanks

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