



Dear visual arts/design/architecture lover
Cool Capital Biennale 2014 for our city

We have a dream! In fact, we have more than a dream; we have an action programme well underway for a Biennale in our much loved capital city. A Biennale showcasing architecture, art and design, and the immense creativity of our people. It would create a new awareness and sense of pride among the people of Pretoria, by adding value to the built environment of our city. We welcome your thoughts; we encourage you to give your wholehearted support for the concept. We challenge you to not be inspired by the idea!

At the 2012 Venice Architectural Biennale, the award winning American exhibition by Bruce Nauman featured the idea that is taking hold worldwide that small citizen lead interventions can make a massive difference and bring about positive change. Our concept for the Biennale is essentially such a 'bottom up' approach rather than a 'top down' scheme driven by political and commercial self-interest. Enough small projects with creativity, passion and love for our heritage would generate the critical mass to make such an event a success. The benefits would be lasting contributions to an enhanced image for the city and a new unified focus among its people. The aim is an event for all: all languages, cultures and religions, all individuals and organisations will be welcome.

Why 2014?

2014 presents a marvellous opportunity to capitalise on and contribute to other major related events taking place: Cape Town has been crowned the 2014 World Design Capital, and Durban is the host city for the International Union of Architects' conference. But nothing has been planned for the Capital - our city.

Pretoria has the potential to be a world-class Capital. Most world-class cities have a focused and branded image and create platforms for their creative community. We all belong somewhere on a spectrum of creativity and this initiative will strive to give everyone a chance to reclaim their city, whether decorating a lamp post in front of their house or mobilising their street, school or church. This project can heal and regenerate neglected parts of the city. History has shown that small interventions can make a difference: a mural in a rundown precinct can uplift an entire area. 'Urban acupuncture' can have a lasting effect.

Let's do it!

In the belief that the time is ripe for this event, our plan is to achieve critical mass and buy in from all stakeholders. By channeling everyone's enthusiasm, we can really get the project rolling.

Cool Capital Biennale will shortly be opened up to potential sponsors to ensure that there is ample time to budget for this event in 2014. The website www.coolcapital.co.za will go live in January 2013 when any project or collaboration can be registered. Facebook and Twitter will follow.

Do what?

'Small is beautiful' will be the mantra. The idea is to create small design interventions across the city from all possible creative disciplines such as architecture, art, sculpture, urban design, interior design and product design. These could be permanent or temporary, or even illusionary, such as a projection onto a building, and could include:

- Architectural: small pavilions, entrance gates, security booths, kiosks at schools, temporary display spaces, music stands, vendor and information kiosks, or simply a beautiful folly
- Urban design: benches, street furniture, children's play equipment in parks, signage and shelters for the homeless
- Art: graffiti or painted facades on old buildings, signage, public sculpture or installation art. Photography could also be displayed
- Temporary: materials could be donated to a charity and recycled when demolished
- Events and conferences
- Any other great idea!

Cool Capital Biennale 2014 opens up limitless possibilities. Let your imagination run wild but, above all, start something!

When is the event?

From Saturday 23 August 2014 to 29 November 2014, all the interventions at the different locations will be made accessible to the public, especially on weekends. The best contributions would be featured in a prestigious catalogue printed for the Cool Capital Biennale 2014.

Who can participate?

Any creative person, institution, association or studio in Pretoria with vision that can produce work of an acceptable standard and think out of the box can participate. It is a chance for everyone to showcase their talent while also promoting their particular educational institution, studio or company.

Our wish is that the city and its people will seize this opportunity and make the initiative their own.

My regards



Pieter J Mathews
Convenor

"... a good place is one in which people find meaning in the particular things they do - and that means a world that has a place for beauty, creativity and play ..."

John Paul Flintoff

