

Cool Capital 2014 Closing Speech at the Voortrekker Monument 7 November 2014

Good evening ladies and gentleman, her Excellency Ambassador of the Netherlands, the Flemish representative, the President and manager of the PIA and every one of you who contributed to a Cooler Capital.

Tonight I would like to reflect on the outcomes of Cool Capital, the world's first uncurated DIY guerilla biennale; an initiative that demonstrated the power of the collective by combining vision with creativity while giving us all an excuse to play again in our city.

But first I need to thank the entire sponsors, program directors and tonight's host – our strategic partner - the PIA. I also want to thank Maureen van Wyk, the PIA manager, in particular for all her work in organizing this magic evening.

Let me start with all the Cool Capital sponsors;

Firstly Atterbury Property and The Atterbury Trust – in particular Louis van der Wat and Zahn Hulme - for their highly successful *Schools Project and making the Atterbury Theatre available*. From the moment I walked into the Atterbury offices to discuss possible sponsorships they instantly grasped the concept and recognized the potential of supporting this initiative. By sponsoring the schools project and our extensive 256 page catalogue they have also successfully extended their positive sphere of influence across the city into more than 20 000 households through the resulting positive press and public exposure to art.

To PPC and BASA - in particular Daniel van der Merwe and Michelle Constant – you must be very proud and satisfied with your magnificent Public Bench Project which has provided our city with some wonderfully unique and beautiful sculptural concrete benches that will be around for many years to come. These will also have true legacy value for yourselves – something that no conventional advertising could have achieved. The city and its people are truly chuffed.

The Embassy of the Netherlands for their Cool Capital project called Dutch Footsteps. Visit their very enlightening and responsive website at www.dutchfootsteps.co.za to find out more about this ongoing legacy project that strives to bring our shared Dutch heritage into the public domain. Using our smart phones we can now take a historic tour around our city and visit many important surviving examples of Dutch culture and influence in our city – including architecture, art, sculpture, furniture and artifacts - we can now become tourists in our own city. This is a very valuable and important initiative, enabling all of us to be able to identify the important role and historical significance of our Dutch Heritage, and therefore we are honoured to have been a part of the beginning of such a fundamental project that hopefully will one day grow to include the Dutch meme throughout our country.

City Property, the University of Pretoria and Atterbury Theatre, - who have made available their venues and rooftops throughout the city and campus for most of our Cool Capital film screenings and music concerts. I should also mention that City Property initiated a Cool Capital Sculpture competition. Lize, I hope this is just the beginning.

The Open Window School of Visual Communication for the spectacular and memorable Grand Opening event. I would also like to commend their academic head of department for the amazing outcomes they created and achieved during this initiative. Well-done Dr. Elfriede Dreyer and Director Elsabe Donovan.

Strauss and Co. for the *Silver Lining* sponsorship which enabled the anonymous street artist *r1* to wrap the Church Square statue of Oom Paul in silver foil – a powerfully effective intervention which was featured in many newspapers and even appeared on the front page of the Beeld.

To all those (not previously mentioned above) who made the two extensive Newspapers inserts possible; Gautrain, City of Tshwane, Menlyn Maine, Lafarge SA, MAP, Inscape Design College, Vega School of Branding, the Association of Arts, Plascon, and the Tut Dept of Architecture.

DeDesign - for the construction and assistance with the Cool Capital website and Sunshine Gun for the inspired logo

The Press also deserves a huge acknowledgement. We never anticipated that Eppy Stydom of Beeld and her team would publish a 20 page supplement and that Pretoria News would follow, with the editor Val Boje taking charge of the production of the insert herself. Rudolf Stehle of Beeld kept the Biennale alive in Beeld with regular updates. Baie dankie Rudolf dit word opreg waardeer.

Thanks to Business Day, Mail & Guardian, the SABC, Robin Alexander (Ian Alexander's daughter) of the Sunday Times, Kyknet, Dagbreek team, RSG's Christelle Web Ellis and 702's Hugh Frazer.

Then there are the people who made it happen.

The program directors - Yolandi Viljoen who assisted me in the seminal stages, driving the concept forward and encouraging me at the times when my enthusiasm might have been lagging.

Carla Taljaard then took over the reins in February and has put her heart into this project from the word go, she has organized this amazing Biennale and made it all happen.

Dipna Bhana managed our social platforms, and is currently busy with the catalogue (everyone please send your project photos and information).

Debbie Cloete who ran the schools art project, producing amazing outcomes.

Mauneen van Wyk who ran the PIA's bus tours which were a great hit with the public.

Adriaan Louw led the city walking tours. These were also very popular and were exactly what we need to change people's perceptions and bring them back into the inner city, some groups were even as big as 55 people, when only 20 had been expected.

Music program director Keith Moss who did a sterling job, his composition would live on in the Eaton Documentary. A must see for all who calls this city home.

Elani Wilemse held the foundry day which was a very popular behind the scenes look at the physical manufacturing processes involved in the art of sculpture.
Daniel Mosako and Angus Taylor showed why our city is also the sculpture capital of South Africa. With Angus setting the example by donating the first work.
Francois Visser one of the stars of the Biennale –program director of the bench project.
Joachim Lubbe for the container project.
Marelli Wassenaar for the urban market.
Pieter Van Heerden for the Gallery meander.
Pluto Pannasous who put the Open Window film school on the map.
Adriaan Dela Rey and PJ Kotze for the inspiring Eaton Documentary
Christo and Neil of Enaba Films, who are documenting this initiative; you can sample their work by watching their *Silver Lining* video on vimeo. They are just amazing.
Stuart trent for the drive through gallery
Lucy of St Lorient for the fashion contribution

Ladies and gentleman please give them a great round of applause.

I now want to reflect on the outcomes and what we have achieved

Bridges were built, platforms given, new opportunities raised, potential was shown, networks built and boundaries pushed, Young people started businesses and built portfolios, film graduates, graphic artists and schools all got valuable exposure.
The urban fabric was enriched by simple interventions, showing what is possible without government. Where there is a will there is a way.
Inter disciplinary contacts can enrich all parties. A good example was The St Lorient project *Beyond Fabrication* which pushed the boundaries by bringing together artists, fashion design students, seamstresses and textile designers to all collaborate together in what culminated in a multilayered fashion show which brought out the best of everyone.
We changed and questioned convention with the first Drive Thru Gallery proving that you do not need an expensive space to show creativity. Thanks Stuart and Sam
We pushed boundaries with our interventions such as wrapping Oom Paul in tin foil.
We created awareness of our built heritage and focused attention on the state of some buildings, holding a film screening in the Old State Museum in the evening. What an experience to watch an old silent movie thriller in this space, if you missed it you missed out.

We have shown another side of Pretoria and its people, we changed perceptions and are now looking forward to the future. Cool Capital held up a mirror and I liked what I saw. See you in 2016

Thank you enjoy the rest of the night.