

# JOIN THE CRADLE OF CREATIVITY !

## The 19th ASSITEJ World Congress and Festival newsletter



Find all the news of the Cradle by searching for #ASSITEJ2017 and #Cradleofcreativity!



### Wrapping up Cradle of Creativity!



#### Give us Feedback!

In order to report back to our sponsors and supporters, we need your help. All those attendees who have not yet filled in our survey, please go [here](#): and complete it. We will be very grateful for your insights into the event that was Cradle of Creativity.

If you took great photos at Cradle which you don't mind sharing, please send them to us at [info@assitej.org.za](mailto:info@assitej.org.za) - please give us as much information about these photographs as possible.



#### Thank you to our sponsors!

An event such as Cradle of Creativity cannot happen without substantial support from a number of roleplayers.

We thank, in particular, the [National Lotteries Commission](#), the [National Arts Council](#), the [Department of Arts and Culture](#), the [National Research Foundation](#), [Rand Merchant Bank](#), the [Western Cape Government \(DCAS\)](#), the [City of Cape Town](#), [Wesgro](#), [Business and the Arts South Africa](#), the [HCI Foundation](#), various provincial bodies and a number of cultural agencies including the [Goethe Institute](#), the [Flemish Government](#), [Pro Helvetia](#), [IFAS](#), [Spanish Embassy](#), [New Zealand Embassy](#), [US Consulate](#), [Italian Embassy](#), [Canadian Council for the Arts](#), [Danish Arts Foundation](#), [Kingdom of the Netherlands](#), [Kenyan Embassy](#), [Italian Embassy](#), [City of Zurich](#) and [Canton of Zurich](#), [Arts Council Norway](#), [Korean Arts Management](#), [Chinese National Theatre](#), [Arts Council England](#), [Australian Theatre for Young People](#), amongst others. We also thank our in-kind sponsors and partners, [Artscape Theatre](#), [Buz Publicity](#), [Splitbeam Gearhouse](#), [Puppetry South Africa](#), [Strand Towers & Fountains Hotel](#), [Conference Company](#), [Drama for Life](#), [University of Cape Town](#), [Baxter Theatre](#), [Dialogue](#), [Ubuntu Academy](#), [Magnet Theatre](#), [U3A](#) and our cultural hub teams and spaces, who worked alongside us to make the event a success.

We are particularly grateful to the 126 Volunteers and interns who worked on different aspects of the event and gave so generously of their time and energy.

We thank all of these supporters and partners for their commitment to the value of the arts in the lives of children and young people.



## **African Artists empowered to be at Cradle of Creativity**

Through attracting relevant sponsorships and partnerships, ASSITEJ SA was able to invite and support the attendance of 189 South African artists and 42 artists from other countries on the African continent.

These included:

- 25 Northern Cape Artists
- 12 Free State Artists
- 4 Western Cape Artists
- 6 Limpopo Artists
- 20 Next Generation SA and African Artists
- 10 RMB-Sponsored Artists
- 60 AfterSchool Game-Changer artists / facilitators
- 20 artists supported to present at the Producer's Bazaar / Early Years
- 36 conference presenters

The following African countries were represented in some aspect of Cradle of Creativity: Angola, Benin, Botswana, Burkina Faso, Cameroon, DRC, Ghana, Guinea, Kenya, Lesotho, Madagascar, Malawi, Mozambique, Namibia, Nigeria, Rwanda, Tanzania, Togo, Uganda, Zambia and Zimbabwe.

Their participation was made possible with thanks to Pro Helvetia, Goethe Institut, RMB, Wesgro, the National Research Foundation, the provincial governmental departments of Limpopo, Northern Cape, Western Cape and Free State, ASSITEJ, IFAS and Scenes d'Enfance.

This is apart from the many South Africans and Africans who attended the event of their own accord, and the 126 people who volunteered or interned on the festival, which also gave them access to free performances in exchange for their energy.

As a result of these collective efforts, this is by far the largest African representation ever seen at an ASSITEJ event, and has energised African artists about the work of the association and the importance of theatre for children and young people. We hope to see a number of collaborative and exchange projects, as well as a continued presence of African artists in international ASSITEJ programmes, as a legacy of this important event.



## **Facts and figures: Cradle of Creativity**

### **CRADLE OF CREATIVITY**

A 12 day event with 1390 delegates from around 70 countries attending

A World Congress involving official representatives from over 54 countries and 4 international networks, over 4 days

A ten-day Conference on Intercultural exchange in TYA, 2 day academic conference and 8 Focus days involving more than 209 presenters

An eleven-day International Theatre Festival

**FESTIVAL:**

63 productions involving  
464 artists  
In 3 main venues (Artscape, Baxter, City Hall)  
and 4 Cultural Hubs (Atlantis, Langa, Phillipi and  
Vrygrond)  
29 South African Productions  
6 International/SA collaborative productions  
11 African (non-SA) productions and  
collaborations  
17 non-African International productions

**ATTENDANCE:**

18 562 tickets through Computicket  
1247 attending Rocking the Cradle  
2500 attending the Cultural Hubs  
Actual attendance of productions ranged  
between 60% and 100%, due to artists being  
able to access all productions for free, if there  
was space in the auditorium.  
6258 children/ youth attendances, with 2859  
sponsored learners  
32 sponsored buses

**MEDIA REACH:**

More than 56 discreet media articles  
Over 100 documented items produced by  
Dialogue for Community  
Over 3,6 million impressions on the internet  
17,900 unique visitors to the website over  
April/May  
Over 1000 new likes on Facebook



## Some of the Sponsored African Artists in Attendance



### NEXT GENERATION 2017: Mtho Zulu

Mtho Zulu, NG Alumnus, KZN:

The programme was packed and I loved that. This meant we got to experience many different shows from many different artists from all over the world. How could one not be inspired after such? Many participants of this year's programme, have spoken about possible collaborations and I believe that these will be successful because of the drive in them after going through this life changing experience. Seeds were planted and trees WILL grow. You just watch and see!

During the times that we attended the Congress, it was good to hear Next Generation being mentioned a lot. This showed me that ASSITEJ really believes in the passing of the baton to people who will continue running the raise for the VIP's of this world, our Children and Young People. I was touched when I saw members of the Executive



### RMB SPONSORED ARTIST: Gladys Aghulhas

Gladys Aghulus, Focus - Inclusive dance, Gauteng:

The most amazing possibilities of exchange, the vigorous debates and discussions, observing, looking inward and deeply assessing one's own work-learning give and take-connecting with young and old. And the potential of Future collaborations happening. As an artist you have to engage and explore with what is happening on international platforms. Artists musn't be afraid of asking how to be involved. ASSITEJ has created great access but we all need to find further ways of engaging and pulling those who don't know and need to be exposed, especially for inclusive audiences. Our primary function is to influence a new audience young and old and I can

Committee bidding against each other during the Next Generation auction. One shouted 'Next Generation' whenever something was 'SOLD!' to him. A lot of money was raised which will help change many lives, yet again! That is just BEAUTIFUL!



### **RMB Sponsored Artist: Vusi Makhanya**

5 days of a life time experience in Cape Town! I got to know amazing creative artists from all over the world! The extraordinary people who created extraordinary work which connect one to other from all over the world and for local communities, for babies, children, young and older people, to see the world of art differently. My experience I shared special with young people who never dance who never understand beauty of storytelling through movement was experienced their passion - I am honoured, and humble to be part of this amazing huge event. 'A cradle of creativity which becomes a cradle of humanity'. I wish a big future of ahead this kind of work which needs to spread all corners of South Africa in dry areas and let them grow.. Everyone need to take child to theatre. A massive thank to all of you ASSITEJ South Africa and Rand Merchant Bank!



### **WESGRO SPONSORED ARTIST FROM W CAPE, Mandisa Litoyi**

Mandisa Litoyi from Knysna:

It has been an honour to be selected as WC sponsored delegate to attend such a big festival. The whole experience was overwhelmingly beautiful. The workshops we attended opened my eyes to many things in the theatre industry. This also created a platform for me to get to know a lot of people round the world that share the same passion as

see this happening here! There are Exciting opportunity for babies, inclusivity, African dance.. How can we access more is the BIG question!?"



### **Next Generation Participant: Lungile Mncube**

Overall, to me this residency was a space of new and informed perspective, it challenged my thinking as both an academic and theatre maker, it also reminded me and echoed my love for TYA. I left Cape Town sooo inspired such that on the first Monday back at home, I went to Home affair to apply for a passport, I am escaping from the little box!

I want to create effective theatre for young audiences, take it to rural areas where children have never been exposed to it.

Being part of this residency made me realize the need of TYA and the power it has, mostly, that every child deserves to go to theatre! I am very grateful for this opportunity!



### **RMB SPONSORED ARTIST, Omphile Molusi, North West**

I was greatly captivated by the whole experience. I had always wished for a festival like Cradle Of Creativity. There's never a time where a plethora of Theatre For Young Audiences comes to one space on a

I.

Please consider me again for such opportunities in future as I have just started a theatre production company in Knysna, Western Cape and I need all the intellectual help and advice I can get to make this a success.

big scale like Cradle Of Creativity. I was mainly interested in watching works of 4 and under. I watched other works, but the under 4 works has always been something special I wanted to experience. This is also because I've always been interested in making work for under 4's. We don't really have enough of that work. It was a privilege to experience this kind of work from different professionals from around the world. It was magical to see different approaches to the work from South Africa to Netherlands... from Japan to Zimbabwe to Nigeria and so forth. I was inspired beyond words. What was also inspiring was to meet with other artists from other countries to talk about their work and methods. Watching the shows were one layer to understanding and getting access to the work, but discussing the work with its creators was a much bigger fruitful layer...I believe support like this will help creators a lot to raise the quality and standard of our Theatre for Young Audiences. A million thanks and more.

THANK YOU!

TO ALL THOSE WHO TRAVELLED ACROSS THE WORLD (OR THE COUNTRY, OR THE CITY) TO BE WITH US, who gave of their time, their energy, their talent, their intellect, their research, their drive, their physical strength, their laughter, their songs, their children's games, their creativity, their skill, their conversations, their secret desires, their passion, their resources, their commitment, their stories, their hearts, and so much more...

to make Cradle of Creativity a reality...

We are humbled by your contributions! Thank you.

To stay connected, go to the ASSITEJ Website and Facebook page

For memories of Cradle of Creativity, visit:  
[www.ASSITEJ2017.org.za](http://www.ASSITEJ2017.org.za)  
[www.dialogueforcommunity.com](http://www.dialogueforcommunity.com)  
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