



Making Claremont
a better place for all

The Claremont Clarion

Official newsletter of the Claremont Improvement District Company (CIDC)

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Zebra artworks create a stir in Claremont



'Zebras Crossing' outside MontClare Place and at the intersection of Bowwood and Main Roads before the exhibition was centralised for display on Sunclare Square and Newry Square in Claremont

A herd of colourful and creative zebra have taken pasture in the Claremont CBD. The fine art installation is illustrative of the CIDC's public space enhancement programme to visually uplift the CBD. The 'larger-than-life' artworks can be seen on display in Sunclare Square and at Newry Square adjacent to the Public Transport Interchange.

The idea behind artwork in public spaces is that it adds value to the community and enhances the quality of life within a city. Said the CIDC's Kerbelker, "These public spaces are now destinations rather than empty spaces through which to pass en route to somewhere else. The artworks have transformed these spaces into more attractive and vibrant places, encouraging people to interact with the zebras and to linger a while. They also serve to enhance and sustain Claremont's attractiveness as a premier destination."

With the theme, 'Not all is black and white', the exhibition, curated by the World for All Foundation, consists of 33 zebra artworks by 33 different artists, each bearing a unique quote by former President Mandela.

The artworks will be on display in Claremont until December. They were also prominently displayed in various public spaces across the Cape Metropole during the 2010 Soccer World Cup Tournament.

The zebra artworks are just one further example of the CIDC's efforts to regenerate the Clare-

mont CBD. The CIDC is engaged in an ongoing enhancement programme which includes streetscape improvement with the planting of trees (see the Arbour Day story on page 3), enhancement of street lighting, improvement of signage and greening of public spaces. A further arm of this revitalisation programme is attending to urban deterioration and defects under the "broken windows" policy as highlighted in our last edition of the Clarion.

CIDC launches new website:
www.cidc.co.za



The CIDC's new interactive website is scheduled to go live at the end of October. Visit www.cidc.co.za for more information about the CIDC's services and programmes.