



When Tinseltown comes to Cape Town

The long-awaited Cape Town Film Studios complex (CTFS, initially dubbed Dreamworld) is expected to open its doors to the world's film industry in the first quarter of 2010.

"The Cape Town Film Studios site (on the N2 near Faure) is 200ha big, 100ha of which will remain undeveloped as unspoilt wetlands," explains CTFS CEO Nico Dekker. "Of the 100ha that is to be developed, 70% is earmarked for studio use. The remaining 30% is intended for residential, commercial and retail developments."

"South Africa should be able to produce at least 20 to 40 feature films a year. We are entering a bright new age for filmmaking in the country and the Cape Town Film Studios will play a significant role in breathing new life and beauty into our industry."

Phase one – worth around R250 000

– includes four sound stages. There will be more than 7 000m² of stage space, along with an additional 10 000m² in production offices, production support and workshops. The entire project is expected to cost an estimated R430 million over the next seven years.

"Cape Town Film Studios is unique to SA because it will be part of a mixed-use film city that includes commercial and light industrial spaces. We have taken Pinewood Studios in the United Kingdom as one of the models for a self-sufficient, fully integrated film city," says Anant Singh, CTFS Chairman, CEO of Videovision Entertainment, and one of SA's eminent film producers. The main studio designer, Veronica Sieve, was responsible for the design of Fox Studios in Sydney.

The international film industry continues to be

attracted to the Western Cape and production activities in Cape Town can be compared with cities like Atlanta, Buenos Aires, Johannesburg, Miami and Rio de Janeiro.

The film sector generates billions in foreign direct investment and media exposure, and the local film industry is calculated to have a direct turnover of more than R2.5 billion per year,



according to an economic impact assessment study commissioned by the Cape Film Commission.

Shareholders in the venture include Sabido Investments/ETV (Marcel Golding), the Rico

Trust, the Helderberg African Chamber of Commerce, Videovision Entertainment and Wesgro, the Western Cape's investment and trade-promotion agency.

Through Wesgro, the Western Cape government committed R30 million to the project in return for a 10% equity stake. The City of Cape Town committed a further

of Khayelitsha, Blue Downs, Crossroads, Eerste River, Gugulethu, Langa and Mitchell's Plain will benefit the most.

CTFS has already recruited 61 local companies to take up permanent residence at the studios. These include post-production units, set-building services and costume designers.

CTFS is the largest investment allocation

“South Africa should be able to produce at least 30 to 40 feature films a year. We are entering a bright new age for filmmaking”

CTFS CEO Nico Dekker

R30 million in the form of bulk infrastructure.

Construction of the studio should mean employment opportunities for more than 8 000 people and the neighbouring areas

to the country's film industry to date and will boost investment in the industry, which employs more than 20 000 people. Sector earnings are expected to jump by up to four times current levels.