

COMMUNICATION RESEARCH CENTRE

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ABSTRACT

South African president Thabo Mbeki stated, while addressing the Corporate Council Summit in 1997, “*Those that have eyes to see, let them see. The African Renaissance is upon us*”.

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Leopold S. Senghor asserted, in his essay *L’Esprit de la Civilisation ou les Lois de la Culture Négro-Africaine* (1956), that “*The African Renaissance will depend largely on the work of African writers and artists, more so than on politicians. Political liberation is dependent on cultural liberation. Cultural liberation, in the spirit of ubuntu is only possible if contemporary African writers and artists make Africa herself their school; draw sustenance from their own soil*”.

The proposed development is a Communication Research Centre. A post-graduate design school that produce concrete communication projects, merging culture and industry. The underlying rationale of the proposed communication research centre is an attempt to initiate the cultural liberation of Tshwane and, being the administrative capital of South Africa, truly set the notion of an African Renaissance in motion.

The success of the proposed project will depend on the ability of the Communication Research Centre’s ability to transform Tshwane into its laboratory, constantly formulating image and enlightening the urban citizens on the collective identity.

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