



# CULLINAN DIAMOND HUB

OUR DIAMOND. OUR STORY.

## PUBLIC OVERVIEW

# A heritage, skills & technology *destination for Cullinan*

The Cullinan Diamond Hub brings together the story of the world's most famous diamond, the hidden heritage of Zonderwater and the living cultures of the region, in one community-led precinct on Hotel Road, Cullinan.

### Heritage

Seven living heritage precincts  
and a museum

### Skills

Accredited training through open  
partnerships

### Enterprise

Local SMMEs, women-led  
businesses and community  
income

## OUR DIAMOND. OUR STORY.

Ke Leruo La Rona · Le Lefa La Bina · Inqolobane Yethu · Umnotho Wethu · Ons Erfenis. Ons Toekoms. · Il Nostro Patrimonio

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A concept designed and presented by **Community Development Initiatives International NPC (CDII)** and its division **We MiND Foundation**.

# A story that still has no home

*Cullinan holds two of South Africa's most remarkable stories. Neither yet has a place where visitors can experience it.*

## 3,106

CARATS · DISCOVERED AT CULLINAN, 1905

The Cullinan Diamond, the largest gem-quality rough diamond ever found, came out of the ground here. It was cut into stones that now form part of the British Crown Jewels. The town that grew around the mine still carries that history in its streets and buildings.

## About 90,000

ITALIAN PRISONERS OF WAR · ZONDERWATER, 1941–1947

Nearby Zonderwater held tens of thousands of Italian prisoners of war during the Second World War. They built a camp life of art, music, sport and learning, much of it now almost invisible to visitors.

### A corridor waiting for an anchor

The northern Gauteng corridor (Dinokeng, Cullinan, Zonderwater and the heritage steam rail) has no single precinct that brings these stories together for visitors, schools and families.

### Built with the community

The Hub is designed around local people: small businesses, crafts, food, guiding and training for the communities of Cullinan, Refilwe, Rayton and Onverwacht.

### Packaged, local experiences

The concept follows the direction of current provincial tourism thinking: small-business-led, packaged, community-based experiences that visitors can book.

### Responsible by design

A low-carbon, water-wise, accessible precinct, with strong empowerment and governance standards built in from the start.

*"Not a village. A living world of discovery."*

# Six facets of one diamond

*Heritage and the future are not opposites. They are the same diamond, seen from different facets.*

## Heritage

The diamond-mining story and Zonderwater's Italian heritage, seven living cultural precincts, and AI-supported guides that welcome visitors in their own language.

## Technology

An AI concierge, drone experience, robotics lab, augmented-reality heritage overlays and a 3D avatar studio, bringing history to life for a new generation.

## Community

Space for local small businesses, with a strong share of women-led enterprises, and governance rooted in Ubuntu and Botho.

## Agri-tech

Organic community agri-plots, a smart greenhouse, drone-farming demonstrations and a farm-to-table restaurant.

## Sustainability

A solar micro-grid with battery storage, rainwater harvesting, indigenous Highveld gardens and a green-building rating target. Net-zero energy is a design target.

## Skills

A satellite training campus run with accredited partners, preparing young people for careers in tourism, technology, agriculture and enterprise.

## The building

The design concept is a diamond-faceted glass atrium flanked by rammed-earth wings, with living roofs, shaded walkways and an amphitheatre for evening events. It is accessible to all visitors, with audio description, large-font and sign-language options.

*This overview describes a concept. Design, features and timing are subject to funding, detailed planning and the necessary approvals.*

# Seven worlds to walk through

*Each precinct is community-led, guided in the visitor's own language with AI support, and accessible to every visitor.*

P1

## Diamond & Mining Heritage

Mine-shaft walk-through, a replica of the 3,106-carat diamond, gem-cutting and diamond-panning, and the story of the 1905 discovery.

P2

## Italian & Zonderwater Heritage

A gallery and digital archive of the Zonderwater camp: its artworks, people and family records, with an Italian–South African eatery.

P3

## Setswana & Sepedi Village

Traditional homesteads, oral-history stations, cultural food, beadwork workshops and storytelling around the fire.

P4

## isiZulu & isiNdebele Village

A live Ndebele mural wall, music, gumboot dance, painting and art classes, and traditional homestead architecture.

P5

## Afrikaner & Boer Heritage

A farmstead, a windmill experience, a wagon replica, traditional food, and a language and literature corner.

P6

## Agri-Tech Hub

Smart greenhouse, drone-farming demonstrations, community agri-plots, a farm-to-table restaurant and an agri-entrepreneur incubator.

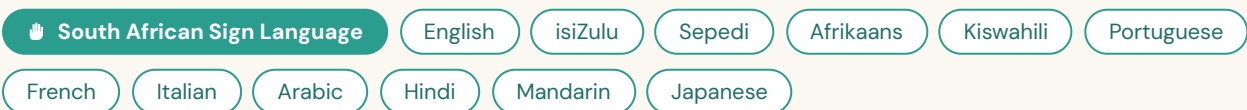
P7

## Amphitheatre & Performance Hub

Concerts, cultural performances, drone light shows (subject to approvals) and stargazing evenings, the place where the Hub's stories come together after dark.

## Welcome in your own language

AI-supported multilingual guides welcome visitors in their own language: South Africa's official languages, including South African Sign Language, and the languages of visitors from across Africa, Europe, Asia, the Middle East and beyond. For example:



# Four wings, one story

## Wing A • Diamond Vaults

Minerals of the kimberlite pipe, an underground mine-simulation chamber, the 3,106-carat replica, and the history of Cullinan's mine brought to life with augmented reality.

## Wing B • Zonderwater Digital Archive

A digital record of the Zonderwater camp, its artworks and its people, with searchable family records for descendants in South Africa and Italy.

## Wing C • Technology Hall

Robotics displays, drone-piloting simulators, AI art and a 3D capture studio, with South African space technology on show.

## Wing D • Cultural Living Gallery

Rotating exhibitions curated by the communities of all seven precincts, a school programme hub, an artist residency and a showcase for training graduates.

## SKILLS TRAINING • OPEN PARTNERSHIP

### Training that leads to work

Training will be delivered through partnerships with TVET colleges, schools and QCTO-accredited training providers, at a satellite campus in the same precinct as the Hub. The model gives priority to black South African youth and black people with disabilities, through accredited learnerships. The Hub is not committed to any single provider: **accredited providers are welcome to engage.**

#### Programme areas

Tourism & Hospitality

Digital & Technology

Drone Piloting

Agri-Enterprise

Craft & Artisan

SMME Business Skills

Cultural Interpretation

#### Sector education and training partners (SETAs)

CATHSSETA

Services SETA

TETA

AgriSETA

*Graduates are prepared for work with the Hub's own small businesses and the wider tourism economy.*

# The diamond is waiting.

*Will you help shape the story?*

The Cullinan Diamond Hub is a once-in-a-generation opportunity to build a heritage destination rooted in community, powered by technology and supported by open, accredited training partnerships. We are seeking partners who believe heritage and the future belong together.

## Founding partners & investors

Corporate, impact and heritage funders

## Government champions

Provincial, municipal and tourism bodies

## Training providers

TVET colleges, schools and accredited providers

## Heritage partners

Museums, archives and cultural institutions

## Community enterprises

Local SMMEs, crafters, growers and guides

## Corporate SED / ESD

Socio-economic and enterprise development partners

## Request the full Investment Pack

The full Investment Pack, with plans, figures and partnership options, is available to serious partners on request.

Email [don@wemindfoundation.co.za](mailto:don@wemindfoundation.co.za)

Adv. Don Leffler, Director | Deputy Information Officer

**About CDII.** Community Development Initiatives International NPC (CDII) is a registered South African non-profit company and public benefit organisation. We MiND Foundation is a division of CDII. Reg. 2012/201981/08 · PBO 930 041 456 · B-BBEE Level 1 · s18A Authorised · [wemindfoundation.co.za](http://wemindfoundation.co.za)

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