

**CRA&FT
DESIGN
MONTH
MAY
2011**

**An opportunity
to help raise
the profile of
British Crafts**



WHAT CAN BE ACHIEVED

Objectives:

The aim of Craft and Design Month is to make the general public more aware of the existence of handmade goods as an alternative to mass produced products. Not only the general public, but also people in the position to commission work for both the public and private sectors. Over the last two or three decades the media have been bemoaning the fact that manufacturing in the UK has disappeared. This is because they look at the economy as large companies which are no longer able to compete in a global context and totally miss this underlying economy.

There are many thousands of craftsmen and women who manufacture and sell their products in the UK and to the overseas markets who are completely overlooked in the scale of things.

Some years ago the Crafts Council published a report that suggested that £600m was contributed to the UK economy from craftmakers. This figure will have increased significantly over the intervening period. Craft and Design Month will try to change peoples' attitudes and the assumption that hand made products are somehow sub-standard, rather that they are unique pieces which may well become the 'Antiques Road Show' finds of the future.

Funding:

The Craft and Design Month project has been launched by craft&design magazine and receives no funding or grant aid. This is a conscious decision.

Firstly, we are hoping that the enclosed Promotional Proposal that is being presented to certain sectors of the craft industry, with the use of sponsored logos and marketing benefits will, in part, fund the publicity in the form of national and regional PR, to get the project off the ground. craft&design magazine has already financed the Craft and Design Month website and all promotional activity to date and will continue to do so.

Secondly, we would like to make this something that everyone can be involved in at little or no cost to them. Too often people look for funding for projects; some can only survive with funding.

Craft and Design Month is entirely based on the simple concept of people working together for the benefit of the whole creative community. It doesn't have to cost a fortune if people are prepared to work together to bring the concept to fruition.

We also feel that in some cases funding encourages spending on projects that may be interesting but are frequently of little consequence.





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Events:

Craft and Design Month is encouraging everyone within the craft industry to put on some sort of event, exhibition, course or visit that will advance the understanding of craft and its processes.

We would like to see makers taking their craft into schools wherever possible, or organising visits for people of all ages to see making in the workshop. They could give talks and demonstrations to groups, societies or guilds to advance the awareness of a particular process or material.

The Ceramics community have asked for the first week of Craft and Design Month to be designated National Ceramics Week. This has already solicited enthusiastic response, with one group taking over a fruit and veg market in their region with other potters to increase the exposure of ceramics where none has been before.

Leading Event Organisers are designating a marquee within an established Garden Show to Craft and Design Month, to open up a new market for the invited makers and also bring craft to another audience. Existing Open Studios are coming under the promotional banner too and others are using the opportunity to putting on new Open Studios in response.

Website:

Craft and Design Month website has already been commissioned and is at this moment in the process of development. Although a basic site is up and running, there is still work to do so that from early December people will be able to enter events data themselves and tell others what they are doing and what is planned. The site will be an ongoing resource, not only for the month of May, but permanently.

PR:

This is already in progress and at the moment we are in negotiations to secure a figure head personality to drive the public relations campaign.





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Launch:

The aim of the Craft and Design Month London Press Launch is to make the media aware of the skilled work that is being created throughout Britain today and the economic and social value of crafts and craftsmanship. Invited guests for the London Press Paunch will include national press and TV as well as personalities, craft professionals and key industry figures.

Peter Layton, renowned international glass artist, has kindly agreed to host the Craft and Design Month Press Launch at his London Glass Blowing Studios in Bermondsey, SE1, on 20 April 2011.

This will comprise key speakers addressing the invited audience, working hot glass demonstrations and a major Exhibition in the Gallery space, with work by top professional makers representing the many facets of the craft industry. This selected group of makers will be on hand at the Press Launch to discuss their particular discipline. The selling exhibition will then be open to the public for a 2 week period following the launch.

Follow up and Subsequent years:

It is hoped that Craft and Design Month will become a focus for the promotion of the UK craft industry in subsequent years and that eventually the industry will have a large enough profile, that Craft and Design Month will have served its purpose.

By working together to raise the profile of crafts, the individual maker will regain the kudos that they once had; when people bought their plates from a local potter and their furniture from the carpenter in the next town. That was before the second Viking invasion of the retail park.



Craft and Design Month is the initiative of, and is sponsored by,

craft&design

This project receives no government funding or grant aid. It relies solely on the concept of people working together to drive the project forward for the benefit of the entire UK craft industry.

Together with our small but highly skilled team of craft&design experts, we aim to promote Craft and Design Month to the wider public. We welcome your recommendations, contacts, input and ideas, please feel free to contact us:

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