

Craft

SCOTLAND

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ANNUAL REVIEW

April 2016 - March 2017



SUPPORTING MAKERS
PROMOTING CRAFT



I was delighted to become Chair of Craft Scotland last year, and I am grateful for the excellent work done by my predecessor Jacquie Edwards.

In 2016/17 we delivered a series of successful exhibitions and events, gathered feedback from the sector, and assessed new opportunities and funding sources to create a dynamic strategic plan for the next three years. Driving this long term strategy is our mission to make Scotland a place where craft is valued as culturally significant, essential to our economy and meaningful to our communities.

I would like to thank my fellow Board members for their invaluable insights and support, and particularly our Director Fiona Logue and her talented team. Their hard work, creativity and commitment has delivered so much in a busy year, and their imagination and ambition is shaping a progressive and exciting future.

- Catherine Holden · Chair



The talent, vitality and spirit of the Scottish craft sector never ceases to amaze me. A priority for us during 2016, the Year of Innovation, Architecture and Design, was to focus on opening up the audience for craft. We did this through highlighting the innovation and design in makers' practices. Our events have placed quality Scottish craft in front of enthusiastic retail consumers, trade buyers, design specialists and audiences who

are new to craft.

To celebrate our makers and advance Scottish craft, we enhanced last year's programme with the addition of two high-profile exhibitions at London Design Fair and the American Craft Council's prestigious Baltimore show.

We continue to place makers at the heart of everything we do, providing training and creating opportunities for makers to exhibit, sell and promote their work. I am especially proud that through our events we can identify and encourage new talent: this year, we created opportunities for 41 emerging makers.

My thanks go out to the makers, partners, Board and team who have made this year's programme so memorable and impactful. We look forward to 2017/18 when we will deliver an ambitious programme to further support and promote Scottish craft (see p.10).

- Fiona Logue · Director

Team:

Fiona Logue, Director | Allyson Gee, Project Assistant | Gill Ramsay, Bookkeeper | Jenni Colquhoun, Marketing Officer | Jo Scott, Project Manager | Julia Ossenbruegge, Marketing Manager (Mat. leave) | Kerstie Barr, PA/Office Coordinator | Sheena Kitchin, Craft Tourism Manager | Veronique AA Lapeyre, Marketing Manager (Mat. cover)

Board:

Catherine Holden, Chair | Mary Michel, Vice-Chair | Liz Williamson | Miles Harrison | Sue Pirnie
We thank the following Board members who retired in 2016/17: Jacquie Edwards (former Chair), Ginnie Atkinson, Leah Black and Stephen Bottomley.

Advisory Group:

Andrea Walsh | Elke Westen | Geoffrey Mann | Heather Shields | Jonathan Boyd | Jonathan Rose | Karen-Ann Dicken | Melanie Muir | Morag Macpherson



MAKING AN IMPACT

Craft Scotland is the national development agency for craft. We put makers at the heart of everything we do and we champion diversity across quality contemporary craft. We cultivate audiences to learn about, appreciate and buy craft. We advocate for craft's contribution to Scotland's cultural, economic and social wellbeing.

250

Opportunities for makers

£120,000

Direct sales for Scottish makers

85,880

Total global audience

60

Events

70+

Attended Craft World Café
to co-create a vision for craft

36

Partners

360,000+

Website hits

35,000

Social media followers

852,000

Media reach

“ Thank you for the good work that you do! It is sorely needed and a lifeline for so many designer/makers. ”

“ Craft Scotland is a highly progressive organisation. ”

“ ...championing the makers (Craft Scotland) represent sets a standard for Craft in Scotland ”

~ Makers' comments, State of Sector Survey 2017

EXHIBITIONS

Scotland: Craft & Design at London Design Fair

Makers: 22, Audience: 25,000+,
Media reach: 386,000

Heralded as best in show by visitors, industry and press alike - the Scotland: Craft & Design pavilion championed the energy, innovation and talent of the Scottish craft sector. Over the course of four days, the London Design Fair attracted an audience of influential buyers, architects and design-savvy public.

Created to elevate the perception of Scottish craft within the international design community, this show-stopping pavilion was the first large-scale partnership between Craft Scotland and Emergents.

A third of our designer/makers reported post-event sales, and further results include; commissions, invitations to European exhibitions, retail stockists, connections with curators and high-profile media enquiries.

Visitors to the pavilion also enjoyed our lively panel debate on Scotland's creative identity and the Courtyard Installation space. This collaboration with Edinburgh College of Art, showcased the possibilities of craft materials and the students' designs were a feat of engineering.

“beautifully composed pavilion”

~ *Crafts Magazine*, 2016

“Scottish designers find new ways to keep old crafts alive” ~ *Financial Times*, 2017

“I feel honoured to have been part of it. Everything from the organisation to the design was brilliant...I loved watching people enjoying the space and the work and then looking up to realise it was the Scotland stand and having a wee re-evaluate.”

~ *David Watson*, Fine furniture designer/maker, Port Glasgow

“For a business based in a remote location, where exhibition/trade events are logistically extremely difficult, Craft Scotland has made exhibiting at (Scotland: Craft & Design) really very accessible.”

~ *Makers' comments*, State of Sector Survey 2017



Designed by GRAS, a Scottish Design Studio
(Middle and Bottom) Image credit: Murdo McDermid

Summer Show

Makers: 31, Audience: 4,000+, Sales: £20,000+

Craft Scotland champions quality across the full spectrum of craft businesses. Up on the second floor of White Stuff (George Street, Edinburgh) visitors were delighted to see a curated selection of contemporary pieces at our selling exhibition.

The Edinburgh Festival Fringe is an incredibly popular global tourist attraction, and our Summer Show was the perfect place for visitors and locals to explore the work of 31 makers and pick up unique Scottish gifts. Building on last

Summer Show cont.

year's partnership with The Biscuit Factory in Newcastle, six of our makers were chosen by the popular gallery to be part of their 2016/17 exhibitions.

"It was an absolute pleasure taking part in the show - I loved it! I'm so pleased with the reaction to my baskets and I've had lots of interest from retailers looking to stock my work."

~ Sarah Jane Brand, *Contemporary Basketmaker, Ayrshire*

Visual Arts Scotland

Makers: 3, Hands-On Day Audience: 1,300, Exhibition Audience: 21,000

Craft Scotland and Visual Arts Scotland (VAS) have a mutual ambition to exhibit craft in a venue fitting of its stature, and in the context of visual art. The calibre of craft on display at VAS's open-submission exhibition last year was exceptional. The Craft Scotland Prize 2016 was awarded to Andrea Walsh's piece *Contained Boxes* for her outstanding design and craftsmanship. Craft Scotland partnered with VAS on a dedicated craft showcase within their popular exhibition space. Susan O'Byrne, James Rigler and Dawn Youll presented exciting work at the intersection of art, architecture, design and craft.

"(Dawn Youll's) simply designed objects exploit to vivid effect contrasts both of colour and of texture" ~ Duncan MacMillan, *The Scotsman, 2016*

American Craft Council Baltimore

Makers: 20, Audience: 20,000+, Sales: £100,000+, Media reach: 466,000

Following on from our successful Scottish showcase at the Philadelphia Museum of Art Craft Show in 2011, Craft Scotland was specially invited to present at the American Craft Council's (ACC) flagship Baltimore show.

This was the perfect opportunity for Scottish makers to connect with the passionate American craft consumer and introduce them to the wealth of design-led, high-quality craft Scotland has to offer. The highlight of the North American craft calendar, this show has (up to now) only showcased the work of North America's leading makers. Our Scottish makers received a warm welcome and high praise from the many visitors, fellow exhibitors, ACC and the media. As well as record sales, our makers secured trade orders with key US stockists, contracts with galleries, and invitations to further industry shows.

"We so enjoyed working with you, Craft Scotland and the entire group of artists. Each maker added such a lovely dimension to the show and we couldn't be more pleased with your success."

~ Pamela Diamond, *Director of Marketing and Communications, American Craft Council (ACC)*



"The show was very successful and has given my jewellery exposure to a new international audience. It was a great opportunity to make direct sales and get customer feedback on my current collection. I was also delighted to make new contacts with journalists and stockists that could help grow my business in America." ~ Ruth Hollywood, *Jeweller, Glasgow*

(Middle) Image credit: VAS / Martin Allen Smith
(Bottom) Image credit: Colin Hattersley

PROJECTS AND EVENTS



Meet Your Maker

Makers: 57, Audience: 9,580+, Partners: 17,
Regional areas: 10

Meet Your Maker brings makers out of the studio and into community spaces. It is a chance for new audiences to discover the skill, commitment and creativity involved in craft first-hand. Beginning as a one-off project in 2010, Meet Your Maker has grown into an annual programme of events run in partnership with exciting organisations all over Scotland. The events encompass demonstrations, showcases and workshops, and work to broaden the audience for craft.

Our 2016 programme was part of the Year of Innovation, Architecture and Design. The events encouraged visitors to explore how our makers are using contemporary design alongside traditional craft skills, and discover the creative thought process behind handmade objects. Silversmith Grant McCaig inspired the design of a chicken nugget ring in pupils from Woodmill High School in Dunfermline during our event in partnership with Fife Contemporary Art & Craft.

The Living Memory Association partnered with us and the Western General Hospital to host a series of events tackling isolation. Their craft reminiscence project brought older people together with makers to explore the role making by hand has had in their lives, from skilled trades to hobbies.

We highlighted new ways makers are working with innovative materials in an afternoon with ceramicist James Rigler at Hospitalfield in Arbroath, and partnered with Young Scot to provide young people the opportunity to meet a maker and gain an insight into a career in craft.

(Left) Image credit :The Living Memory Association
(Right) Caroline Finlay, image credit: Shannon Tofts

“Laura was lovely, she was very patient and explained the process in a way we could all understand. She was also happy to answer any questions we had. I was most interested in learning how she had developed her business and what she had done to get to where she is now creatively and professionally.”

~ Mhairi, Young Scot Rewards User on working with maker
Laura Spring

“helped to raise awareness of contemporary craft and the skills and effort involved in the hand-making process”

~ Jenny Deans, Jeweller, Meet Your Maker

The Craft Gallery

Makers: 26, Audience: 5,000

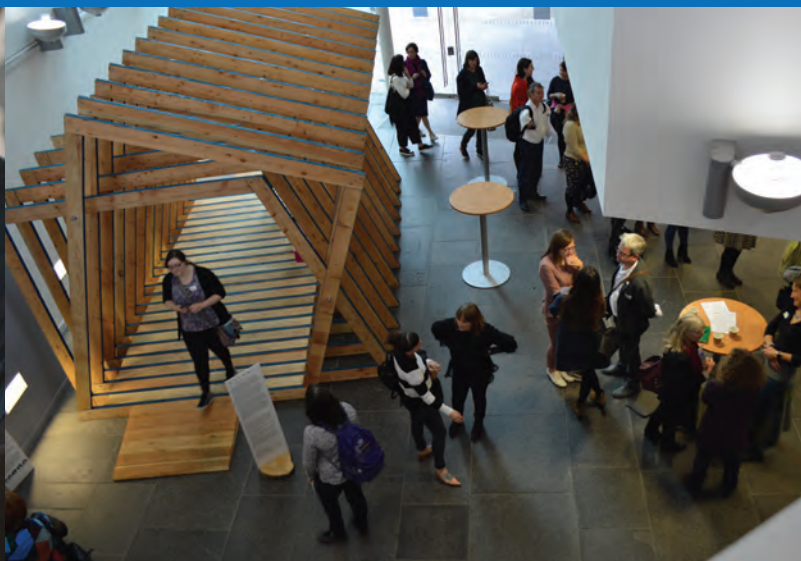
The overall wholesale trade industry is worth £4.6 billion to the Scottish economy. Seeking to raise the profile of quality contemporary craft amongst trade buyers, The Craft Gallery at Scotland's Trade Fair Spring is an initiative between Craft Scotland and Springboard Events Ltd. 26 makers exhibited in a dedicated area within the larger show. Each maker was selected on the strength of their designs, their craftsmanship and the commercial appeal of their products.

“My work needs to be seen within The Craft Gallery so that buyers can appreciate that it's handmade which is reflected in my price points”

~ Maker - The Craft Gallery 2017

“the quality of the work showing in The Craft Gallery far outweighed the rest”

~ Maker - The Craft Gallery 2017



Maker Training

Attendees: 100

An important part of our role is to assist makers in the development of their business and creative practice. For the third year running, we supported six places for Scottish designer/makers to be part of Hothouse, the gold-standard professional development programme run by the Crafts Council.

In 2016, Craft Scotland launched a series of digital workshops in partnership with Scottish Enterprise and Scottish Development International. This tailored programme focused on equipping craft businesses with the skills and knowledge to make the most of digital technologies.

“Being part of Hothouse lead to several exhibition opportunities and provided access to excellent business advice specifically tailored for creatives, which has already given me confidence that I am building a sustainable business.”

~ Tina MacLeod, Jeweller, West Highlands

“Life as a maker can be changeable and the road ahead can sometimes feel uncertain, however the friends and contacts I have made through participating in the Hothouse programme continue to listen and support me, through decisions both big and small.”

~ Heather Shields, Woven Textile Artist, Glasgow

(Left) Kate Colin, image credit: Alaisdair Smith

Conference

Attendees: 120+, Speakers: 10

Makers, curators and industry specialists came together for one day of innovative thinkers, bold makers, and awe-inspiring creatives at the **Craft Scotland Conference 2016**.

Curated by designer/maker Kristi Vana, highlights included Dominic Wilcox’s keynote speech on his approach to creating thought-provoking objects, and academic Nicholas Oddy unearthing the roots of contemporary perceptions of craft.

Our feedback has shown that being a maker can often be an isolating experience. Our conference is planned to be a networking opportunity for makers to share their knowledge, ideas and information.

 @SilvrCole - The @craftscotland conference was FAB today! Lots of great speakers who all brought something different to the day #cbdsn #csconf #Dundee

Craft Tourism

Makers: 300, Regional Areas: 10

Since 2013, Craft Scotland has been connecting Scottish makers with tour operators, hotels, venues and other tourism organisations. Scottish designer/makers learned how their craft could integrate into the tourism industry that is worth £10bn to the Scottish economy. Many are now working with venues and tour operators to add a unique cultural element to visitors’ experience. Partnerships included VisitScotland, National Trust for Scotland, Ceteran Common Wealth, Scottish Tourism Alliance and Scottish Destination Management Association.

Our dedicated Craft Tourism project finished in March 2017. Going forward, our tourism activities will be incorporated into our annual programme and digital resources.

MAKERS

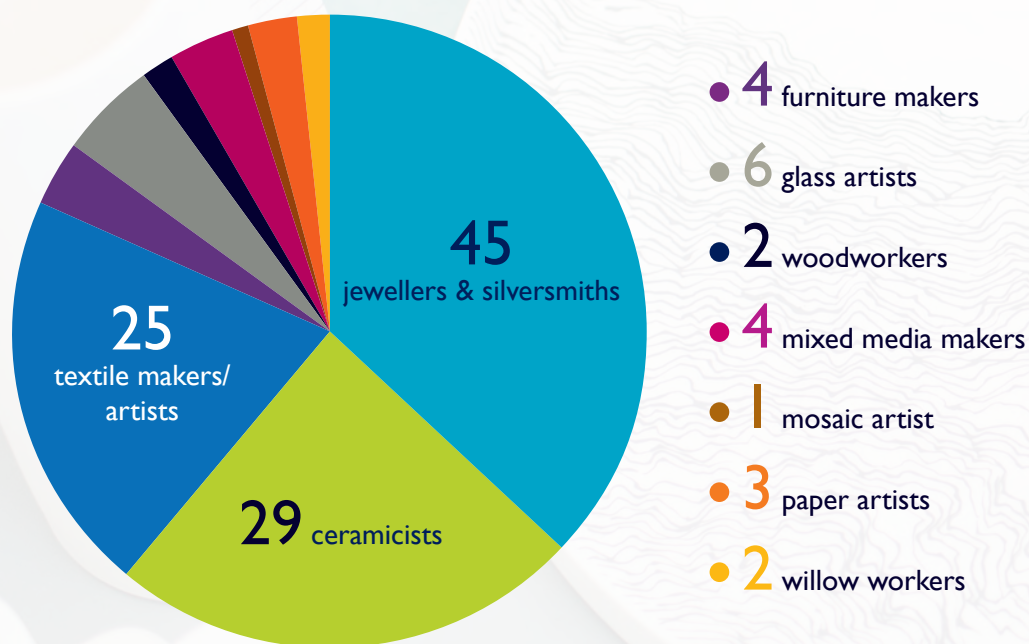
Our makers are at the heart of everything we do. Thank you to those who were part of our 2016/17 programme. Key facts about our makers:

25% male / **75%** female

25% of our makers are based in rural Scotland

27% of our makers are new to our programme this year

36% emerging* vs **64%** established



* emerging maker on page 8 and 9. Our definition of an emerging maker is someone who established their craft business within the last three financial years (from 2014/15).



Adam Henderson*
Alan Aitchison
Alana Peden*
Andy Campbell*
Angus McFadyen
Annette Sopata
Avesha de Wolf
Beth Lamont*
Bryony Knox
Cally Booker
Camilla Garrett-Jones
Carla Edwards
Caroline Finlay
Catherine Aitken
Catherine Johnston*
Catherine MacGruer*
Cecilia Stamp*
Chantal Allen*
Chloe Patience
Choi Keeryong

Christina Hirst
Christine Flynn
Christopher Viviani*
Clare Dawdry
Cristina Zani
David Powell
David Watson*
Dawn Youll
Dorothy Hogg
Ebba Goring
Eileen Gatt
Eleanor Symms
Eleanor Young
Ellie Hodesdon*
Emma Baird*
Eunice De Pascali
Filipa Oliveira
Fiona Hutchison
Fiona McIntosh
Fiona Reid
Freya Alder*
Gabriele Jogelaite
Gabrielle Reith
Gavin Burnett
Geoff Calder
Geoff Forrest
Gilly Langton
Grace Girvan
Grainne Morton
Grant McCaig
Heather Gillespie*
Heather McDermott
Hilary Grant
Isabelle Moore
Islay Spalding
James Donald
James Rigler
Jan Kilpatrick
Jane Keith
Jane Kelly
Jennifer Gray
Jennifer Kent*
Jenny Deans
Jess Erb
Jo Pudelko
Joan Fraser
Joanna Kessel
Joanne Thompson
Jode Pankhurst*
Juli Bolaños-Durman*

Julia Smith
Karen James
Karen Suzuki
Kate Colin*
Kate Pickering
Kath Gibson-Kelly
Kathryn Williamson
Kelly Munro*
Kerstin Gren
Kevin Gauld
Kirsteen Stewart
Lara Scobie
Laura Spring
Linda Lewin
Linda Lovat
Lisa Rothwell Young
Lizzie Farey
Lucy Donnell*
Lucy Roscoe
Lynsey Walters
Mairita Jonikane*
Meg Held*
Melanie Muir
Melitaea Shaw*
Michael James Hunter
Misun Won
Morag Macpherson
Morna Darling
Myer Halliday
Naomi McIntosh
Natalie J Wood*
Niki Fulton
Olive Pearson*
Patricia Shone
Rebecca E Smith*
Rebecca Sarah Black*
Rhona McCallum*
Robin Palmer
Ruth Hollywood*
Ruth Laird
Sally Hackett
Sarah-Jane Brand*
Soizig Carey*
Susan O'Byrne
Tina MacLeod
Tom Hopkins-Gibson
Tracy Wilson*
Yellow Broom*
Yvette Hunwick
Zoe Garner

WHAT'S NEXT

Craft Scotland's programme of activity for 2017/18 continues to grow and build on our successes from previous years.

May 2017: Craft Scotland at The Caledonian Club · London Craft Week

August 2017: Craft Scotland Summer Show 2017 · Edinburgh

September 2017: Scotland: Craft & Design 2017 pavilion · London Design Fair

January 2018: The Craft Gallery, Scotland's Trade Fair · Glasgow

February 2018: Craft Scotland Celebrates and Craft Prize at Visual Art Scotland's exhibition · Edinburgh

February 2018: Collect · London

All year-round: Meet Your Maker and maker training programme.

✉ Sign-up to our newsletters and follow us on social media for up to date news.

WITH THANKS

Special thanks to Craft Scotland's funders, supporters and partners. Your support is invaluable in creating a diverse programme that strengthens the craft sector.

Trusts

William Grant Foundation
Garfield Weston Foundation
Binks Charitable Trust
Thistledown Trust
Leach Foundation

Programme/venue partners and supporters

American Craft Council
Applied Arts Scotland
City of Glasgow College
Craft Curators Network
Crafts Council
Creative Carbon Scotland
Edinburgh College of Art
Emergents
Etsy UK
David Watson Cabinetmakers
Fife Contemporary Art & Craft
GRAS
London Design Fair
Motel One Edinburgh
National Museums Scotland
Rock Rose
Scotland's Trade Fair (Springboard Events)
Scottish Development International
Scottish Enterprise
The Biscuit Factory, Newcastle
University of Dundee
VisitScotland
Visual Arts Scotland (VAS)
White Stuff Edinburgh

Selection panels

American Craft Council Baltimore

American Craft Council (ACC)
Hayley Banks: Programme Manager, Design-Nation
Clare Hanna: Director (Mat. cover), Upland

Summer Show

Lauren Baker: Curator, The Biscuit Factory, Newcastle
Rebecca Wilson: Designer/Maker

London Design Fair

Jimmy MacDonald: Director, London Design Fair
Natalie Melton: Managing Director, The New Craftsmen
Pamela Conacher: Director, Emergents

Scotland's Trade Fair

Mark Saunders: Director, Springboard Events
Stuart Sizer: Buyer, National Galleries of Scotland

Meet Your Maker venues

Artlink Central
Dumfries & Galloway College
Ceard
Cove Park
Edinburgh International Book Festival
Fife Contemporary Art & Craft
Forth Valley College
Glasgow Life
Historic Environment Scotland
Hospitalfield
Incorporation of Goldsmiths
National Museum of Scotland
Scottish Jewellery Week
Scottish Potters Association
The Haining
The Living Memory Association
Visual Arts Scotland (VAS)
Welcome Home
White Stuff Edinburgh
Young Scot





Craft

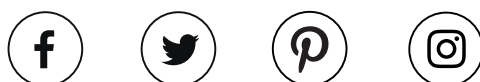
SCOTLAND



15 Coburg Street
Leith, Edinburgh
EH6 6ET
+44(0)131 466 3870



Find out more about what we do
www.craftscotland.org | hello@craftscotland.org



@craftscotland