

# Craft

SCOTLAND

## ANNUAL REVIEW

APRIL 2017 – MARCH 2018



SUPPORTING MAKERS  
PROMOTING CRAFT

# About Craft Scotland

Craft Scotland is the national development agency for craft. We put makers at the heart of all we do, championing diverse and high-quality contemporary craft. We help people learn about, appreciate and buy craft, promoting the contribution of craft to Scotland's cultural, economic and social wellbeing.

Through our exhibitions and events programmes, digital platforms and strategic partnerships, we provide leadership for the sector. We create opportunities for makers to develop their creative and business practice, and to exhibit and sell work in Scotland and beyond.

We are a registered charity supported by Creative Scotland.

Read more about our aims and values:  
[www.craftscotland.org/about](http://www.craftscotland.org/about)

## Board

Catherine Holden, Chair  
Mary Michel, Vice-Chair  
Dr Elizabeth Goring  
Kirsty Sumerling  
Liz Williamson  
Miles Harrison  
Pete Thomas  
Sandra Gunn  
Sue Pirnie

## Team

Fiona Logue, Director  
Allyson Gee, Project Assistant  
Gill Ramsay, Bookkeeper  
Jen Coulshed, Digital Marketing Assistant  
Jenni Colquhoun, Marketing Officer (up to December 2017)  
Jo Scott, Project Manager  
Kerstie Barr, PA/Office Coordinator  
Siobhan Scott, Marketing Assistant (from January 2018)  
Tanwen Llewelyn, Outreach and Engagement Officer  
Veronique AA Lapeyre, Marketing Manager

Oh Really PR (External PR support)



Amanda J Simmons / Photography by David N Anderson

# Foreword

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## Catherine Holden Chair

It has been another successful year for Craft Scotland, developing our support for makers and the wider craft sector. We were delighted this year to add to our annual programme a new presence at London Craft Week and the international art fair Collect. An impressive spectrum of work was showcased to visitors, collectors, curators and gallerists, conveying the quality and range of our sector. My thanks to the Board and team who spent considerable time developing our strategic plan for 2018-2021 and our successful application to Creative Scotland to retain Regularly Funded Organisation status. We welcomed four new Board members in 2017 – Dr Elizabeth Goring, Sandra Gunn, Kirsty Sumerling and Pete Thomas – and created a new equalities plan as part of our ambitious strategic programme. We thank Creative Scotland for their vital support, alongside a growing number of invaluable funders and partners.



## Fiona Logue Director

We take great pride in the wonderful talents of our makers working in Scotland. Their creativity and beautiful works are celebrated both nationally and internationally, contributing greatly to our country's reputation as a world class source for quality and craftsmanship. Craft Scotland's aim is to support our makers, promote their work and engage new audiences. This year our review has grown, reflecting our enhanced programme of activities. We were delighted to return to Collect with great success, to develop our outreach programme working with new partners and to deliver our stunning new website. Our plans for next year are no less ambitious with the development of a new continuous professional development programme. We look forward to doing our part to build a strong infrastructure and economy for craft.

*Photography by Sophie Mutevelian*

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*Cover: Gavin Burnett, HAME, Mixer Maxter, Natalie J Wood and Studio Emma / Photography by Susan Castillo  
Back cover: Jude Gove, Laura Spring, Natalie J Wood, Rebecca Wilson and Scarlett Cohen French / Photography by Susan Castillo*



# Making an impact

*"Overall, I believe Craft Scotland is a wonderful resource for creative people and our businesses, no matter what size they are. Many thanks for supporting art and craft in Scotland!"*

– Maker comment, annual survey 2018

**40,900+**

Social media followers

**250+**

Opportunities for makers

**£90,500+**

Direct sales for Scottish makers

**78**

Events

**84,900+**

Total global audience

**1,330,500+**

Est. media reach

**30**

Partners

**155,500+**

Website hits



*"This is SO exciting! A direct result from Collect and the Makers directory. Thank you so much. I really can't see that this would have happened without you all."*

– Collect maker

# Projects

## Introduction

Exceptional craftsmanship and mastery of materials meet contemporary ideas within Scottish craft. Craft Scotland's ambitious exhibitions programme raises the profile of craft from Scotland and develops new audiences in Scotland, and beyond. Developed from research and feedback, this programme creates opportunities for makers to present work to buyers, collectors and press – maximising impact and creating a lasting legacy for the Scottish craft sector.

Underneath each project you will find a list of participants, those denoted with an asterisk \* are new to the show.

## London Craft Week

The Caledonian Club, London

3 – 7 May 2017

**Makers: 2**

**Audience: 100+**

**Est. media reach: 517,000**

In The Caledonian Club, furniture maker Angus Ross and designer/maker Jennifer Gray shared the techniques behind their innovative practices to a captivated audience. Craft Scotland and The Caledonian Club hosted a reception and dinner with the makers for their art group, members and guests. This was followed by a public event where visitors to London Craft Week could meet the makers and discuss their work.

*“A fascinating week to be in London; artisans from all disciplines giving an insight into their creative practices. We had a thoroughly enjoyable event talking both to members and the engaged public”*

**– London Craft Week maker**

## **Makers**

Angus Ross\*, Jennifer Gray\*



Jennifer Gray / Photography by Christina Kernohan



Angus Ross & Jennifer Gray / Photography by Sylvain Deleux



Angus Ross / Photography by Sophie Mutevelian



Angus Ross / Photography by James Millar

# Projects

## Craft Scotland Summer Show

White Stuff, Edinburgh

4 – 27 August 2017

Makers: 33

Audience: 5300+

Sales: £29,000+

With increased sales and footfall, partially due to increased marketing, the fifth year of the Summer Show was the best yet. During the Edinburgh Festival Fringe, 33 emerging and established makers showcased affordable work to local and international visitors. For 2017, the show was repositioned as a design-led concept showroom with commissioned campaign imagery and popular maker-led workshops. Post-show, 66% of participants reported connections with press, private commissions, collectors or galleries. We hosted a local coffee bar by Williams & Johnson Coffee Co. and held events with local creative networks. The show received an extensive amount of press coverage (including The Times, Scotland on Sunday and 5-stars in Broadway Baby) and we invested in a media-partnership with The List.

*“Excellent exposure, well organised, beautiful setting”*

– Summer Show workshop leader

*“The visibility was really great for me, I'm on the radar of a lot more people”*

– Summer Show maker

### Makers

Aubin Stewart, BAKKA\*, Beth Lamont, Catherine Aitken, Collingwood-Norris\*, Cristina Zani, East End Press, Evgeniia Balashova\*, Fitch & McAndrew\*, Gavin Burnett, Grainne Morton, HAME\*, Helen Ruth Scarves\*, HGR Jewellery\*, Jo Pudelko, Joanne Thompson\*, Jude Gove\*, Julia Smith, Karolina Baines\*, Laura Spring, Little Axe, Lynne MacLachlan\*, Mixer Maxter\*, Morna Darling, Natalie J Wood, Nicola Turnbull, Rebecca Wilson\*, Ruth Leslie\*, Scarlett Cohen French\*, Studio Emma\*, The Cloud Pottery\*, Tracy Wilson, Yellow Broom

### Selection panel

Clare Yuille, Director, Indie Retail Academy

Jo Scott, Project Manager, Craft Scotland

Maggie Broadley, Executive Director, Craft Town Scotland

## Scotland: Craft & Design

London Design Fair, London

21 – 24 September 2017

Makers: 17

Audience: 28,400+

Est. media reach: 13,300+

Held in partnership with Emergents, our second Scottish pavilion continued to raise awareness of craft from Scotland at this prestigious international design event. Showcased on our custom stand by design studio GRAS, many makers were encouraged to present new work. Post-show, participants have reported new connections with press, interior designers, buyers and galleries, including; a sculpture commission for a Norwegian cruise liner, orders for textile collections and interior commissions. Additionally, there was a pre-show presentation at Scotland House by invitation of Textiles Scotland and Scottish Enterprise.

*“I was very impressed with the support from Craft Scotland. From the planning and communication, to the display and media outreach it was fantastic”*

– Scotland: Craft & Design maker

### Makers

Bespoke Atelier\*, Carrie Fertig\*, Fiona Byrne-Sutton\*, Harry Morgan\*, Heather Shields\*, Hilary Grant, Hynd & Halliday\*, Jonathan Pang\*, Juli Bolaños-Durman, Kate Colin, Lynne MacLachlan\*, Mariam Syed\*, Namon Gaston\*, Patricia Shone\*, Shaun Fraser\*, Tom Pigeon\*, Yellow Broom

### Selection panel

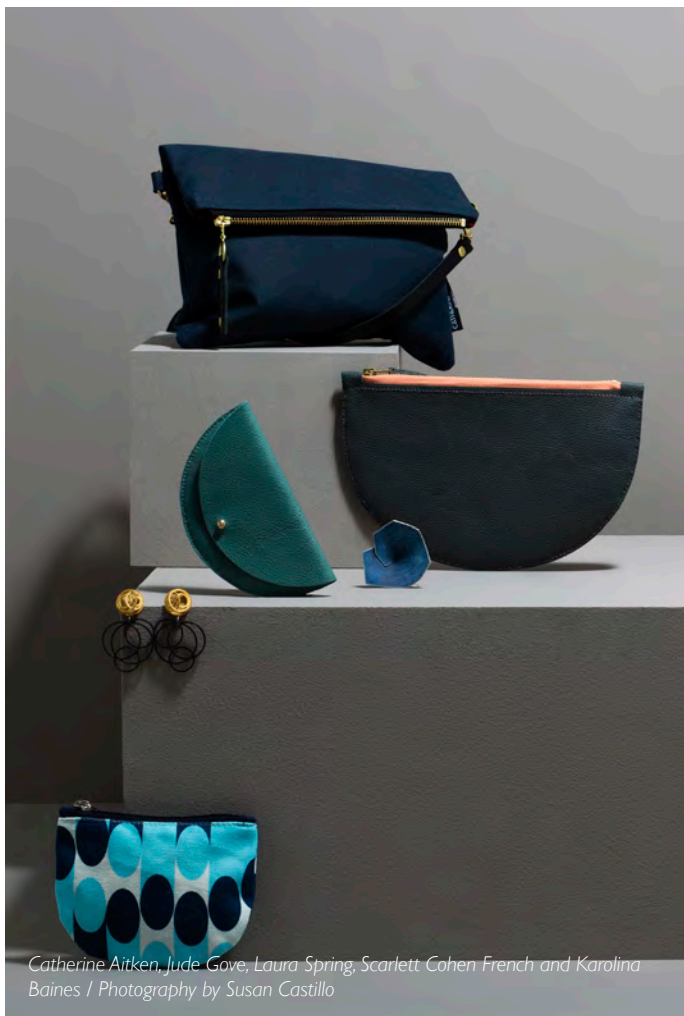
Jimmy MacDonald, Founder & Director, London Design Fair

Jo Scott, Project Manager, Craft Scotland

Pamela Conacher, Director, Emergents

Dr Stacey Hunter, Design Curator & Director of Local Heroes





# Projects

## The Craft Gallery

Scotland's Trade Fair, Glasgow

21 - 23 January 2018

**Makers: 15**

**Audience: 3400+**

**Sales: £25,000+**

Since 2016, this initiative has responded to the demand from makers to access trade opportunities and the popularity of handmade amongst buyers. 15 makers were showcased within a dedicated craft area and selected on the strength of their designs, craftsmanship and commerciality. 62% of participants reported trade orders post-show. Stockists secured include: National Galleries of Scotland and House of Bruar. Held in partnership with Springboard Events.

*"There is greater impact when we are placed together...we stand out and its easier for the more discerning buyer to find us"*

- The Craft Gallery maker

### **Makers**

BAKKA\*, Beastie Assemblage, Carla Edwards, Collingwood-Norris\*, HGR Jewellery\*, Hilary Grant, Mixter Maxter\*, Morna Darling Jewellery\*, Olive Pearson Designs, Pick One, Tasteful Tartans\*, Tessuti, Twist Glass, Verisimilitude\*, Warped Textiles

### **Selection panel**

Jo Scott, Project Manager, Craft Scotland

Mark Saunders, Director, Springboard Events

## Craft Scotland Celebrates

OPEN 2018, Royal Scottish Academy, Edinburgh

29 January - 8 March 2018

**Makers: 3**

**Audience: 34,000+**

**Est. media reach: 25,300+**

Continuing to place craft in the fine art context, Craft Scotland and Visual Arts Scotland (VAS) celebrated craft mediums with their second annual presentation in this iconic location. This year focused on contemporary glass, challenging its common perceptions by highlighting the diversity of glass techniques.

*"...an impressive display of glass work in collaboration with Craft Scotland. One of the most striking contributions here is by Jeff Zimmer"*

- Duncan Macmillan, The Scotsman, 2018

### **Makers**

Alan Horsley\*, Carrie Fertig\*, Jeff Zimmer\*

### **Selection panel**

Fiona Logue, Director, Craft Scotland

Paul Keir, Committee Member, Visual Arts Scotland

## Scotland: Craft & Design

Collect, Saatchi Gallery, London

22 - 25 February 2018

**Makers: 17**

**Audience: 13,000+**

**Sales: £36,500+**

Following on from our successes in London, maker demand and research, we showcased 17 Scotland-based makers at Collect. We encouraged the makers to be ambitious in the work they presented at this international art fair for contemporary objects, organised by the Crafts Council. The exhibition received positive feedback from the audience, international craft sector, and press (including The Telegraph and London Evening Standard). Achievements included a V&A Museum commission for a concrete-glass sculpture by Harry Morgan and prominent collectors Sir Nicholas and Lady Goodison gifting a ceramic piece by Frances Priest to The Fitzwilliam Museum. Presented by Craft Scotland, supported by Emergents.

*"being part of a stand out presentation has raised the profile of my practice"*

- Scotland: Craft & Design maker

*"Showing my work at Collect [has] created some very exciting future exhibition opportunities"*

- Scotland: Craft & Design maker

### **Makers**

Amanda J Simmons\*, Angus Ross\*, Choi Keeryong\*, Elizabeth Jane Campbell\*, Fiona Hutchison\*, Frances Priest\*, Harry Morgan\*, Heather Woof\*, Heather McDermott\*, Isabelle Moore\*, Joanne Thompson\*, Jonathan Pang\*, Kathryn Hinton\*, Lucy Woodley\*, Patricia Shone\*, Ruth Leslie\*, Susan O'Byrne\*

### **Selection panel**

Christina Jansen, Managing Director, The Scottish Gallery

Jo Scott, Project Manager, Craft Scotland

Pamela Conacher, Director, Emergents





Scotland: Craft & Design at Collect / Photography by Sophie Mutevelian



Jeff Zimmer / Photography by Pete Duvall



Carrie Fertig / Photography by Sophie Mutevelian



Carrie Fertig / Photography by Gordon Terris



# Making spaces

*"It has been really good learning new techniques...I would recommend other students to get involved"*

– Historic Environment Scotland participant

**Events: 66**

**Audience: 700+**

**Regional areas: 8**

Craft contributes to our quality of life<sup>1</sup>. Through our year-round Outreach programme, we aim to increase and diversify the audience for craft. The programme started as Meet Your Maker and has evolved thanks to positive feedback and support from participants, makers and partners.

For 2017/18, we selected partners for a long-term series of meaningful participatory workshops. Aligned more strategically with our equalities, diversity and inclusion plan we now directly target two audiences; young and older people. Partner highlights included:

Historic Environment Scotland delivered a creative programme for young people, to inspire the next generation of makers, through exploring their heritage. Over three months, three makers worked with Denny High School (Falkirk), St Modan's High School (Stirling), Forth Valley College and Artlink Central. Part of the Year of Young People 2018, there was a showcase and public workshops at Stirling Castle and The Engine Shed.

The National Museum of Scotland hosted eight maker-led workshops in early 2018. Participants explored the Museum's collections and created works in response. These workshops were specifically designed for those living with dementia, their family, partners and carers. Participant benefits included reducing social isolation and allowing them to express themselves creatively.

## Partners

Fife Contemporary, Historic Environment Scotland with Denny High School (Falkirk), St Modan's High School (Stirling), Forth Valley College and Artlink Central, National Museums Scotland, Panel with Glasgow Women's Library, Scottish Men's Sheds Association, The Barn (Banchory), The Living Memory Association (Edinburgh), West Dunbartonshire Council with Scottish Glass Society, Young Scot

## Makers

Alis May, Amanda Baron, Beth Lamont, Catherine Lowe, Chalk, Donna Wilson, Dorothy Hogg, Fiona Hermse, Hazel Lethaby, Helen Miles, Jasleen Kaur, Jo Pudeko, Joanna Kessel, John Creed, Joy Bonfield-Colombara, Julia Complin, Karen Mabon, Kirsten Gow, Laura Murray, Mella Shaw, Mirka Janeckova, Pick One, Sally Hackett

[craftscouncil.org.uk/content/files/craft\\_and\\_wellbeing.pdf](http://craftscouncil.org.uk/content/files/craft_and_wellbeing.pdf)



All images: National Museum of Scotland / Photography by Neil Hanna



# Building digital audiences

We support makers and promote wider craft sector initiatives to a diverse audience through our online activities. Our website provides a year-round valuable resource to makers, curators and those interested in contemporary craft.

In September 2017, we launched the new Craft Scotland website with part-funding from Scottish Enterprise. Together with agency Everyone, we have created a visual digital platform to showcase craft from Scotland.

## Maker Community

The Maker Community saves makers' time by housing the information they may need to grow their craft business in one place. The Opportunities, Organisations to Know and Resources sections list craft shows, funders, training and up-to-date craft research. Content is submitted for free by makers/organisations and frequently uploaded by the team. A selection of opportunities is available in a tailored monthly newsletter for makers.

## Craft Directory and Craft Marketplace

Our new Craft Directory (formerly Find Craft) allows us to promote high-quality contemporary craft to a local and international audience. This stunning digital showcase is proving popular with craft consumers, curators, press and publishers. Currently, 76 makers and 23 craft destinations have a paid profile.

Connecting our offline selling exhibitions with our new digital platform, we launched ecommerce functionality in February 2018 by selecting makers from the Directory to sell on the Craft Marketplace. Visitors can now shop beautiful objects from Scotland-based makers' studios straight to their home.

## What's On

Our popular What's On section promotes the activities of the thriving Scottish craft sector to consumers. Events, exhibitions and workshops, across Scotland, can be uploaded for free by makers and organisations.

## Journal

We raise awareness of the Scottish craft sector and encourage makers to be ambitious through our regular articles and maker interview series.

## Social

We regularly share sector news and promote our programme through our social media channels.

🐦 15,100+

📘 9,100+

📷 13,300+

📧 3,400+

E-newsletter sign-ups: 6,400+

Website statistics: 155,554+ sessions

**Craft**  
SCOTLAND

[Craft Directory](#) [What's On](#) [Journal](#) [About](#) [Shop](#)

[Email Sign Up](#) [Join](#) [Submit](#) [Maker Community](#)

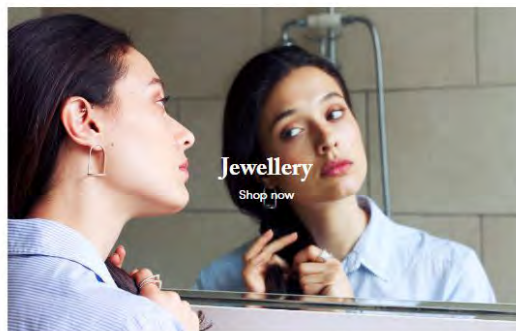
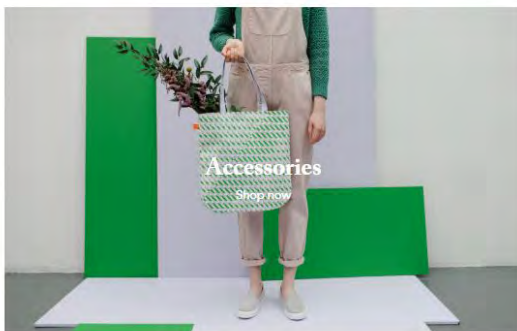


[Home](#) [Shop](#)

## Craft Marketplace

[Jewellery](#) [Gifts](#) [Home Decor](#) [Kitchen & Dining](#) [Accessories](#) [New Arrivals](#) [All](#)

Beautiful objects from makers' studios straight to your home. Everything from fashion accessories to interiors, designed by talented Scotland-based makers and curated by Craft Scotland.



Discover more:  
[www.craftscotland.org/shop](http://www.craftscotland.org/shop)



# Advocacy

Elevating the profile of craft and generating support for the sector is a vital part of Craft Scotland's role. We regularly represent and promote craft to influencers, including; politicians, partners, the media and funders.

## Fair pay

We support makers in these challenging economic times by following and encouraging Scottish Artist Union rates of pay and supporting artist exhibiting fees. Championing fair business practices, we are signatories to the Scottish Business Pledge and are a Scottish Living Wage employer.

## Developing knowledge

We encourage networks and develop knowledge within the sector, in 2017/18 we ran a series of events, including; facilitating a pilot CPD session for Midlothian teachers and a professional mentoring scheme for emerging-makers to develop their creative and business skills in Aberdeenshire with The Barn.

## Curatorial practice

We are a leading member of the Craft Development Network, a group of craft professionals who meet bi-annually to share knowledge. Craft Scotland hosted our first Curatorial Talk in January 2018 with renowned curator Professor Simon Olding. This was held in partnership with Edinburgh College of Art and the RAFT Research Group.



## Research

We introduced an annual tracking study to consider the state of the sector through a selected cohort of makers. You can read more about this here: [www.craftscotland.org/community/resources](http://www.craftscotland.org/community/resources)

We have also engaged PhD student, Lauren Baker, to examine the long-term impacts of our activities. In partnership with Duncan of Jordanstone College of Art & Design at the University of Dundee, and the University of Edinburgh Business School.

## Membership and networks

We are members of a number of organisations, nationally and internationally, to ensure that craft is integrated with the wider cultural sector and that the voice for craft is heard in all important debates. Membership includes: World Craft Council (Europe), Michelangelo Foundation network partner, Culture Republic, Green Arts Initiative and Arts & Business Scotland.

Fiona Logue, our Director, is on the steering committee of Culture Counts, the collective voice of Scotland's cultural sector. She regularly inputs into cultural strategy discussion, is a signatory to cultural open letters and communicates with MSPs.

## Digital

We are a signatory to Scotland's Digital Participation Charter and we encourage greater digital literacy for a skilled and empowered sector through our activities. We ran six digital marketing workshops with Scottish Enterprise and Scottish Development International to upskill makers across Scotland on online content creation, SEO and online exporting.

## Board and team

Both the Board and team bring a wealth of professional skills, dedication and sector knowledge. The nurturing and training of the team is important to the success of Craft Scotland, and to support the ambitious goals of the sector.

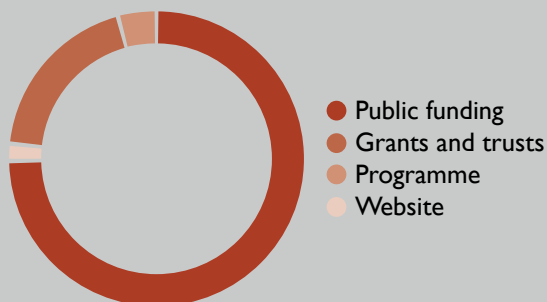
## Advisory group

Twice yearly, Craft Scotland meet with our independent advisory group to ensure makers are at the heart of our plans:

Amanda J Simmons (*Glass, Castle Douglas*)  
Andrea Walsh (*Glass/Ceramics, Edinburgh*)  
Angus Ross (*Furniture Making, Aberfeldy*)  
Elke Westen (*Glass, Fife*)  
Frances Priest (*Ceramics, Edinburgh*)  
Geoff Mann (*Glass, Edinburgh*)  
Heather Shields (*Textiles, Gourock*)  
Jonathan Boyd (*Jewellery, Glasgow*)  
Jonathan Rose (*Furniture Making, Hirn*)  
Karen Westland (*Silversmithing & Goldsmithing, Glasgow*)  
Karen-Ann Dicken (*Jewellery, Aberdeen*)  
Melanie Muir (*Jewellery, Auldearn*)  
Morag Macpherson (*Textiles, Kirkcudbright*)

# Financial highlights

## Where did our funds come from in 2017/18?



Public funding is principally Creative Scotland and this year includes support from Scottish Enterprise towards our website development.

## How did we spend our money in 2017/18?



Programme includes income from exhibition and outreach partners.

# Equalities, diversity and inclusion

Craft Scotland is committed to championing equalities, diversity and inclusion throughout our activities. In 2017, the Board and team undertook in-depth training with Glasgow Women's Library to develop our policies, communications and strategy for the future.

Launched in 2016, our series entitled Make Your Own Story shares interviews with makers from diverse backgrounds and practices. Other activities include providing accessible information about our projects online, provisions for visually impaired exhibition attendees, and developing an accessible website (W3C compliant).

# Environment

Operating in an environmentally-friendly way is important to us. Craft Scotland and Creative Carbon Scotland created the Green Crafts Initiative in 2014 (sister project to the Green Arts Initiative) to celebrate and encourage sustainable practices within the craft sector. Currently, there are 50 pledges from makers. Since 2016, we have published online articles entitled Make It Green to share advice and tell inspiring makers' stories – recently featured in The Times.

We have an environmental policy and monitor our carbon footprint. We measure our energy usage and waste, promote greener travel options and source environmentally-friendly supplies.





# Dates for your diary



## **Craft Scotland x Heal's at London Craft Week** 9 – 13 May 2018

Workshops, demonstrations and shopping  
Heal's, 196 Tottenham Court Road  
London W1T 7LQ

## **Craft Scotland Conference** 7 – 8 June 2018

Get inspired and share knowledge with international delegates  
National Museum of Scotland  
Chambers Street  
Edinburgh EH1 1JF



## **Craft Scotland Summer Show** 3 – 26 August 2018

Workshops and shop design-led, handmade objects  
Second Floor, White Stuff  
89 George Street  
Edinburgh EH2 3ES



## **The Craft Gallery** 20 – 22 January 2019

Trade buyers, find the very best handcrafted Scottish products  
Scotland's Trade Fair, SEC  
Glasgow G3 8YW

## **Craft Scotland Celebrates** 2019

Craft meets art in this craft medium showcase  
VAS, Royal Scottish Academy  
Edinburgh EH2 2EL



## **NY Now** February 2019

US-based stockists, discover Scottish contemporary craft  
Jacob K Javits Center  
New York NY 10001

## **Collect** 28 February – 3 March 2019

The international art fair for contemporary objects  
Saatchi Gallery, King's Road  
London SW3 4RY



# Thanks

Thanks to the makers and partners who have been part of our 2017/18 programme. You will find them listed against each project.

Also, special thanks to Craft Scotland's funders. Your support is invaluable in supporting a diverse programme that strengthens the craft sector.

Creative Scotland  
Emergents and Highlands and Islands Enterprise  
Scottish Enterprise  
Thistledown Trust  
William Grant Foundation



ALBA | CHRUTHACHAIL



Karolina Baines, Natalie J Wood and Rebecca Wilson /  
Photography by Susan Castillo

# Craft SCOTLAND

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Discover more about Craft Scotland  
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