



Craft

SCOTLAND

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ANNUAL REVIEW

April 2015 - March 2016

**MAKING CONNECTIONS,
CREATING OPPORTUNITIES**



In our first year as a Regularly Funded Organisation I would like to express my thanks to Creative Scotland for their support. It has allowed us to build on our existing activities whilst bringing new opportunities to life. Highlights include The Craft Gallery at Scotland's Trade Fair, the inaugural Craft Scotland Prize and our biggest ever individual sale of a piece of craft.

I am also pleased to report that our new advisory group is now in place. The group, primarily made up of makers, will meet once or twice a year to review our activities and comment on initiatives, challenges and opportunities in craft that we should be addressing.

In this publication we celebrate successes, whilst also giving a taster of new initiatives to come in 2016/17. Behind it all is our dedicated team and enthusiastic board. My gratitude goes to each and every one of them, in particular our Director Fiona Logue.

Jacquie Edwards, Chair



In the last year we have continued to put makers at the heart of everything we do. We offered more opportunities for CPD and added new resources online.

We took our established Meet Your Maker programme to new venues to diversify our audiences and let even more people enjoy the powerful experience of craft making.

As always, we collaborated with partners who have shared our vision and enthusiasm. We strengthened our ties with England, Wales and Northern Ireland through the establishment of the UK Craft Alliance. On an international stage we represented Scotland at the World Crafts Council Summit in Mons, Belgium. These activities are crucial in promoting the position of craft in Scotland within and beyond our own borders.

Above all I continue to be impressed by the energy of the craft sector in Scotland. This April we will start our planning process for 2018-21 by listening to the sector at a gathering in Edinburgh – the World Craft Café. The event was initiated by the Craft Curators' Network and will be facilitated by Roanne Dods. It will bring together makers, curators and other craft professionals to co-create a vision for craft in Scotland for the next ten years. We will be publishing the outcome of this session and I look forward to driving Craft Scotland's contribution towards this shared vision.

Fiona Logue, Director

Craft Scotland is the national agency for craft.

We work to unite, inspire and champion craft through creating opportunities for makers and audiences. We lobby for craft as an essential part of our cultural, economic and social life and work in partnership with other like-minded agencies to achieve this.

“There was a real supportive feel between all the participants of The Craft Gallery and I learned so much from the community of makers.”

“Great line up of speakers, discussions and fast and furious making challenges today - thank you! Fab time at the conference.”

“Thanks @craftscotland for great #meetthebuyer event. Highlight for me was chatting to maker of Commonwealth games outfits Jill Blackwood!”

“What a week! Thanks to Craft Scotland for an inspirational Go and See trip to NYC!”

“Spent my morning at the @craftscotland #EdSummerShow, beautiful work by some very talented Scottish designers & makers. Worth a visit! #craft”

“Some great printing happening today @GSofA with our @craftscotland #meetyourmaker event!”

“John from #Australia had a great time weaving at our #meetyourmaker event yesterday! @craftscotland @GlobalYell”

“Great conference! I went away feeling inspired and informed, and it has given me the impetus to start planning for future collaborative work. Thank you!”

“What a great few days with @craftscotland seeing and meeting fabulous makers, creators and organisers at @topdrawerlondon”

Projects

Meet Your Maker

Our year-round Meet Your Maker programme continued its journey around Scotland with events from Shetland to Hawick. Overall we created over 60 opportunities for makers, engaging over 4000 people in craft making at 27 different events. Beyond that we extended the programme to diversify the audience. In March we partnered with Artlink Central to bring four makers to HM Prison Cornton Vale. The same month milliner Sally-Ann Provan embarked on a project at Stirling Castle – working with students from Forth Valley College.

Summer Show

With record sales in its third year, the Summer Show at White Stuff established itself as a festival favourite. A largely sunny August and busy George Street set the perfect scene for the work of 35 makers from around Scotland. Special events including a bloggers evening added to the show. Eight of the Summer Show makers were selected to take part in the Winter Show at The Biscuit Factory in Newcastle, in a Craft Scotland branded space in the main shop.

Craft Tourism

During the past year more than 120 makers took part in our 'Working with Tourism' events which were well supported by VisitScotland, Business Gateway and the National Trust for Scotland. As a result, several makers received commissions to demonstrate and sell at tourism events and to make products for corporate gifts. Groups of makers are now getting together in key tourist areas to create craft trails and experiences for visitors.

Four Corners of Craft

We were excited to partner with Etsy UK and other arts organisations from England, Wales and Northern Ireland on this exhibition for London Design Festival. A diverse and exciting selection of contemporary craft from the four corners of our country was shown at Tent London, including work by seven Scottish-based makers.

SOFA Chicago

In November we returned to Chicago's exposition for Sculpture, Objects, Functional Art and Design. In our fourth year we presented a particularly strong collection of work by eleven makers. It was greeted with much attention and positive feedback and resulted in our biggest individual sale in the States to date – a 17 panel wall piece by mosaic artist Line Mortensen.



Images from top: Meet Your Maker, Summer Show at White Stuff, Bryony Knox video for SOFA Chicago

Training/CPD

Once again we supported eight Scottish-based makers through the Crafts Council's business development schemes Hothouse and Injection. We sponsored ten places on Emergents' Growing in Confidence programme. The scheme offers inspirational and practical business advice previously only available to Highlands and Islands-based makers. We offered 28 makers mentor training - so they're ready to support the next generation of makers. Our online community pages got an upgrade in early 2016 in pursuit of making our website a better resource for makers.

Conference

Our 2015 conference reviewed the multifaceted career of a modern maker. Over 100 delegates gathered for one day of engaging talks and workshops from a diverse line-up of designers, makers and creative thinkers. The Glasgow School of Art were our hosts for the day, and the conference was curated by Dawn Youll.

Go & See Trips

We believe research is vital when it comes to identifying the right shows to go to – our Go & See trips this year allowed seven makers to explore Top Drawer in London and eight to travel to NY NOW in New York.

Scotland's Trade Fair

We worked with Springboard Events, the organisers of Scotland's Trade Fair, to create a dedicated Craft Gallery within this giftware and food trade show. This was in response to feedback from makers who wanted to present their work alongside other stands of contemporary craft and from buyers who wanted to easily find work of quality. All exhibitors took orders from the show and many reported follow-up enquiries and sales since the event.

Craft Scotland Prize

For the first time in 2016 we offered a prize of £500 for a piece of outstanding design and craftsmanship exhibited at the Visual Arts Scotland exhibition, CONVERGE. The inaugural Craft Scotland Prize was awarded to Polly Collins for her piece 'Slow Dining'. We couldn't have hoped for a better platform to launch the prize – the quality of making across the applied arts on show spoke for itself.

Research Trip to Pakistan

Working in partnership with the British Council, Fiona Logue went out to Lahore on a scoping visit in March. The purpose of the trip was to explore the potential for a residency programme. She was accompanied by textile artists Andy Stirling Robertson, Jennifer Kent and curator Stacey Hunter. The group was introduced to local craft businesses, craft organisations and the Pakistan Institute of Fashion and Design. A full evaluation of the visit and a proposal on how to approach the residency programme is in development.



Images from top: Carrie Fertig at SOFA Chicago, Polly Collins winner of Craft Scotland Prize, Scotland's Trade Fair

Making an impact

Ceramicist Michelle Young-Hares on her involvement with the Craft Tourism project:

I became involved with Craft Tourism two years ago when I attended a seminar designed to discuss how craft makers and individuals from the tourism industry could work together. As a concept it became glaringly obvious that there was a gap needing to be bridged between the corporate needs and the bespoke experience to be gained from individual craft makers.

Firstly this made me quantify exactly what I had to offer, to see the benefits and specialities and turn that into a package that the industry can access. Even the idea that the industry was looking for this type of product was new to me.

Craft Scotland then organised an event at Dovecot Studios where I was able to showcase my work and talk to companies directly. So far I have been involved with two travel operators. I ran a workshop for a group of American tourists who have since ordered multiples of my work and spread the word amongst their friends. For the other company I fulfilled a large wholesale order of corporate gifts and also did a pottery wheel demonstration at Waldorf Astoria, Edinburgh.

It can be hard to quantify how useful networking can be. Sometimes things can take a while to percolate through the system, but I have made some very useful connections in the last couple of years and become aware of a market niche. I have developed a product (range of ceramics) that is very well received and has taken my business into a new level of profitability and stability. I have learnt so many new skills whilst feeling incredibly supported by Craft Scotland and Sheena Kitchin in particular.



“ I have learnt so many new skills whilst feeling incredibly supported by Craft Scotland”

Joan Fraser (Fraser Knitwear) on her participation in the new dedicated Craft Gallery at Scotland's Trade Fair Spring:

This was to be my first trade show and as soon as I'd booked it I wondered whether I really should have! I'd be flying down from Shetland and could only bring what I could carry. I worried that this limitation, combined with my lack of experience, would be only too evident in my stand. I called Craft Scotland who gave me sound advice on logistics, expectations and preparation. They even offered the loan of a table.

At the show itself the Craft Scotland team were approachable and helpful, sharing a wealth of experience and connections. They brought buyers around the stands and made introductions.

The show has benefitted my business in several ways:

1. I gained several new stockists, including exclusive galleries and boutiques.
2. I was honoured to win Best Product Award in Clothing & Textiles. This attracted buyers and continues to support promotion.
3. Another immediate result has been the enhancement of my own skills and expertise. I've learnt much in a short time – from product display and stand dressing to talking to buyers and representing my business.
4. Also of great value was information received from buyers. I gained an insight into their priorities, and their feedback informs my work.
5. I've also learnt the importance of face-to-face marketing - just getting a product out there so that buyers can pick it up, feel the quality and ask questions. Due to geographical isolation and constraints on time and money, small rural businesses can have an over-reliance on distance marketing and online promotion. I'm now convinced there is no substitute for a good trade show, where buyers can take their time in sourcing stock.
6. Last but not least, I met some great people and made good lasting contacts.



“I gained several new stockists, including exclusive galleries and boutiques”



Adam Henderson	Eileen Gatt	Jennifer Gray
Adam Robertson Falk	Eleanor Symms	Jennifer Kent
Ala Mairi	Elin Isaksson	Jenny McHardy
Alan Aitchison	Ellie Hodesdon	Jess Erb
Alan Baillie	Emma Henderson	Jessamy Kelly
All About Willow	Emma Noble	Jessica Howarth
Amy Britton	Esme Parsons	Jilli Blackwood
Anaïs Paulard	Esther Cohen	Jo Pudelko
Andrea Walsh	Eunice De Pascali	Jo Walker
Andy Stirling Robertson	Euphrosyne Andrews	Joan Johnson
Angus Clyne	Filipa Oliveira	Joanne B Kaar
Angus Ross	Fiona Daly	Joanne Baker
Ann Stephen	Fiona McIntosh	Joanne Garner
Anne Marquiss	Fiona Thompson	Joanne MacFadyen
Annie Lacey	Frances Priest	Joanne Thompson
Aubin Stewart	Frances Teckkam	Jode Pankhurst
Badger and Baird	Fraser Knitwear	Jonathan Boyd
Barbara Macleod	Gabrielle Reith	Juli Bolaños-Durman
Bärbel Dister	Gavin Burnett	Julia Complin
Beth Lamont	Genna Delaney	Julia Smith
Beth Spowart	Geoff Calder	Julian Jardine
Bonnie Bling	Gillian Cooper	Karen Mabon
Braw Scotland	Gilly Langton	Kate Colin
Bryony Knox	Grainne Morton	Kate Pickering
Cally Booker	Hannah Frew Paterson	Kathryn Hinton
Camilla Garrett- Jones	Heather Andrews	Kathryn Williamson
Camille Dressler	Heather McDermott	Kelly Munro
Caroline Finlay	Heather Potten	Kirsty Jean Brabin
Carrie Fertig	Heather Shields	Lara Scobie
Catherine Aitken	Hilda Ibrahim	Laura Murray
Catherine MacGruer	Iona Barker	Laura Spring
Charonne Ruth	Isabelle Moore	Libby Galli
Cheryl Jamieson	James Donald	Lillian Docherty-Wightman
Christina Hirst	James Rigler	Linda Gardner
Christine Flynn	Jane Gowans	Linda Lovatt
Claire Heminsley	Jane Kelly	Linda McKeen
Clare Wilson	Jane Wilkinson	Lindsay Roberts
Dawn Youll	JaneR Designs	Line Mortensen
Deirdre Nelson	Janis Embleton	Lisa Arnott
Diggory Brown	Jennifer Cantwell	Lisa Rothwell-Young



Liz Gaffney
Lorna Fraser
Louise Nadin
Mags Gray
Maike Browning
Marion Foster
Marion Marshal
Melanie Muir
Merlin Planterose
Michael James Hunter
Michelle Young-Hares
Mina Rusk
Mischke Lingerie
Moirra Ferguson
Morag Macpherson
Morna Darling
Moyra Stewart
Myer Halliday
Nicola Turnbull
Niki Fulton
Nina Falk
Olive Pearson Designs
Patricia Niemann
Paul Szeiler
Rachel Blair
Rachel Hammerton
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Rayha
Rebecca Sarah Black
Rhona McCallum
Roberta Pederzoli
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Sarah Jacobs
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Sharon Bainbridge
Sheila McDonald
Sian Patterson
Simon Ward
Stripykat
Susan O'Byrne
Sylvia Kolasowski
Teena Gould
The Canny Squirrel
The Store Hus
Thomas Hopkins Gibson
Tina Alexandra MacLeod
Tracy Markey
Val Burns
Vanessa Bullick
Warped Textiles
Wonky Woolies
Wood & Walker
Yana Kolmogorova
Yvette Hunwick

Makers

Thank you for being part of our 2015/16 programme

What's next

2016/17 is set to be an exciting year for Craft Scotland – we will build on our successful activities whilst pursuing new opportunities.

Our Meet Your Maker programme will take a thematic approach as it forms part of the official programme for the Year of Innovation, Architecture and Design (supported through Event Scotland). Our Summer Show, a firm favourite with locals and festival visitors alike, will make its return to Edinburgh this August.

In a new initiative we will be partnering with Emergents this September to present a country showcase of Scottish craft at Tent London, part of the London Design Festival – one of the world's most important annual design events.

Our conference will take place in Dundee on 7 October 2016 with an inspiring programme curated by Kristi Vana.

Finally, we are excited to share that the American Craft Council has invited us to be the guest country for their Baltimore show in early 2017.

To keep in the loop with our full programme, visit our website, connect with us on social media and sign up to our monthly newsletters.

the team at Craft Scotland

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Making Connections, Creating Opportunities

Staff:

Fiona Logue, Director | Gill Ramsay, Bookkeeper | Jenni Colquhoun, Marketing Officer | Jo Scott, Project Manager | Julia Ossenbruegge, Marketing Manager | Kerstie Barr, PA/Office Coordinator | Natasha McLaughlin, Project Assistant | Sheena Kitchin, Craft Tourism Manager

Board:

Jacquie Edwards, Chair | Catherine Holden | Ginnie Atkinson | Leah Black (joined July 2015) | Liz Williamson (joined May 2015) | Mary Michel | Sue Pirnie (joined May 2015)
We thank the following board members who retired in 2015/16: Craig Chatwin and Deirdre Robertson.

Advisory Group:

Elke Westen | Geoffrey Mann | Jonathan Rose | Karen-Ann Dicken | Karlyn Sutherland | Melanie Muir | Morag Macpherson | Stephen Bottomley

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With thanks

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Fife Contemporary Art & Craft
Motel One Edinburgh
National Trust for Scotland
National Museums Scotland
The Glasgow School of Art
Scottish Destination Management Association
Scotland's Trade Fair
Summerhall TV
The Biscuit Factory, Newcastle
University of Dundee
VisitScotland
White Stuff Edinburgh

Meet Your Maker Venues

An Talla Solais
Bonhoga Gallery
Borders Textile Towerhouse
Ceàrd
Dundee Contemporary Arts
Dunoon Burgh Hall
Edinburgh Zoo
Global Yell
Incorporation of Goldsmiths
Look Again Festival
Scottish Potters Association
Stirling Castle (Historic Environment Scotland)
The Glasgow School of Art Shop
Timespan



Craft Scotland is the National Representative on the World Crafts Council Europe.

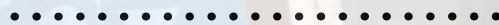
We are also members of Culture Counts (www.culturecounts.scot), Culture Republic (www.culturerepublic.co.uk) and Arts & Business Scotland (www.aandbscotland.org.uk)



ALBA | CHRUTHACHAIL

Craft

SCOTLAND



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Find out more about what we do
www.craftscotland.org

