

Craft

SCOTLAND

ANNUAL REVIEW

April 2013 - March 2014



Making Connections, Creating Opportunities



Welcome to our 2013/14 review. Its aims are twofold: to build an understanding of Craft Scotland and what we have achieved, and to celebrate that craft in Scotland is alive and well, breaking new boundaries and winning over new audiences.

The Board and staff have taken time this year to consider our role in the future development of craft in Scotland. We have set an ambitious vision for the sector and have reviewed our aims and objectives, re-establishing makers at the heart of everything we do.

We celebrated many craft successes at our conference in Dundee in October. As well as bringing together over 100 people involved in or engaged with the sector, the conference provided a platform to communicate the breadth of innovative projects being undertaken by inspirational makers throughout the country and beyond, leaving the participants with huge optimism for the future of craft in Scotland.

I would like to thank Creative Scotland for their ongoing support and encouragement, my fellow board members for their significant commitment this year and the team at Craft Scotland who have worked tirelessly to deliver a magnificent programme of support for craft.

Jacqui Edwards
Chair



I am privileged to have been at the helm of the national agency for craft during this exciting time. Our annual review captures memorable moments in what has been a significant year for Craft Scotland.

We have exhibited at home and abroad, giving makers the opportunity to sell their work and make new contacts. We have welcomed growing audiences who came to appreciate and buy craft. Our Meet Your Maker programme, a national celebration of Scottish craft making, has complemented this by growing understanding of creative and technical processes. Craft Tourism has been developed as a new opportunity - bringing makers and tour operators together. We have run training events and roadshows, carried out research and started selling craft online. Our digital activities continue to flourish and provide a focal point for information about craft in Scotland. All of which has helped us put the spotlight on craft this year.

Collaboration has played an important part in delivering our programme and we will continue to build on our valuable relationships with like-minded partners.

My thanks go to the inspirational, creative, talented makers in Scotland without whom none of this would be possible and to the growing audiences who appreciate their creativity and skill. We look forward to welcoming you back to our events in 2014/15.

Fiona Logue
Acting Director

The year at a glance...

Summer Show

We held our first Summer Show in August at White Stuff in Edinburgh. 36 makers participated in the selling exhibition which ran for a period of three weeks. It attracted 4,500 local and international visitors who came to see and buy high quality Scottish contemporary craft.

Well done @craftscotland! Great #cssummershow - anyone at the #edfringe take some time out - they're at White Stuff George st!

SOFA Chicago

We returned to Chicago with our second showcase at this highly respected international exposition of sculptural objects and functional art. The stand demonstrated the breath and quality of work currently produced in Scotland and was very well received. This was reflected in the number of sales with a total of 32 individual pieces of craft finding a new home in the States.

'Exhibiting at and visiting SOFA was a fantastic experience for me, and a unique opportunity to develop the profile of my work in America.'

.....Participating Maker, SOFA Chicago 2013

@gabiReith telling Small Stories for #csmym - to an enthralled young audience who couldn't get enough!



Conference

We presented two days of talks, discussions, debates, and workshops in Dundee in October and it was everything we had hoped for and more, leaving the delegates feeling truly inspired and enthusiastic about craft in Scotland.

What a day! @craftscotland really know how to make a conference. #csconf #making #inspirational

'I went along to support someone else, it delivered much more than I expected.'

'A Refreshing Boutique of Craft'Rio Magazine

Craft Tourism

We introduced the 'Visit Craft' section to our website and delivered four successful events (two in Edinburgh and two in Glasgow); a training day for makers looking to get involved in Craft Tourism and a Meet Your Maker session for tour operators keen to incorporate craft experiences.

'I feel it is right that Craft Scotland place a lot of importance on this show as it successfully exposes Scottish makers to a US market. It is not only a selling opportunity, but a chance to gain further work in America.'

Participating Maker, SOFA Chicago 2013

Meet Your Maker

We introduced Meet Your Maker as a new, national celebration of Scottish craft making. Over one weekend in September audiences were able to enjoy a rare behind the scenes look at makers' work across the country. We also had held Meet Your Maker events during our Summer Show and the first Selected exhibition at Dovecot Studios to enhance the experience and showcase the skill and creativity behind the pieces on display.

'To make is to hold our world between our hands.'Hans Stofer in his keynote speech 'Making: Practice and Passion'

Training, Workshops & CPD

In November we partnered with Sarah Corbett of the Craftivist Collective to host a three day residential Craftivism Bootcamp in the beautiful surroundings of Hospitalfield House in Arbroath. Together with Applied Arts Scotland we also held two training events for makers (Edinburgh and Inverness) focussing on branding, social media and online selling.

Goals and Aims



Values

Acknowledgement

We believe in the skill, talent and commitment of makers in Scotland.

Engagement

We believe audiences should have opportunities to see, enjoy, engage with and buy craft.

Quality

We champion quality in all aspects of the sector and in our own activities.

Ambition

We believe the sector can achieve its full potential through its ability to challenge and innovate in all areas.

Collaboration

We recognise and appreciate those who share our objectives and partner with them to achieve more.

Integrity

We run our organisation with integrity, make sure we are well-governed, financially stable and have a passionate and committed team.

Making Connections, Creating Opportunities

Craft Scotland is the national agency for craft. We work to unite, inspire and champion craft through creating opportunities for makers in Scotland to practice, exhibit, sell and promote their craft and for audiences to see, purchase and learn about craft. We lobby for craft as an essential and integral part of our cultural, economic and social life and work in partnership with other like-minded agencies. We are a central point of information about

craft in Scotland and identify and create new opportunities to build awareness and understanding of craft. Scotland is justifiably proud of its rich craft tradition and we are privileged to work with makers who are at the forefront of a new global craft revolution using skill, imagination, quality and individuality, combining the use of traditional and cutting edge techniques to develop Scotland's international craft reputation. We are a charity supported by Creative Scotland.

We will deliver our activity through the following strategic themes:

Leadership

We highlight key issues impacting the sector and influence stakeholders about the future of craft.

Partnership

We identify, bring together and work with those who are similarly committed to our goals to achieve more by working together.

Communication

We are a central point of promotion, information and discussion about craft with a focus on opportunities for makers, and details of how to engage with craft for audiences.

Creating Opportunities, Developing Audiences

We create and manage activities to achieve our goals where we see gaps and opportunities in the sector, in particular to aid the growth of opportunities for makers and new audiences for craft.

Organisational Development and Sustainability

In order for us to achieve our goal and deliver our aims, we must ensure that our own organisation is fit for purpose and has sustainable income.

generated gross sales of

£45,000

8,500

followers on twitter

350

sales of craft

welcomed audiences of over

40,000

220,000

visitors to our website

organised over **35**

events at home and overseas

delivered **370**

opportunities for makers

MAKING
AN
IMPACT

Looking Forward

In 2014/15, we will continue to grow opportunities for makers and audiences. In addition to our Summer Show in Edinburgh and return to SOFA Chicago 2014, we are also taking Scottish craft to London and working with City Art Centre in Edinburgh on an international exchange exhibition.

We will create strong links with other organisations and individuals. In particular we value the views and input of our Craft Bench which has representation from many maker organisations. We are working with Emergents in Inverness and the University of Dundee to re-establish a craft curator network which will focus on the infrastructure to support craft.

We are especially pleased to offer new CPD opportunities. Together with the Crafts Council in England we will offer makers in Scotland places on their highly considered Injection and Hothouse programmes.

The Meet Your Maker programme will return around the country and throughout the year to develop better awareness and understanding of craft. Craft Tourism will remain a focus, forging connections between the sector and the tourism industry. Our conference will again be the networking event of the year for everyone involved in or passionate about craft.

We are excited for another year of **Making Connections, Creating Opportunities.**

the Craft Scotland team

Staff

Emma Walker Chief Executive (on Maternity Leave) | **Fiona Logue** Acting Director
Gill Ramsay Bookkeeper | **Jenni Colquhoun** Online Assistant | **Jo Scott** Project/Office Manager
Julia Ossenbruegge Online Marketing Manager | **Ruth Grindley** Project/Office Assistant
Sheena Kitchin Craft Tourism Manager

Board

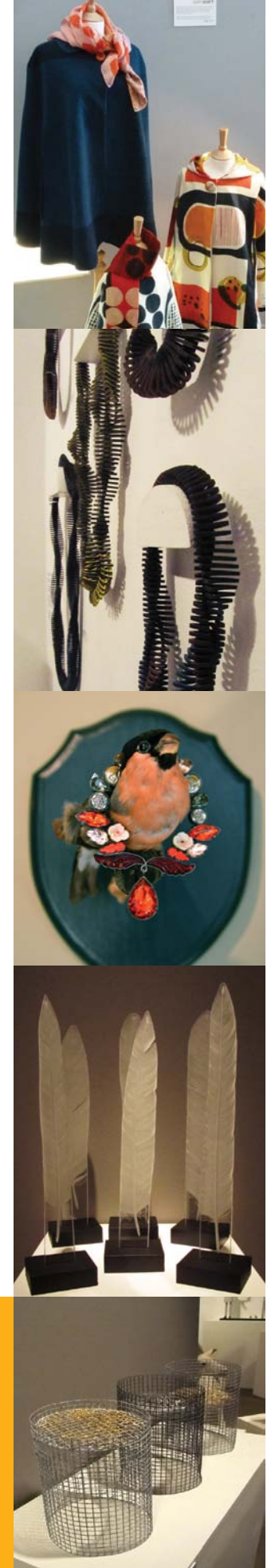
Annie Woodford | **Caroline Notman** | **Craig Chatwin** | **Deirdre Robertson**
Ginnie Atkinson | **Iain McFadden** | **Jacquie Edwards** Chair | **Mary Michel**

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Connect with Craft Scotland and the Scottish Craft Community

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THE YEAR IN IMAGES

