

MEDIA RELEASE:

## International trade partnership sees Craft Scotland take UK craft to the American market

Department for International Trade appoints Craft Scotland as showcase partner in the US for NY NOW® 2019 - one of America's leading trade shows for Home, Lifestyle & Handmade.



*(Pictured L – R Yenchen & Yawen photo Yenchen & Yawen , Myer Halliday Design photo by Tony Bentley and Soremi Jewellery photo Soremi Jewellery)*

Craft Scotland is delighted to announce a new partnership with [Department for International Trade](#) (DIT), formerly known as UKTI, which sees the national development agency for craft showcase 12 of Britain's most talented makers to trade buyers in New York from 3 - 6 February 2019.

Following the successful showcase at the [American Crafts Council Baltimore](#) show in 2017, Craft Scotland are delighted to return to America to showcase quality contemporary craft at NY NOW in February 2019. This four-day wholesale event is the leading US trade fair for contemporary design across home, lifestyle, handmade and gift products.

## Supporting Makers, Promoting Craft

Craft Scotland, 15 Coburg Street, Leith, Edinburgh, EH6 6ET

[www.craftscotland.org](http://www.craftscotland.org) • +44 (0)131 466 3870 • [hello@craftscotland.org](mailto:hello@craftscotland.org)

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A registered Scottish Charity no. SC 039491

In a first for Craft Scotland, and as part of the DIT partnership agreement, makers have been invited to apply from all across the UK. The resulting showcase is a snapshot of some of Britain's finest makers including eight Scotland-based makers amongst the 12 strong UK line up.

Featuring leading contemporary craft talent in textiles, ceramics, jewellery and more the makers showcased have been selected by an expert industry panel featuring Allison Garafalo (Sales Director, Handmade® Designer Maker, NY NOW), Norma Foster (Director, I-Can Global) and Jo Scott (Project Manager, Craft Scotland).

Irene Kernan, Director at Craft Scotland said: "We know from Craft Scotland's previous exhibitions in Baltimore (2017), Philadelphia (2011) and SOFA Chicago (2012 – 2015) that the American market is passionate about contemporary high-quality craft from Scotland-based makers, and they love learning about the process and provenance behind each of their pieces. These showcases have been great selling and international promotional opportunities for makers and we are delighted to return to the US with a new selection of contemporary craft from across the UK.

This new partnership with the Department for International Trade (DIT) is a huge vote of confidence for the work Craft Scotland does to develop international markets for Scottish contemporary craft and this marks the first time Craft Scotland has been invited to bring this knowledge and skills to benefit makers across the UK."

Allison Garafalo, Sales Director at NY NOW said: "Retailers from around the world visit NY NOW to find unique, design driven products. This February, we're thrilled to welcome 12 new artisans under the Craft Scotland umbrella to exhibit with us. We continue to see an increased presence in international brands at NY NOW, especially coming from the UK. From ceramics and jewellery to knitwear and home décor, buyers are sure to be impressed by the quality of product being represented through Craft Scotland."

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Craft Scotland's presence at NY NOW 2019, and this new partnership with DIT, reflects Craft Scotland's strategic focus for 2017 – 2021 on London and US markets not only in terms of sales but also raising international awareness about quality contemporary Scottish Craft.

The 12 makers will exhibit and sell their work within the Handmade Designer Maker section of the show, where they will be part of a larger Craft Scotland presence. NY NOW is widely regarded as the leading fair in the United States for contemporary design across home, lifestyle, handmade and gift products. This four-day wholesale event attracts approximately 23,000 visitors which makes it a valuable opportunity for makers to reach international buyers with a passion for high-quality craft.

The makers representing Britain at NY Now are:

#### [Bespoke Atelier \(Glasgow\)](#)

Bespoke Atelier create patterns and illustrations on specialised materials for interior design, architecture and public realm projects. With a background in textile design their creative approach is pattern and texture driven, focusing on creating graphic and tactile qualities to enhance spaces. Their designs complement the environments in which they are placed, making a visual impact to suit their location.

#### [CHELACHE \(London\)](#)

Layla Chelache is a London-based knitwear designer whose knitted fashion accessories play with colour and texture whilst exploiting the structural qualities of the materials used. Working with vintage industrial hand operated knitting machines and hand-knitting from her East London studio Layla has established CHELACHE as a leading knitwear accessories brand.

#### [East End Press \(Glasgow\)](#)

East End Press, a screenprinting workshop based in Glasgow founded by Ellie Hodesdon. Ellie is inspired by bright colours, repetitive shapes and interesting marks in drawings. Ellie enjoys the methodology of printing by hand and the unpredictable nature of it. Through the process of screen

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printing, Ellie builds separate layers of shapes and colours to create an image, often working with a laser cutter to add the decoration and intricate shapes to her work.

#### [Hannah Louise Lamb \(Edinburgh\)](#)

Hannah's designing is steeped in the familiar ideas of place and home we can all share, and inspiration for her jewellery has in recent years become focussed on the coastlines, vintage maps, colours and textures that draw associations with her idyllic childhood in Cornwall, growing up on the beach, and now, her coastal home in Scotland. The skills Hannah employs in making her jewellery are rooted in traditional fabrication techniques and quality workmanship, focusing specifically on intricate hand-piercing and cut-outs.

#### [Hilary Grant \(Orkney\)](#)

Hilary Grant is a knitwear studio and design partnership by Hilary Grant and Robert Harvey, founded in 2011. Based on the remote archipelago of Orkney, Hilary Grant design knitwear and home accessories, are sold in department stores and independent design stores in the UK, Europe, Japan, Hong Kong and the US. They work with a family-run knitwear manufacturer in the Scottish Borders to produce all of their collections from premium Geelong lambswool.

#### [Kate Trouw Jewellery \(Fife\)](#)

Kate Trouw creates elegant yet playful statement jewellery for the everyday. A former architect, the move into jewellery was motivated by a desire to have greater creative control and a faster turnaround from idea to object. Kate uses polymer clay because of its versatility and the interesting properties it has to exploit. Her designs are heavily influenced by her surroundings, whether that is the surfaces and geometry of London or the colours and shapes of the coast.

#### [Lucy Jade Sylvester Jewellery \(Oxford\)](#)

Lucy's love of the British countryside and natural world inspires her work. Lucy believes you cannot compete with the beauty of nature, its perfect lines and textures, so uses it as directly as possible.

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Taking moulds from her delicate finds, she casts into the cavity they leave, allowing her to create exact replicas of life in solid silver and gold that retain the finest details.

### [PickOne \(Edinburgh\)](#)

James Donald of PickOne uses Scottish yarns to evoke a sense of place. His intricate weave structures are inspired by Scottish land and seascapes creating each cloth's unique personality. As with previous collections all fabrics have been handwoven on a computerised 32 shaft Megado, which marries traditional hand weaving techniques with contemporary methods of production.

### [Myer Halliday Design](#)

Myer Halliday is a designer/maker specialising in ceramics. His pieces are made from slip-cast parian and decorated directly with drawings or hand-applied transfers. Myer is interested in the ways in which, through accumulation or accretion, individual lines or marks culminate in a repetitive pattern which is greater than the sum of the individual marks. Lines are drawn in parallel, crossed or layered over each other - often in a mechanistic, predetermined manner.

### [Soremi Jewellery \(Leeds\)](#)

Founded by Ghazal Ghahri-Saremi, Soremi Jewellery explore textures of metals and stones, settings, organic and graphic shapes and finding new ways of making jewellery personal to the wearer. Using text both overt and subtly, Soremi Jewellery create pieces which celebrate moments of meaning, expressing style and emotional in equal measure.

### [Tom Pigeon \(Fife\)](#)

Tom Pigeon is a creative studio founded by Pete and Kirsty Thomas in 2014. They met and started working as designers in the early 1990's and since then have worked across design discipline, for small companies and big business. As Tom Pigeon, they design simple things for people to enjoy

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including jewellery, paper goods and prints as well as taking on creative commissions and consultancy work.

### [Yenchen & Yawen \(London\)](#)

Yenchen & Yawen design and make handcrafted objects in which unorthodox material combinations are manipulated by traditional and experimental techniques. Inspiration and concept comes from their insights into and fascination with time-defined processes. Together, they are able to merge concept from craft and technology, design and chemistry, to create unique handmade pieces that reflect collective memory of objects.

NY NOW

3 - 6 February 2019

Jacob K. Javits Convention Center

655 W 34th Street

New York City

NY 10001

[www.nynow.com](http://www.nynow.com)

For further information, image and interview requests please contact Owen O'Leary at Oh Really, on +44 (0) 7815 992658 or email [owen@ohreally.co.uk](mailto:owen@ohreally.co.uk)

View and download hi res images here:

<https://app.box.com/s/b4r2gm7dzun1f136h1h0d0juhge99t4x>

Connect with Craft Scotland online at: [craftscotland.org](http://craftscotland.org) on Facebook at:

<https://www.facebook.com/craftscotland/> and follow on Twitter here:

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## Notes to Editors

### **Craft Scotland**

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 activities to build awareness and understanding of craft. We are a charity supported by Creative Scotland. Scottish craft contributes over £70 million to the economy, from an estimated 3,350 Scottish craft makers.

### **Creative Scotland**

Creative Scotland is the public body that supports the arts, screen and creative industries across all parts of Scotland on behalf of everyone who lives, works or visits here. We enable people and organisations to work in and experience the arts, screen and creative industries in Scotland by helping others to develop great ideas and bring them to life. We distribute funding provided by the Scottish Government and the National Lottery. For further information about Creative Scotland please visit [www.creativescotland.com](http://www.creativescotland.com) Follow us @creativescots and [www.facebook.com/CreativeScotland](http://www.facebook.com/CreativeScotland)

### **Department for International Trade (DIT)**

The Department for International Trade (DIT) secure UK and global prosperity by promoting and financing international trade and investment, and championing free trade.

As an international economic department, DIT is responsible for:

- bringing together policy, promotion and financial expertise to break down barriers to trade and investment, and help businesses succeed
- delivering a new trade policy framework for the UK as we leave the EU
- promoting British trade and investment across the world  
building the global appetite for British goods and services

<https://www.gov.uk/government/organisations/department-for-international-trade>

## NY NOW

The winter 2019 edition of NY NOW®, the Market for Home, Lifestyle, Handmade + Gift, will take place February 3-6, 2019 at New York City's Jacob K. Javits Convention Center. NY NOW features three comprehensive collections — HOME, LIFESTYLE and HANDMADE — that encompass tens of thousands of products in hundreds of product categories. For the first time, NY NOW welcomes the co-locations of the winter market with the National Stationery Show® and SURTEX®, which will take place during the same time, all under one roof and in the same location. Attendees from all 50 states and nearly 70 countries worldwide are expected.

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