

## ANNUAL REVIEW

APRIL 2018 – MARCH 2019



SUPPORTING MAKERS, PROMOTING CRAFT

# Contact us

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## **Board**

Catherine Holden, *Chair*  
Mary Michel, *Vice-Chair*  
Angela Houlston  
Dr Elizabeth Goring  
Kirsty Sumerling  
Liz Williamson  
Miles Harrison  
Sandra Gunn  
Sue Pirnie  
Pete Thomas (*retired May 2019*)

## **Advisory group**

Amanda J Simmons (*Glass, Castle Douglas*)  
Andrea Walsh (*Glass/Ceramics, Edinburgh*)  
Angus Ross (*Furniture Making, Aberfeldy*)  
Frances Priest (*Ceramics, Edinburgh*)  
Heather Shields (*Textiles, Gourrock*)  
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*)

## **Team**

Irene Kernan, *Director*  
Allyson Gee, *Project Officer*  
Amy Lou Davies, *Marketing and PR Assistant*  
Gill Ramsay, *Bookkeeper*  
Jo Scott, *Project Manager*  
Kerstie Barr, *Office Manager*  
Tanwen Llewelyn, *Outreach and Engagement Officer*  
Veronique AA Lapeyre, *Marketing Manager*

Thank you to Fiona Logue, Carrie Fertig, Jennifer Coulshed, Kristian Smith and Siobhan Scott who were part of the 2018/19 Craft Scotland team.

Craft Scotland is a registered charity supported by Creative Scotland. Registered Scottish Charity no. SC 039491 / Company no. SC 270245

# Foreword



## Catherine Holden Chair

As the national development agency for craft, Craft Scotland seeks to expand audiences and provide valuable, high-quality opportunities for makers to show and sell work, develop their practice, and build their careers.

This year was one of continuing success and notable change, as our Director Fiona Logue retired. Over her six years at the helm, Fiona developed the organisation considerably, leading on a range of initiatives supporting makers and benefiting Scotland's craft sector – she leaves a strong legacy to build on. The Board and team wish Fiona well and thank her for her contribution, dedication, and hard work.

We were delighted to welcome her successor Irene Kernan as Director in September 2018. Irene brings fresh perspectives and a wealth of experience, including 15 years' inspiring leadership of Edinburgh Sculpture Workshop.

There were Board changes too: in August 2018 we welcomed Angela Houliston, Finance Director of the Edinburgh Assay Office, and in March we said goodbye to Pete Thomas, co-founder of Tom Pigeon, who stepped down after providing great support and insight.

We thank all the makers whose work, inspiration and ambition has created such a thriving, vibrant sector. We also thank the organisations who have worked with us and supported our programme, and our funders, particularly Creative Scotland for their vital support.



## Irene Kernan Director

Thanks to our hard-working and committed team, Craft Scotland has continued to deliver an impressive programme working with makers from across Scotland, showcasing their work at a variety of national and international venues.

Our Learning Programme continues to develop, with two ambitious skills development projects in Banff and Stirling run in partnership with Historic Environment Scotland, and a new project at East Lothian Community Hospital with Round Table Projects, providing support for people with dementia.

We also created COMPASS, a major new learning and development programme, that will provide training, mentoring and a range of support for makers across Scotland at all career stages. This programme is generously funded by the William Grant Foundation for three years, with support from Creative Scotland.

We continue to champion academic and sector-specific research, including our own regular surveys to determine what the sector needs to succeed, and identify areas where makers are leading successful initiatives.

Looking ahead, we will be focusing on Craft Scotland's international working and exploring how we can support the breadth of talent across the country. We will also continue to build partnerships within the craft, arts, and wider cultural sector, to allow us to continue supporting the craft sector and for the creative industries to flourish.

# About us

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Craft plays a vital role in our society and our economy. There are over 3,000 craft businesses in Scotland: from micro-businesses or makers creating one-off artworks to small-batch producers or large-scale companies with international profiles. Craft is therefore an important contributor to Scotland's creative industries and to our local communities.

Craft is intricately linked to international perceptions of Scotland, and ranked highly within the Anholt Nation Brands Index, demonstrating its far-reaching cultural impact. Established in 2008, Craft Scotland holds a unique place in the craft sector in Scotland - we are the only Regularly Funded Organisation that works across all disciplines and throughout the country.

Our strategic focus for 2018/19 was on creating resources to help makers build sustainable craft practices with the launch of our COMPASS programme and undertaking research for our future strategy.

Craft Scotland continues to work with the sector alongside politicians, partners, the media, and funders to elevate the profile of craft. It is essential that we raise awareness of the challenges but also crucially the future potential of the sector and develop solutions for increased resilience and innovation. Our long-term goal is to retain more talented makers in Scotland, support them to have a sustainable practice and to support collaboration within creative industries and with other sectors.

## **Fair pay**

We support makers in these challenging economic times by following and encouraging Scottish Artists 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.

## **Curatorial practice**

Strengthening Scotland's curator networks and creating opportunities for sharing and developing our collective curatorial knowledge is part of Craft Scotland's role. We coordinate the Craft Development Network, a group of Scotland-based craft professionals and curators who meet throughout the year to share knowledge.

## **Membership & networks**

We are members of national and international organisations, and advocate within the wider cultural sector ensuring that the voice for craft is heard in important national conversations. Memberships include: World Craft Council (Europe), Michelangelo Foundation network partner, Green Arts Initiative and Arts & Business Scotland.

## **Advisory group**

To ensure makers inform our work and thinking, Craft Scotland meets twice yearly with an independent advisory group of practicing makers to review our programme and plans. The group is separate from the Board and members participate on a voluntary basis for a two-year term.

# Making an impact 2018/19

**149**

Number of  
programme participants

**1,688,700**

Estimated PR media reach\*

**£62,000+**

Direct sales for Scotland-based makers through  
our programme of events and exhibitions

**20**

Events & Exhibitions

**20**

Partners

**46,700**

Social media followers

**35**

Number of makers  
Craft Scotland employed

**121,437**

Website unique hits



# Exhibition Programme

## Introduction

An important aspect of our work is to showcase contemporary craft and promote Scotland-based makers at home and beyond, supporting sales and ensuring Scotland is represented at prominent exhibitions in the international craft calendar.

In 2018/19, Craft Scotland was once again delighted to present our own Summer Show in Edinburgh, participate in Scotland's Trade Fair and exhibit at the annual Visual Arts Scotland exhibition. We returned to London Craft Week, presented world-class work at Collect, the international art fair for contemporary objects and showcased both Scottish and UK makers at NY NOW (New York).

Through our varied programme of events, makers can benefit from reaching global audiences and building relationships with buyers, collectors, galleries, and press. Craft Scotland offers makers vital support including preparation days, tailored one to one advice, logistical and shipping support, and far-reaching marketing and PR campaigns. Our programme is developed through maker feedback and research, and the majority of our maker opportunities are open-call and reviewed by sector-led selection panels.

Underneath each project heading you will find a list of participants: those denoted with an asterisk \* were new to a show in 2018/19 and makers in italics are based outside of Scotland.

## London Craft Week 2018

**Location:** Heal's, London

**Dates:** 9 - 13 May 2018

**Makers:** 5

**Visitors:** 7,260+

**Estimated PR coverage views:** 82,300

Raising awareness of Scottish contemporary craft within national and international markets is an important aspect of Craft Scotland's role. London is a focus for design conscious international visitors, and in May 2018 we returned to London Craft Week in partnership with renowned interiors store, Heal's. Five Scotland-based designer/makers took up residence within Heal's flagship store in Tottenham Court Road. Visitors engaged with inspiring maker-led workshops in ceramics, wood carving, leatherworking, willow, and jewellery. Live window demonstrations allowed customers to explore the process behind these makers' contemporary craft practices.

*"It was wonderful to see Scottish craft and making championed in Heal's. The project invited makers to experiment and share [their practice] right on the shop floor and develop curiosity about materials and making"*

**– London Craft Week 2018 maker**

## **Makers**

Jude Gove\*, Lise Bech\*, Myer Halliday\*, Naomi McIntosh\*, Object Company\*



Craft Scotland at Heal's for London Craft Week 2018 / Photography Sophie Mutevelian



# Exhibition Programme

## Craft Scotland Summer Show 2018

Location: White Stuff, Edinburgh

Dates: 3 - 26 August 2018

Makers: 37

Visitors: 4,200+

Sales: £31,000+

Estimated PR coverage views: 571,000

A key event in our exhibitions programme since 2013, the Craft Scotland Summer Show broadens the audience for craft by presenting a wide range of disciplines and work from across Scotland in a central location during the Edinburgh Festival Fringe. The Summer Show attracts both local and international visitors to engage with, learn about and buy pieces from Scotland-based makers. Makers are selected from an open call and provided with hands-on support in advance of and throughout the show – this can include one to one support, marketing & PR support, and logistics.

Now in its second year, our popular workshop series allowed visitors (many of whom were new to the show) the opportunity to engage with craft and makers directly. Additionally, we partnered with Young Scot to develop younger audiences for craft workshops. The show received extensive press coverage, including Hole & Corner, The Times, BBC Radio Scotland and a 5-star review in Broadway Baby, and we continued to invest in our media partnership with The List.

*“It’s a wonderful show to be part of due to the quality of work and artists, and it’s lovely to be under the Craft Scotland umbrella”*  
– Summer Show 2018 participant

### Makers

Akvile Su, BAKKA, Balgarvie Weaving\*, Beth Lamont, Bonny Claith\*, Carla Edwards, Caroline Finlay, Catherine Aitken, Collingwood-Norris, Cristina Zani, East End Press, Elin Isaksson\*, Green Thomas, Heather Woof, Helen Ruth Scarves, HGR Jewellery, Hilary Grant, Jo Walker, Joanne Thompson, Jude Gove, Kate Colin, Kate Trouw, Kelly Munro, Lauren Smith, Little Axe, Lucy Engels, Mirka Janeckova, Myer Halliday, Natalie J Wood, Naturally Useful\*, Rebecca Sarah Black, Rebecca Wilson, Rhona McCallum\*, Smith & Gibb, Studio Emma, Tessuti Scotland, Tracy Wilson

### Selection panel

Allyson Gee, Project Officer, Craft Scotland  
Lewis Smith, Retail Manager, Dundee Contemporary Arts  
Rosamund West, Editor-in-Chief, The Skinny

## The Craft Gallery 2019

Location: Scotland’s Trade Fair, SEC, Glasgow

Dates: 20 - 22 January 2019

Makers: 14

Visitors: 4,570+

Increasing the volume of quality handmade pieces available to locals and visitors on the high street is a goal of Craft Scotland and the craft sector. The Craft Gallery at Scotland’s Trade Fair Spring is an initiative between Craft Scotland and Springboard Events Ltd. that aims to address this. This was the first year we opened participation to makers from the UK to exhibit within a dedicated area of the larger show. Each maker was selected on the strength of their designs, their craftsmanship and the commercial appeal of their products.

60% of participants reported trade orders post-show. Stockists secured include UK and Japanese stores.

*“I think the Craft Gallery’s presence is very important at this show and buyers do appreciate the quality of what is on show”*  
– Craft Gallery 2019 participant

### Makers

BAKKA, Beastie Assemblage, Berty B\*, Carla Edwards, Fiona Hermse\*, Green Thomas, Helen Ruth Scarves, Jane Adam\*, Olive Pearson, Pick One, Tessuti Scotland, Twist Glass, Verisimilitude, Warped Textiles

### Selection panel

Jo Scott, Project Manager, Craft Scotland  
Mark Saunders, Director, Springboard Events Ltd.





All images: Craft Scotland Summer Show 2018 / Photography by Ellie Morag



# Exhibition Programme

## Craft Scotland Celebrates...Wood 2019

Location: ALIGHT, Royal Scottish Academy, Edinburgh

Dates: 26 January – 22 February 2019

Makers: 3

Visitors: 35,000

Estimated PR coverage views: 480,000

Craft Scotland Celebrates...Wood was the third and final showcase by Craft Scotland for Visual Arts Scotland (VAS)'s well-established annual exhibition. Exploring a different material each time, this partnership presented museum-quality handmade objects alongside contemporary art – broadening the audience for craft. This showcase examined the contemporary use of wood through the diverse work of three makers: Charlotte Barker, Beth Legg, and Naomi Mcintosh. Their work was presented alongside *hirta*, a monumental wooden structure that acted as a focus for discussion around materiality, design and making.

Since 2016, The Craft Scotland Prize has been presented to one piece of outstanding craftsmanship and design at Visual Arts Scotland's annual exhibition. Glass artist Karlyn Sutherland was selected in 2019 for her piece Harbour Road, Lybster.

*"I would like to thank the team in their supportive generosity in putting on Craft Scotland Celebrates...Wood"*

– Celebrate... Wood participant

### Makers

Beth Legg\*, Charlotte Barker\*, *hirta* design company\*, Naomi Mcintosh\*

### Selection panel

Allyson Gee, Project Officer, Craft Scotland  
Andrea Walsh, ceramicist, and VAS Representative

## Collect 2019

Location: Saatchi Gallery, London

Dates: 28 February – 3 March 2019

Makers: 15

Visitors: 13,000

Sales: £29,810+

Estimated PR coverage views: 7,500+

*"Today, Collect finds itself in the vanguard of growing global appreciation for crafted objects, which are increasingly sought-after in galleries and auction rooms."*

– Financial Times/How to Spend It

We returned to Collect, the international art fair for contemporary objects, with a showcase of ambitious work by 15 of Scotland's finest makers. Raising the profile of Scottish craft, once again the response from global collectors, curators and visitors to our pieces, curation and stand design (by GRAS) was positive. Work was acquired for the Fitzwilliam Museum, Cambridge, and the National Museum of Northern Ireland. Press mentions included Elle Decoration and Town & Country. Collect offered Booth Talks programmed by the Crafts Council with several of our makers guiding visitors through their inspiration and making process.

*"A good place to meet existing and developing clients... and it's great to have your work exhibited at such a prestigious show"*

– Collect 2019 participant

*"[The Craft Scotland stand at Collect is] always a very considered and well-designed stand. I think it was one of the most unique looking stands at Collect"*

– Collect 2019 participant

### Makers

Angus Ross, Anna Gordon\*, Cristina Zani, Hamish Dobbie\*, Harry Morgan\*, James Rigler\*, Lara Scobie\*, Lizzie Farey\*, Lynne MacLachlan, Misun Won\*, Patricia Shone, Rhona McCallum, Ruth Leslie, Shaun Fraser\*, Vicky Higginson\*

### Selection panel

Bryony Windsor, Head of Exhibitions at  
The National Centre for Craft & Design  
Jo Scott, Project Manager, Craft Scotland  
Dr Mhairi Maxwell, Assistant Curator at V&A Dundee

# Exhibition Programme

## NY NOW 2019

Location: Jacob K. Javits Convention Centre, New York

Dates: 3 – 6 February 2019

Makers: 11

Visitors: 20,000

Craft Scotland is one of only three accredited Trade Challenge Partners (TCP) of the Department for International Trade (DIT) in Scotland, and the only one in the creative industries. This partnership creates opportunities for makers to have a presence at international trade fair NY NOW in New York within the Handmade section of this established trade show. This partnership is a recognition of Craft Scotland's expertise in the craft sector and success in delivering projects in the UK and abroad. As a partner, Craft Scotland was able to provide Tradeshow Access Programme (TAP) funding to subsidise the cost of the stand for the 11 participants.

*"Apart from it exceeding my expectations in terms of the quality of buyers and sales I made, it was such a great experience being part of the Craft Scotland group. The exhibitors all supported each other and made the show so much more enjoyable"*

– NY NOW 2019 participant

## Makers

Bespoke Atelier\*, CHELACHE\*, Soremi Jewellery\*, East End Press\*, Hannah Louise Lamb\*, Hilary Grant\*, James Donald\*, Kate Trouw\*, Lucy Sylvester\*, Myer Halliday\*, Yenchen & Yawen\*

## Selection panel

Allison Garafalo, Sales Director, Handmade Designer Maker, NY NOW

Jo Scott, Project Manager, Craft Scotland

Norma Foster, Director, I-Can Global

## Associated Craft Scotland events:

### Design Exhibition Scotland 2018

Craft Scotland supported the talks programme at Design Exhibition Scotland, held at Lyon & Turnbull in Edinburgh. Organised by curator Susanna Beaumont this exhibition and talks programme champions design excellence and exploration.

### Grandtully Symposium 2018

We were delighted to support willow weaver Lise Bech to attend and deliver a workshop at renowned silversmith Malcolm Appleby's annual event in August 2018.



All images, British Craft Pavilion 2019 / Photography by NY NOW



# Learning Programme

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In 2019, Craft Scotland launched COMPASS, our learning and development programme. It was designed with Elaine Furnivall, a Chartered Occupational Psychologist, to address gaps in maker training provision and support a wide group of makers. 58% of respondents to our survey (State of the Sector 2017) stated that Craft Scotland's provision of maker training, mentoring and business support was particularly valuable.

COMPASS equips individuals with the necessary skills to create a sustainable craft practice through a unique mix of active learning, mentoring and specialist advice. It has three programmes to support a wide range of craft careers: Next Generation, Emerging Maker and Established Maker. COMPASS is supported by the William Grant Foundation and Creative Scotland.

The first Emerging Maker cohort will complete their training in March 2020, and we look forward to sharing case studies in the future. Next Generation and Established Maker programmes will launch later in 2019.

## Graduate Award 2018

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Scotland's art colleges have built a world-wide reputation as centres of excellence for creativity. To recognise their key contribution to Scotland's vibrant craft sector, the Craft Scotland Graduate Award was launched in 2018 to support and encourage talented graduates working in a craft discipline. The selected graduates were Alison Wibmer (Edinburgh College of Art, Textiles), Anna Younie (Gray's School of Art, Ceramics), Caitlin Hegney (Glasgow School of Art, Jewellery) and Shirley Lowe (Duncan of Jordanstone College of Art and Design, Jewellery).



# Making Spaces

Projects: 7

Makers: 15

Total events/workshops: 187

Participants: 3,077

Regional council areas: Aberdeenshire, Angus, Dumfries & Galloway, East Lothian, Edinburgh, Fife, Glasgow, Highlands & Islands, Midlothian, Stirling.

Through the Making Spaces programme, Craft Scotland offers opportunities for people of all ages to engage with contemporary craft and to work with makers from across Scotland.

The act of making can actively improve quality of life and promote social inclusion and we collaborate with partners to deliver long-term projects for targeted groups and communities.

Making Spaces involves participants in creative learning, enabling them to learn new skills from experienced makers and develop their knowledge of craft processes and materials. It also benefits makers by encouraging them to experiment with their practice, meet new audiences, access training and gain experience within different environments and communities.

We are committed to encouraging and supporting the next generation of makers through strands of activity of our Making Spaces programme. Craft Scotland's programme is informed by the Scottish Government's National Performance Framework, and the Making Spaces programme aligns itself with Curriculum for Excellence.

## Making Spaces CPD for Teachers

September 2018 – March 2019

In 2018/19, we launched Making Spaces for Teachers. Craft Scotland ran a series of Continuing Professional Development workshops in craft disciplines for teachers in different locations, providing valuable introductions to new techniques suitable for the classroom.

### Makers

Lucy Roscoe, Kim Gunn of Edinburgh Design School, Glen Clydesdale of Edinburgh Design School

*"I feel much more confident and can't wait to try techniques out with pupils. I hope now to use some of the skills and techniques that could feed into senior phase work and design folios etc."*

– Making Spaces CPD participant

## Meet Your Maker with Historic Environment Scotland

October 2018 – June 2019

In partnership with Historic Environment Scotland, we supported a long-term creative learning project in Stirling and Aberdeenshire. High school students, college students and adult learners and teachers worked alongside makers over 8 – 9 weeks. Taking inspiration from the iconic locations of Stirling Castle & Duff House, participants and makers created their own work inspired by local themes. Additionally, each maker ran sessions for local high school teachers, and the project culminated in two public exhibitions.

### Partners

Vanilla Ink, Banff Academy, Aberdeenshire Council, Forth Valley College, Artlink Central Makers: David Powell; Naomi Mcintosh; Megan Falconer (Vanilla Ink), Laura Murray\*, Stefanie Cheong\*

*"I think the participants learned valuable skills they can take forward. New techniques to develop ideas as well as practical skills and using different materials."*

– Forth Valley College Lecturer



Making Spaces and Young Scot workshops at Craft Scotland Summer Show 2018 / Photography by Ellie Morag



Craft Scotland Summer Show 2018 / Photography by Ellie Morag

# Making Spaces

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## Making Circles with Ostrero

October 2018 – March 2019

Research and advocacy body, Ostrero, worked with 22 classes in 18 schools across Scotland to deliver an innovative project based on the circular economy design. Craft Scotland supported three makers to guide P4 - S3 pupils to create household objects that reduce waste and allow materials to retain their maximum potential for longer.

### **Partner**

Ostrero

### **Makers**

Mella Shaw\*, Bryony Knox, Sarah Calmus\*

*“Thanks so much again for supporting this - it has been incredibly interesting and exciting seeing what the children come up with and how ingenious they can be with the materials provided”*

– Making Circles 2018/19 maker

## Your Own Front Door with Round Table Projects

October 2018 – May 2019

In advance of the Mental Health Care Facilities relocating, maker Fiona Hermse undertook a residency at Herdmanflat Hospital and worked with patients from this facility to create a piece of work to be installed in the new outpatient department of East Lothian Community Hospital. This residency is part of a wide-reaching thematic approach being implemented at the new hospital, which takes inspiration from the rich landscapes and diverse cultural heritage of East Lothian. Fiona worked with patients, visitors, and staff of all ages, undertaking reminiscence sessions, and using intergenerational as well as cooperative working to explore the themes. Fiona encouraged the patients to work with their hands and learn new skills, experiencing the creative process from start to finish, as well as numerous health and wellbeing benefits.

### **Partners**

Round Table Projects, NHS Lothian,  
Tonic Arts, Edinburgh & Lothians Health Foundation

### **Maker**

Fiona Hermse\*

## Seven Spaceships with Super Power Agency

October 2018 – May 2019

Helping pupils with the often-unsettling transition from primary to secondary school, the Super Power Agency's nine-week project combined writing with art and craft, creating a joint book between four Edinburgh primary schools that fed into Leith Academy. Craft Scotland supported illustrator and maker Lucy Roscoe to deliver a session as part of this project.

### **Partner**

Super Power Agency

### **Maker**

Lucy Roscoe\*

## Making Memories with THELMA

September – November 2018

Craft Scotland supported a series of workshops for eight weeks at The Living Memory Association (THELMA); bringing together older adults through craft activities to create opportunities for reminiscence and oral history, and to improve their health and wellbeing.

### **Partner**

THELMA

### **Makers**

Lucy Roscoe, Jeff Zimmer

# Our social responsibility

Craft Scotland continues to champion environmental best practice for the sector, and for ourselves as an organisation. For 2018/19, we commissioned a new series of Make It Green stories from Green Crafts Initiative members for our website. These explored sustainable practices including harvesting local materials and working with found materials with Kevin Andrew Morris and Incorporation of Goldsmiths. Currently, 50 makers have taken the Green Crafts Initiative pledge, an initiative launched in 2014 together with Creative Carbon Scotland.

## Research

### Statistical Research

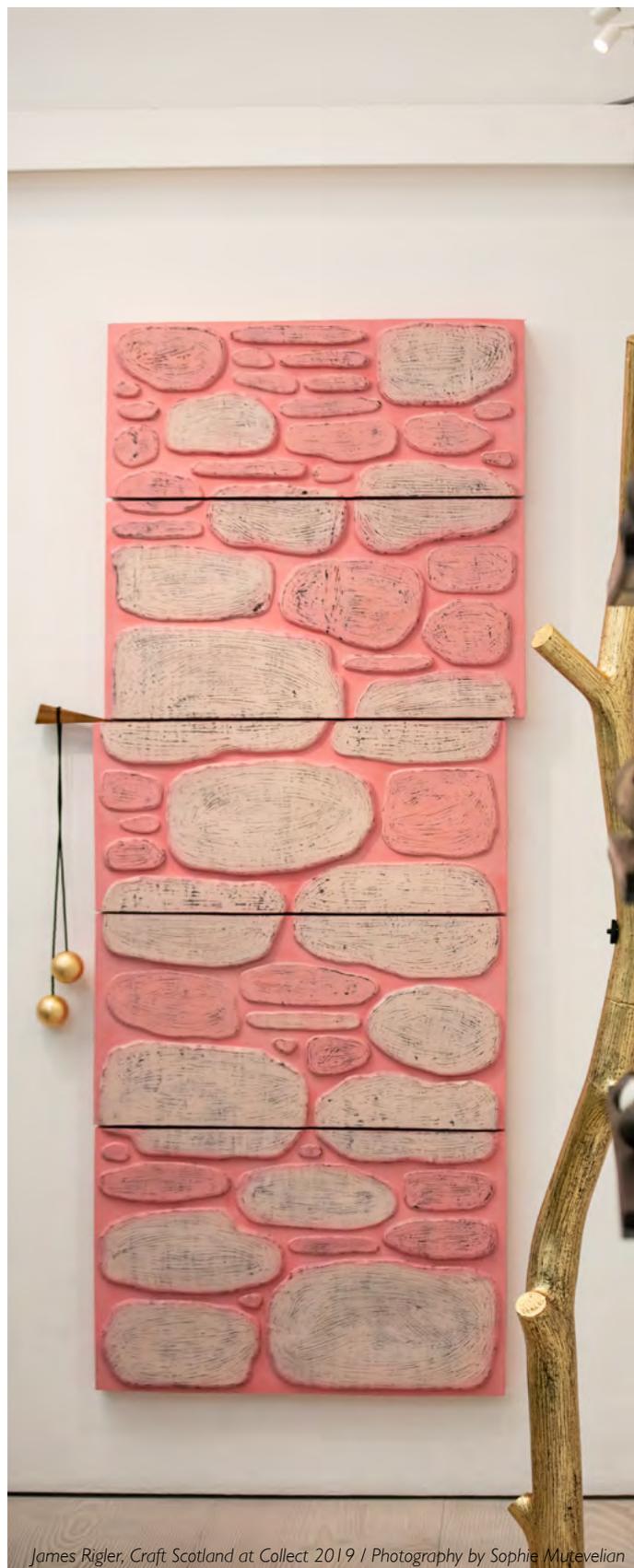
Craft Scotland gathers data on working models, finances, and routes to market for Scotland-based makers to target our support and advocate for the needs of the sector. Throughout the year, we conduct our own evaluation and collaborate with other organisations and academic institutions on research.

Our Annual Tracking Study 2018 follows on from our initial research, State of the Sector, published in March 2017. Through these studies, we are conducting a long-term survey of Scotland-based makers. Key findings included identifying an increase in craft businesses choosing to focus on the domestic market. This year, there was a higher proportion of makers recording no export sales: 45% in 2018 vs 26% in 2017. The study also highlighted a real confidence within the makers, with 93% of respondents positive about maintaining their craft business in the next twelve months, and 87% of respondents declaring an ambition to expand their business in the next three years.

Discover the most recent statistics and impacts on makers' creative and business practice:  
[www.craftscotland.org/community/resources/research](http://www.craftscotland.org/community/resources/research)

### Academic Research & Projects

Craft Scotland is currently contributing to a PhD research project, Making a Difference: The Longer-term Impact of the Craft Scotland Programme on the Development of Makers and the Scottish Creative Economy. This research is led by Lauren Baker, with the University of Dundee and the University of Edinburgh and is due to be published in 2021/22.



James Rigler, Craft Scotland at Collect 2019 / Photography by Sophie Mutevelian

# Craft Scotland Conference 2018: New Ways of Seeing

**Location:** National Museum of Scotland, Edinburgh

**Dates:** 7 & 8 June 2018

**Attendees:** 147

Our biennial conference is an opportunity to bring together makers, curators, and industry professionals to share best practice, new ways of thinking and inspiring stories from the sector. The Craft Scotland Conference 2018 programme explored innovative contemporary practices. It was guest curated by Rose Watban, formerly the Senior Curator of Modern and Contemporary Design at National Museums Scotland.

Over two days, attendees heard insightful talks and panel discussions from speakers across the UK and Europe, including keynote speeches from jewellery artist Felieke van der Leest and Lars Sture, curator at Norwegian Crafts. Breakout sessions gave attendees the opportunities to engage with the National Museum of Scotland exhibitions, learn a new craft skill and practical business skills.

To celebrate the Year of Young People 2018 and inspire the next generation of makers, Craft Scotland provided bursary tickets to representatives from The Young Women's Movement and the National Youth Arts Advisory Group.

The Craft Scotland Conference 2018 was held in partnership with National Museums Scotland. Thank you to The Glenmorangie Company and Social Bite for providing refreshments at our evening social event.



*"It was an excellent, inspiring event, and a valuable opportunity for me"*  
– Craft Scotland Conference 2018 attendee

*"an inspiring event, beautifully run, across interesting and prestigious venues, with great speakers to meet / delegates to talk to"*  
– Craft Scotland Conference 2018 attendee

## Speakers

Felieke van der Leest\*, Lars Sture\*, Adi Toch\*, Ben Divall\*,  
Celia Joicey\*, Jeff Zimmer\*, Jill Blackwood\*, Michael Brennand  
Wood\*, Dr Sarah Kettle\*, Yinka Illori\*

# World Crafts Council (Europe) visit

Alongside the Conference, Craft Scotland hosted the World Crafts Council (Europe) (WCC) from 6 to 8 June 2018. WCC General Assembly events included a General Assembly for 37 delegates held at Dovecot, and a reception hosted by the Lord Provost of Edinburgh at the Edinburgh City Chambers. Guests also attended an event hosted by the Scottish Government at Edinburgh Castle, during which the Harris Tweed Authority was presented with their Craft City status. Speeches were from Alasdair Allan MSP, Rosy Greenlees OBE (President of the World Crafts Council) and Louise Allen (President of the World Crafts Council – Europe).

This visit from WCC allowed Scottish makers to connect with international curators and professionals, as well as introducing the WCC attendees to Scottish contemporary craft.



All images, Craft Scotland World Crafts Council – Europe Reception at Edinburgh Castle / Photography by Gary Doak

# Communications & Digital Activity

Our communications and digital activity underpins our work. It supports makers and the craft sector through our popular digital channels, marketing literature, content creation and press campaigns. We promote the vibrant craft sector, and our programme and in turn raise the profile of contemporary craft from Scotland.

## Storytelling & Critical Writing

We continue to highlight inspiring stories of makers with unique practices through our digital Craft Journal. Alongside our Make It Green series in partnership with Creative Carbon Scotland, we ran a series of articles called Make Your Own Story about makers tackling attitudes to mental ill health and exploring the use of textiles with children and individuals with support needs.

Sharing sector news, our monthly feature The Craft Edit focuses on awards, new collaborations, product launches and news stories. We also commissioned a piece of critical writing from Dr Mhairi Maxwell investigating the skeuomorphic themes present in the work of several makers participating in our Collect 2019 showcase.

## PR & Press

Together with Oh Really PR, Craft Scotland has run successful PR & Press campaigns promoting makers and our programme. With over 20 media mentions in 2018/19, see key media titles under each project in Exhibition Programme section.

## Website

Re-launched in 2017, with funding from Scottish Enterprise and Creative Scotland, [www.craftscotland.org](http://www.craftscotland.org) is the home of contemporary Scottish craft online. A strong visual platform popular with craft consumers who seek out craft workshops, makers, and craft destinations.

Our online Maker Community was created to help makers to find local, UK and international opportunities and resources to develop their practice. Makers and industry professionals can promote their workshops, exhibitions, and open-call opportunities for free to our well-established audiences.

## Directory

Makers and craft destinations can apply to join the Craft Directory to showcase their practice to an online audience that includes curators, publishers, and craft enthusiasts.

📷 Instagram: 19,100

🐦 Twitter: 15,600

📘 Facebook: 12,000

Newsletter subscribers: 5,364

Social media followers: 46,700

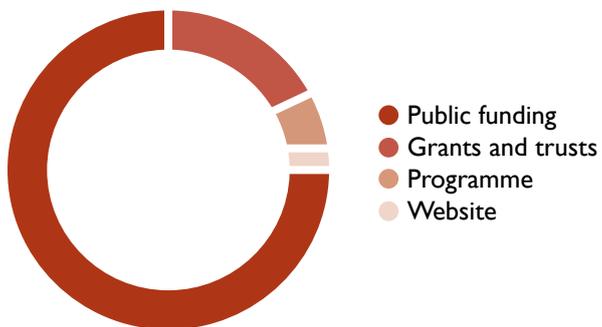
Website unique hits: 121,437



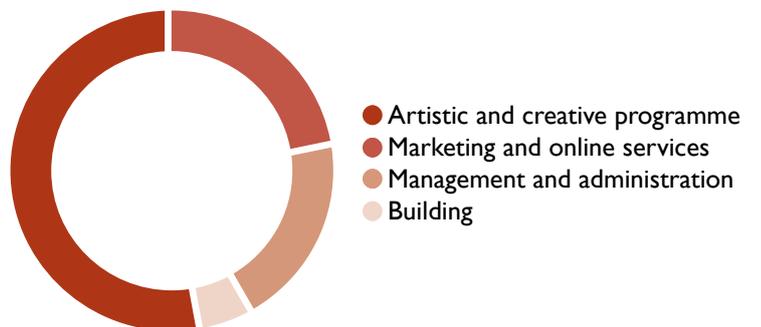
Keynote from curator Lars Sture, Craft Scotland Conference 2018 / Photography by Neil Hanna

# Financial highlights

Where did our funds come from in 2018/19?



How did we spend our money in 2018/19?





*Naturally Useful (willow basket) and Green Thomas (scarf) / Photography by Susan Castillo*

## Thanks

Thank you to all makers, partners and suppliers who made invaluable contributions to the many different strands of our 2018/19 programme.

We would like to offer special thanks to Craft Scotland's funders and sponsors. Your support is crucial to delivering our diverse programme of activity that strengthens the craft sector.

Thistledown Trust  
William Grant Foundation  
Garfield Weston Foundation  
W M Mann Foundation

## Image credits

**Cover image:** (left to right) Rhona McCallum (*silver bangle*), Beth Lamont (*black ceramic necklace*), Kate Colin (*black/white folded bowl*), Green Thomas (*black and white scarf*), Myer Halliday (*coffee pot*) / Photography by Susan Castillo.

**Back image:** (left to right) Jude Gove (*cobalt bag*), Kate Trouw (*double loop necklace*), Beth Lamont (*brooch*) / Photography by Susan Castillo.

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