

Craft

SCOTLAND

ANNUAL REVIEW

APRIL 2019 – MARCH 2020



SUPPORTING MAKERS, PROMOTING CRAFT

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Irene Kernan, *Director*
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Amy Lou Davies, *Marketing and PR Assistant*
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Tanwen Llewelyn, *Programme Coordinator (Learning)*
Veronique AA Lapeyre, *Head of Communications and Digital*

Thank you to Carrie Fertig and Kristian Smith who were part of the 2019/20 Craft Scotland team.

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

Joint foreword

In this year we launched two important pilot programmes aimed at providing support for makers and craft organisations across Scotland.

The first of these is COMPASS. This is a professional learning and development programme aimed at building skills, resilience and confidence within the sector. COMPASS has three programmes to provide support for a wide range of craft careers: Next Generation, Emerging Maker and Established Maker. Participants can develop their knowledge about routes to market and selling effectively, marketing, entrepreneurship and cultivating professional networks. Thank you to the William Grant Foundation, Baillie Gifford and Creative Scotland for their support for this programme.

The second pilot programme to launch is the CRAFT Flexible Finance programme. This was developed with Creative Scotland and Castlemilk Credit Union to provide affordable and flexible micro loan finance for Scotland-based makers to support the development of their creative practice.

We also took part in international exhibitions to help develop global audiences for Scottish contemporary craft and showcase the wonderful work coming out of Scotland. During Scotland in Japan 2019 we presented work by Scotland-based makers across two different venues during the Rugby World Cup. And once again we presented a very successful exhibition at Collect 2020, the prestigious international art fair for contemporary craft and design.

We are immensely grateful to the makers and craft organisations, partners and funders who have helped us create a vibrant and rewarding programme this year. And many thanks as always to the team, Board and Advisory Group for their hard work and commitment.



Catherine Holden
Chair



Irene Kernan
Director

About us

With over 3,000 craft businesses in Scotland ranging in scale and type of creative practice, the sector provides employment and contributes to national and international trade. It plays a key role in Scotland's cultural identity and continues to benefit the wellbeing of local communities and individuals.

Our strategic focus for 2019/20 was on creating a unique programme of support for Scotland's talented makers. Building on previous years' experiences and feedback we supported sustainable craft practices with the launch of our COMPASS programme, our continued presence at NY NOW trade show and the launch of the CRAFT Flexible Finance initiative with Castlemilk Credit Union.

Craft Scotland continues to work with the sector alongside partners, funders, the media and governments to raise awareness of the future potential of the craft sector and develop solutions to address the challenges. Our long-term goal is to create a sustainable sector through partnership working here in Scotland and beyond, as demonstrated by our Craft Scotland in Japan presentation during the 2019 Rugby World Cup, where work by Scottish makers was seen by thousands of international visitors.

Fair pay

We support makers 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.

Curatorial practice

We coordinate the Craft Development Network, a group of Scotland-based craft professionals and curators who meet throughout the year to cultivate networks and share knowledge.

Membership & networks

We are a member of national and international organisations, which ensures that craft is integrated with the wider cultural sector and that the voice for craft is heard in important conversations. Memberships include World Crafts Council (Europe), Michelangelo Foundation, 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 three-year term.

Making an impact 2019/20

97

Number of
programme participants

568,000+

Estimated PR media reach*

11

Events & Exhibitions

£43,500+

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

100,000+

Website unique hits

15

Partners

24

Number of makers
Craft Scotland employed

36,000+

Social media followers

517

Community Projects

2,000+

Community Project
Participants



Exhibition Programme

Introduction

Scotland has a vibrant community of contemporary makers, whose work merges innovation and tradition. Scotland-based makers exhibit an impressive mastery of materials and techniques, and their talent, skill and imagination continue to be recognised around the world.

Craft Scotland helps to promote Scotland's makers at home and beyond, providing opportunities to showcase their work, supporting sales and ensuring Scotland is represented at prominent exhibitions in the international craft calendar.

Through our varied programme of events, makers can benefit from reaching global audiences and building relationships with buyers, collectors, galleries and press. We offer vital background 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 industry-led selection panels.

Underneath each exhibition heading you will find a list of participants: those denoted with an asterisk * were new to the show in 2019/20 and makers in italics are based outside of Scotland.

Summer Show 2019

Location: White Stuff, Edinburgh

Dates: 2 - 25 August 2019

Makers: 41

Visitors: 3,400

Estimated PR coverage views: 471,000

The Craft Scotland Summer Show has been a key event in our exhibitions programme since 2012. The show offers a unique platform for local and international visitors to engage with handmade objects from Scotland-based makers in a city centre location during the Edinburgh Festival Fringe.

In 2019 over 44% of makers were new to the show, making it a great opportunity to experience the breadth of talent in Scotland. Makers were selected from an open call and provided with hands-on support prior to and during the show; including one-to-one support, marketing & PR support and logistics.

As well as displaying and selling their work, our makers offered a series of workshops for adults and young people, providing visitors to the show with the opportunity to engage with craft directly.

"I was delighted to have been selected and very proud to have my work shown alongside the other makers taking part."

– Summer Show maker participant 2019

"Fab as always. Beautiful displays, great variety and lovely staff."

– Summer Show 2019 visitor

Makers

Ailidh Lennon*, Aillie Anderson*, Akvile Su, alm Ceramics*, Aubin Stewart, Beth Lamont, Caitlin Hegney*, Clare Dawdry, Cristina Zani, Collingwood-Norris, Daniel Freyne*, Emma Boyd-Madsen*, Eve Campbell*, Gavin Burnett Ceramics, Green Thomas, Hannah Louise Lamb, HAME, Heather McDermott*, Helen Ruth Scarves, Joanne Thompson, Julia Smith Ceramics, Kate McLaughlin*, Kate Trouw, Kathryn Williamson*, Kinnaird Jewellery*, Laura Spring, Lauren Smith, Lucy Engels, Mirka Janeckova, Myer Halliday, Natalie J Wood, Nicole Scott*, Rhona McCallum, Robert Hunter*, Scarlett Knitwear*, Scarlett Cohen French, Smith & Gibb, Stefanie Cheong*, Steph Liddle*, Vicky Higginson*, Viv Lee*.

Selection panel

Allyson Gee, Programme Coordinator, Craft Scotland

Gillian Scott, Director, Craft Design House

Mhari McMullan, Director, Welcome Home



All images: Craft Scotland Summer Show 2019 / Photography by Ellie Morag



Exhibition Programme

Making Spaces at the Craft Scotland Summer Show

Location: White Stuff, Edinburgh

During the Craft Scotland Summer Show, two makers offered practical workshops for young people who were interested in making, guiding them through the techniques of making books and printed textiles.

Makers

Kim Gunn*, Lucy Roscoe*

Craft Scotland in Japan showcase

Location: Scotland Rugby House, Yokohama and mAAch ecute Kanda Manseibashi, Tokyo

Dates: 25 September - 14 October 2019

Makers: 11

Craft Scotland orchestrated two presentations of Scottish contemporary craft during the 2019 Rugby World Cup hosted in Japan. Events in Tokyo and Yokohama introduced local and international visitors to the talent, skill and imagination of Scotland-based makers, providing shopping opportunities and showcasing the strength of Scotland's contemporary craft sector. Supported by Creative Scotland and Scottish Development International.

Makers

BAKKA*, Beth Lamont*, Cally Booker*, Frances Priest*, Helen Ruth Scarves*, Kate Trouw*, Laura Spring*, Lynne MacLachlan*, Patricia Shone*, Smith & Gibb*, Vicky Higginson*



Vicky Higginson / Photography courtesy of Scottish Development International

NY NOW 2020

Location: Jacob K. Javits Convention Center, New York City

Dates: 1 – 4 February 2020

Makers: 5

Visitors: 20,000

Craft Scotland's partnership with the Department for International Trade (DIT) continued to provide the opportunity for makers to exhibit at international trade fair NY NOW in 2020.

Since 2017, Craft Scotland has been one of three Scotland-based Trade Challenge Partners for DIT, and as part of this partnership was able to provide Tradeshow Access Programme (TAP) grants for eligible attending makers.

Five UK-based makers were subsidised to exhibit within the Handmade Designer Maker section of the British Craft Pavilion. With approximately 20,000 visitors, of whom 40% were trade buyers, this provided a valuable opportunity to reach an international audience with a passion for high-quality craft.

“NY NOW is a great sourcing show. I always find lots of new suppliers and ideas and come away truly inspired.”

– Sue-Ann Ramsden,
Canadian Museum Association

Makers

Beatrice Larkin*, Ellis Mhairi Cameron*, Eve Campbell*, HAME*, Roslyn Leitch*

Selection panel

Alan Dibble, Director, Green Thomas & Design Advice Bureau

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

Jo Scott, Head of Programmes, Craft Scotland



Roslyn Leitch / Photography courtesy of NY NOW

Collect 2020

Location: Somerset House, London

Dates: 27 February - 1 March 2020

Makers: 8

Visitors: 14,000

Sales: £13,720+

Estimated PR coverage views: 97,400

Craft Scotland returned to Collect in 2020, presenting a collection of ambitious new work from eight Scotland-based makers. This prestigious international art fair for modern craft and design was held for the first time within the new venue of Somerset House, London.

Over 14,000 visitors were presented with high quality handmade objects by makers who were pushing the boundaries of their discipline, employing experimental techniques and innovative materials to create new expressions of craft. Collectors, curators and visitors from the UK and abroad engaged with exceptional works in silversmithing & goldsmithing, furniture making, ceramics, woodworking, weaving and blacksmithing.



All images: Craft Scotland at Collect 2020 / Photography by Claudia Rocha

"I really enjoyed taking part in Collect and would love to do so again. It was a great experience and Craft Scotland made it really straightforward, as well as putting together a stand that really stood out."

– Collect 2020 maker participant

"Craft Scotland provided excellent support and assistance as usual. I'm grateful to have taken part and I think it is crucial that the organisation continues to promote makers to audiences outwith Scotland."

– Collect 2020 maker participant

Makers

Angus Ross, Araminta Campbell*, Daniel Freyne*, Hamish Dobbie, Jonathan Wade*, Mella Shaw, Naomi McIntosh, Rhona McCallum

Selection panel

Emma Nicholson, Head of Exhibitions,
Royal Botanic Garden Edinburgh

Hugo Macdonald, Curator and Writer

Jo Scott, Head of Programmes, Craft Scotland

CRAFT Flexible Finance

In 2019 we launched CRAFT Flexible Finance, a new project to address the challenges of cash flow and access to loans at reasonable rates for makers.

Run by Castlemilk Credit Union (CCU), it offers loans of up to £7,500 to Scotland-based makers looking to expand an aspect of their creative practice. This affordable, flexible loan scheme can be used to purchase new equipment or set up a studio space, cover the stand costs of taking part in exhibitions/trade shows or even produce a new body of work.

Finance such as this would not normally be readily available to makers through mainstream financial institutions, since earnings are not high for most makers who are typically sole traders and therefore find investment to fund expansion very difficult.

This two-year pilot project was developed after a feasibility study carried out by the Scottish League of Credit Unions and Craft Scotland, with support from Creative Scotland.

Between November 2018 and June 2019 Craft Scotland received seven applications for CRAFT Flexible Finance loans. After considering the viability of each application we put forward three makers for the scheme, all of whom were subsequently assessed and approved by CCU.

One maker said that the CRAFT Flexible Finance loan had *“changed my life”*; another that the loan had transformed what they could do; another that they had been able to *“escape the trap of low resources”* and *“accelerate their development”*.



Hamish Dobbie, Craft Scotland at Collect 2020 /
Photography by Claudia Rocha

Graduate Award 2019

Location: Scotland

Makers: 4

Scotland's art colleges play a vital role in Scotland's vibrant craft sector. World-renowned as centres of excellence, they encourage their talented students to be ambitious and experimental.

The Craft Scotland Graduate Award was launched in 2018 to recognise and encourage four visionary graduates working in a craft discipline, each graduating from one of Scotland's art colleges. The recipients are awarded £100, a feature on our Craft Journal and a Craft Directory maker profile for one year after graduating.

Graduates

Alison Thyra Grubb* (Gray's School of Art), Claire Frickleton* (Duncan of Jordanstone College of Art and Design), Harriet Jenkins* (Glasgow School of Art), Jasmine Linington* (Edinburgh College of Art)

Selection panel

Craft Scotland team and members of the Advisory group



Alyson Thyra Grubb / Image by Craft Scotland

Learning Programme

COMPASS

COMPASS is Craft Scotland's learning and development programme created specifically for makers. It was launched in 2019 to address gaps in maker training provision, and to offer support to a wider group of makers. COMPASS equips individuals with the necessary skills to create a sustainable craft practice through a unique mix of active learning, mentoring and specialist advice.

The programme was developed together with Elaine Furnivall, a Chartered Occupational Psychologist. During dedicated workshops guest speakers also share insights from across the fields of craft and design, marketing, business, psychology and finance.

COMPASS has three programmes to support a wide range of craft careers: Next Generation, Emerging Maker and Established Maker. The programme is generously supported by the William Grant Foundation, Baillie Gifford and Creative Scotland.

COMPASS: Emerging Maker Programme 2019

Dates: March 2019 to March 2020

Makers: 7

The COMPASS: Emerging Maker Programme assists a cohort of makers in the early stages of their craft career. It takes a practical approach through a series of three one-day workshops, an immersive five-day COMPASS Residential, one-to-one sessions, work critiques, and a follow-up session. The programme offers fundamental business skills and training to support craft businesses through the crucial early stages of development. Each maker is also matched with a mentor to provide tailored advice.

In 2019 Craft Scotland was delighted to partner with Scottish Potters Association (SPA) to offer one talented ceramicist a funded place on the programme. Natalie J Wood received the 2019 SPA Bursary Award to join the COMPASS: Emerging Maker cohort.

"I knew there was something not working but wasn't sure what needed to change. Through COMPASS I've identified what I enjoy and the direction I want to develop my practice."

– COMPASS 2019 Emerging Maker participant

"I now have the skills and confidence to reach out and network among my peers...[COMPASS has] brought me closer to other people with similar struggles and issues."

– COMPASS 2019 Emerging Maker participant

Speakers

Alasdair McGill, Co-founder, Ashton McGill
Dave Jarrold, Coach and Trainer, Lasting Impact
Denise Strohsahl, SME Marketing Consultant
Elaine Furnivall, Business Psychologist
Ewen Fleming, Partner and Financial Services Advisory
Johnston Carmichael, Chartered Accountants and Business

Advisors

Kirsty Thomas, Founder and Creative Director, Tom Pigeon
Mandy Bagot, Director, Gillespie's Chartered Accountants and Business Advisers
Marion Parola, Bespoke Atelier
Owen O'Leary, Culture, Craft and Luxury PR
Veronique AA Lapeyre, Head of Communications and Digital, Craft Scotland

Makers

Beth Lamont*, **Cecilia Stamp***, **Claire Henry***, **Jennifer Smith***, **Natalie J Wood***, **Sarah Paramor Baskets***, **Smith & Gibb***

COMPASS: Next Generation Programme

Dates: October to December 2019

Makers: 8

The Next Generation strand of COMPASS is a personal and business development programme for makers at the start of their career. The first year in business presents many challenges and COMPASS: Next Generation Programme equips participants with the knowledge and skills to decide how they want to take their business idea forward.

The programme is designed for those who have just graduated, or those who have just started their practice and have been in business for less than a year. Through tailored workshops, peer to peer learning, a two-day residential and mentoring, makers are encouraged to challenge their business thinking and explore ways to make their business more sustainable and entrepreneurial.

"I needed to do Next Generation to build confidence & understand all the different areas of setting business up. I wouldn't be where I am now without it."

– COMPASS 2019 Next Generation participant

"Before Next Generation I didn't really have a clue – Next Generation gave me all necessary tools to get started – I realised I am not just an artist/maker – I'm actually also a small business owner."

– COMPASS 2019 Next Generation participant

Selection panel

Catherine MacGruer, textile designer
Jo Scott, Head of Programmes, Craft Scotland
Ruth Leslie, jeweller

Makers

AMD Ceramics*, **Alison Thyra Ceramics***, **Charlotte Tulloch***, **Ciara Isabel Ceramics***, **Iseabal Hendry***, **Jasmine Linington***, **Sheahan Made***, **Spicer Ceramics***

COMPASS: Established Maker Programme

Dates: July 2019 to March 2020

Makers: 13

The COMPASS Established Maker Programme offers experienced makers support with their continued creative and business development. Established makers are defined as those who have been practicing professionally for four-plus years.

Each application is tailored to help the maker to develop themselves and/or their practice and can consist of mentoring and specialist advice or support for training and development.

In 2019 this included assisting one maker with mentoring in PR and Marketing, and funding research in sustainable textile dying and printing techniques.

Selection panel

Diana Sykes, Director, Fife Contemporary

Jessica Bonehill, Creative Industries Officer, Creative Scotland

Jo Scott, Head of Programmes, Craft Scotland

Round 1 Makers

Alison Macleod*, Bryony Knox*, Hannah Louise Lamb*,

Kate Ive*, Kathryn Hinton*, Rebecca Wilson*

Round 2 Makers

Agnes Jones*, Anna Liebmann*, Jenny McHardy*,

Lynne MacLachlan*, Morag Macpherson*, Susan O'Byrne*,

Vicky Higginson*



All images: COMPASS Emerging Maker Programme 2019 /
Photography by Ellie Morag



Image: Wild Gorse Pottery

Making Spaces

Projects: 9

Total number of sessions/workshops: 517

Number of participants: 2,003

Regional council areas: Aberdeenshire, Arbroath, Glasgow, Midlothian/Edinburgh, Moray, Stirlingshire

Throughout Scotland, the Making Spaces Programme engages participants of all ages and backgrounds in creative learning about contemporary craft.

We work closely with our partner organisations to place talented makers within Scotland's communities, which enables participants to receive a wide range of benefits through therapeutic making to actively improve their quality of life and reduce social isolation, whilst learning about craft processes and materials from experienced practitioners.

Making Spaces also benefits makers by encouraging them to experiment with their practice, meet new audiences, access training and gain experience working alongside different communities.

Making Circles with Ostrero

Dates: October 2018 – current

Location: Across Scotland

Research and advocacy body, Ostrero, worked with classes in schools across Scotland to deliver an innovative design and making project based on the circular economy. 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.

Partners

Ostrero

Makers

Mella Shaw*, Bryony Knox, Sarah Calmus*

Your Own Front Door with Round Table Projects

Dates: May 2019 – December 2019

Location: Haddington

Fiona Hermse continued her work with the Mental Health inpatient ward at Herdmanflat/ East Lothian Community Hospital, which aims to help patients with the transition to the new hospital site in East Haddington. Fiona also worked with Bespoke Atelier on the consultation phase of a new 'forest bathing' themed dementia ward.

Partners

Roundtable Projects, NHS Lothian, Edinburgh & Lothians Health Foundation

Maker

Fiona Hermse

Making Memories with THELMA

Dates: September – December 2019

Location: Edinburgh

Craft Scotland supported a series of talks at The Living Memory Association (THELMA). These sessions brought together older adults through craft activities to create opportunities for reminiscence and oral history, and to improve their health and wellbeing.

Partners

THELMA

Makers

Bryony Knox*, Carrie Fertig*, Lucy Engles*, Juli Bolaños-Durman*, Tessa Asquith – Lamb*, Lauren Smith*, Catherine Aitken*

Meet Your Maker with Historic Environment Scotland

Elgin Cathedral

Dates: September – December 2019

Location: Elgin

Craft Scotland and Historic Environment Scotland (HES) worked with two makers to deliver a project for students inspired by Elgin Cathedral.

The selected makers worked directly with a group of Fine Art and Fine Art Textiles undergraduate students from Moray College (UHI) to support the co-design of contemporary work inspired by the history, heritage and archaeology discovered whilst exploring these sites together. Makers also provided CLPL workshops to college staff.

Dunblane Cathedral

Dates: January – April 2020

Location: Dunblane

To celebrate the Year of Coasts and Waters 2020 two makers ran jewellery and glass making workshops inspired by Dunblane Cathedral for local art and design high school teachers, HND students at Forth Valley College and adult learners from Artlink Central.

Duff House and The Smiddy, Banff

Dates: August 2019 – March 2020

Location: Aberdeenshire

Jewellery school, Vanilla Ink, worked in collaboration with students from Banff Academy. Students attended workshops outside of school time to develop their skills in jewellery making.

Partners

Artlink Central, Duff House, Stirling Castle, Elgin Cathedral, Moray College, Vanilla Ink, Forth Valley College

Makers

Kate Henderson, Beth Legg, Catriona Meighan, Megan Falconer



Making Spaces: Career-long Professional Learning (CLPL)

Teachers CLPL: Making Spaces

Dates: September 2019 – March 2020

Craft Scotland ran a series of CLPL workshops in craft disciplines for teachers in different locations. In turn, this activity will help to widen pupil access to tools and facilities within the schools. Making Spaces provided valuable introductions to new techniques suitable for the classroom.

Makers

Edinburgh Design School, Bryony Knox, Sally-Ann Provan

Maker CLPL: How to run a community workshop

Date: June 2019

Location: The Engine Shed, Stirling

This session gave an introduction to the necessary skills, approaches and experience required to work with under-represented groups within the community. Makers heard from a range of speakers involved in community projects, with a focus on supporting participants with dementia and mental health and additional support needs. By looking at case studies, participants heard first-hand how organisations curate their programmes, select makers and how they achieve results for their community.

Speakers

Debi Banerjee, Curator for Learning, Edinburgh Sculpture Workshop,

Kevin Harrison, Director, Artlink Central,

Stefanie Cheong, Maker/Artist Development Officer, Fife Contemporary

Our social responsibility

Craft Scotland continues to review environmental best practice for the sector, and for ourselves as an organisation. For 2019/20, we focused on reducing our energy usage, travel emissions and waste.

We also commissioned a new series of Make It Green stories from Green Crafts Initiative members for our website. These highlight sustainable practices which explore approaches such as harvesting local materials and working with found materials with Angus Ross, David Mola, Eleanor Symms and Jasmine Linington. From sourcing seaweed to protecting 50-acres of Scottish woodland, our Make It Green series provides an insight into the environmentally responsible processes of Scotland-based makers.

Research

Statistical research

Craft Scotland is interested in examining the working models, finances and routes to market for Scotland-based makers. To support programme development and advocate for the sector, we conduct our own evaluation and collaborate with other organisations and academic institutions on research projects.

Online Selling Survey 2019

In 2019, Craft Scotland conducted a short piece of research into the positives and challenges of online selling for makers and craft venues based in Scotland. We conducted interviews with eleven makers and four craft venues. We received survey responses from just under a hundred makers and craft venues.

The research shows that more makers and craft venues have embraced online selling in the last four years, with a wide variety of styles, sizes and price points being offered online. Makers' own websites generate the most sales and this route to market gives them a greater degree of control and flexibility within their practice.

Annual Tracking Study 2019

We commissioned Claire Gilchrist at CG Research to design and conduct this follow-up study of the Scottish craft sector.

We are pleased to see the craft sector in Scotland continues to display positivity, adaptability and resilience. It supports and attracts a large proportion of female entrepreneurs and makers and is evidently appealing for those embarking on a second career, resulting in a diverse range of paths into craft and experience within professional networks.

Makers display a high level of technical and artistic skill, with the majority of makers completing further education and undertaking continuous learning. Whilst income from their practice remains modest, it is still heartening to see a desire among respondents to continue their craft career along with new makers joining the Scottish craft sector.



Left to Right: ALM Ceramics (Lily cups), Laura Spring (yellow Conceal fabric wrap), Viv Lee (glazed stoneware vessel), alm Ceramics (porcelain cup), Vicky Higginson (Shino glass bottle)

Communications & digital activity

Our communications and digital activity continues to underpin our work in Scotland and beyond, promoting our talented makers, the Craft Scotland programme and the profile of Scottish contemporary craft as a whole.

We support makers and the craft sector through our digital channels, marketing literature, content creation and press campaigns.

Storytelling and critical writing

Our Craft Journal shares the stories of makers with inspiring practices, providing the opportunity for them to discuss their process and inspiration, and giving readers insight into new works and techniques being explored within Scottish contemporary craft.

Alongside our Make It Green series in partnership with Creative Carbon Scotland, we continued our Make Your Own Story series about makers tackling attitudes to mental ill health and exploring the benefits of textile making for children and adults 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 for our Collect 2019 showcase.

PR and press

Together with Oh Really PR, Craft Scotland has run successful PR & Press campaigns promoting makers and our programme. With over ninety media mentions in 2019/20, key titles included Elle Decoration, The Times, The National, iNews, Scottish Field, Art Mag, The Herald, and Dezeen Guide.



Amelina Buzina with work by various artists at White Staff on George Street
© 2019 Photographed by James Scullion

Craft Scotland hold its annual show in a shop on George Street during August. I stumbled across this scene, where a press officer was holding an object next to her eye.

Website

www.craftscotland.org is well established as the home of Scottish contemporary craft online. It provides an engaging platform for craft audiences to connect with Scottish makers, learn about craft destinations and book craft workshops.

We also provide a place for makers to find local, UK and international opportunities and resources to develop their practice through our online Maker Community. Makers and industry professionals can also take advantage of this free space to promote opportunities to our well-established audiences.

Directory

Audiences can explore over a hundred makers and craft destinations within our online Craft Directory – a showcase of the best in Scottish contemporary craft from makers and craft destinations based in Scotland. Popular with curators, publishers and craft enthusiasts alike.

📷 Instagram: 21,988

🐦 Twitter: 15,831

📘 Facebook: 14,198

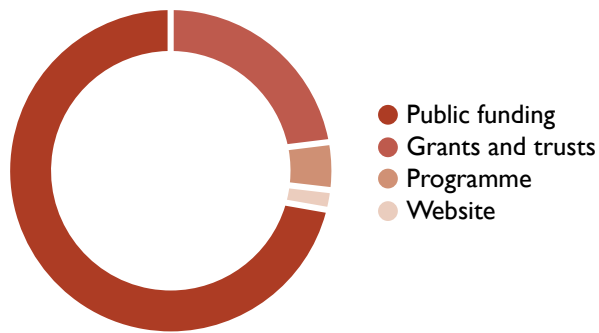
Newsletter subscribers: 2,441

Website 2019/20 visitors: 100,052

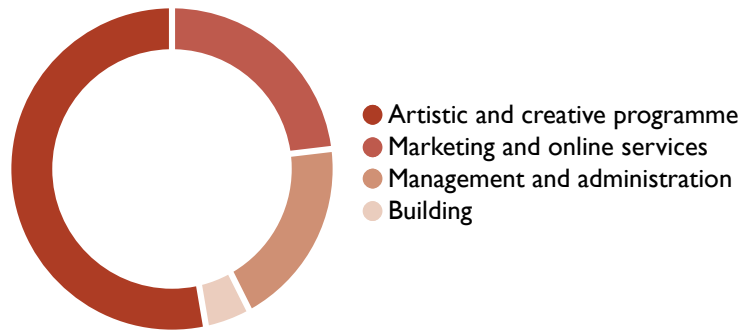


Financial highlights

Where did our funds come from in 2019/20?



How did we spend our money in 2019/20?



Thanks

Thank you to all makers, partners and suppliers who made vital contributions to the many different strands of our 2019/20 programme.

We would like to offer special thanks to Craft Scotland's funders and sponsors. Your support is invaluable in delivering a diverse programme that strengthens the craft sector.

Baillie Gifford
Creative Scotland
William Grant 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.



ALBA | CHRUTHACHAIL

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