

We'd like to meet you!

craft&design will be exhibiting at the following shows in the coming months, come and see us, meet the team and have a chat!

The British Craft Trade Fair

(trade buyers only event)
Great Yorkshire Showground,
Hookstone Oval, Harrogate, Yorkshire
5, 6, 7 April, Stand 127
www.bctf.co.uk

The Craft & Design Experience

Fawley Court, Marlow Road,
Henley-on-Thames, Oxfordshire
15-17 May
www.craftexperience.co.uk

Art in Action

Waterperry House, Near Wheatley,
Oxfordshire
In the Craft Market, West Field
16-19 July
www.artinaction.org.uk

And - if you haven't already done so - you'll be able to find out how to vote in our *craft&design* Selected Awards. Launched in January this year, over 1,000 votes were cast in the first few weeks, but there's still time for *you* to have your say. The Public Vote in our awards is open until the end of July and everyone is invited to get involved!
www.craftanddesign.net/awards



NEWSLETTER

April 2009 www.craftanddesign.net

CRAFTSMAN
craft&design




The British Craft Trade Fair 2009 is at The Great Yorkshire Showground, Harrogate on 5, 6 & 7 April www.bctf.co.uk

Welcome to the *craft&design* Newsletter where we keep you up to date about what's going on in crafts, with news and articles that are a bit extra to what you'll find covered in *craft&design* magazine.

Busy times? They could be!

The popular media continue to delight in telling us that we've never had it so tough, so why not let them all get on with their miserable speculation, switch off the telly, shred the newspapers and see what a bit of creative thinking can achieve!

If you're a maker, there's lots of ways to develop your market and we cover just a few in this Newsletter - participating in Open Studios is a really effective way to promote your work to a new audience, and you could organise your own if there's nothing already set up in your area. Think about learning a new skill - or maybe sharing your knowledge with others by teaching workshops or courses. Visit exhibitions and shows, network with other creative people and find inspiration for your work. Who knows, the recent upturn in the weather might be just the thing we all need to prompt an upturn in the economy!

Read on 

Are You Covered?

A recent experience has left Gallery owner Rachael Chambers thousands of pounds out of pocket after a daylight theft from locked cabinets. Rachael explains: "When I took out my insurance I wanted cover against fire and theft plus employer's and public liability. I set out to get cover for this and I thought I had it – but alas no, my interpretation of the insurer's small print is different from theirs.

Apparently, I am not insured unless entry or exit to the premises was forced or violent, or if someone had been threatened or assaulted! Thankfully no one was hurt in the incident - but if someone had been, the insurers say that they would have paid out. No-one wishes for the worst case scenario, but it is important to be insured for it!"

Rachael continues, "In hindsight, I should have asked some more probing questions of the insurance company and so it is that I give you this piece of advice – take a look at your business and do a risk assessment. Think of all the scenarios that could happen to your business – the "what ifs"; What if someone entered the office and stole a staff member's handbag? What if goods were stolen from my car? What if goods were stolen at a trade show? What if goods were lost in the post, would I be covered? Don't wait until it's your insurance renewal date to do this either, check now – it won't take you long and could give you peace of mind and reassurance and save you a lot of money, should the worst happen – or it could prompt you to change your insurance company!

Rachael Chambers is craft&design magazine's Contemporary Craft Editor and owner of the multi award winning Ferrers Gallery at Staunton Harold near Ashby de la Zouch, and fg2 in Quorn, Leicestershire. Rachael was East Midlands Business Woman of the Year 2008 and Leicestershire's Rural Businesswoman of the Year 2006 and runs small business marketing courses for the creative industry.

www.ferrersgallery.co.uk

www.fgtwo.co.uk

Expanding your Horizons with Open Studios

- What are Open Studios? Open Studio events have developed nationally and internationally over the last 20 years to encourage artists and makers to open their own studios to the public and the events are usually organised and managed by the artists themselves.
- The aim of these increasingly popular events is to help promote artists and their work. Importantly they encourage artists and makers to open up their studios to the public, whether in a group or as an individual, in a town or city or in a remote area of the countryside. Each event, which may run for a defined period of anything from a day to a month, attracts tourists, art and craft lovers, buyers and other artists. Often Open Studios join forces with other types of venue and activity to form a larger event or festival such as with the Brighton Festival.
- The artists and makers offer workshops, demonstrations, work to commission and completed works for sale. By pooling together artists and establishing a professional management structure, an Open Studios organisation can market the event and participating artists much more effectively and widely than would be the case if the artist was operating alone. For artists and makers, therefore, it is a great opportunity to raise their profile, sell directly to the public, and develop new skills in promoting their own practice.

The Benefits of Joining

- South East Open Studios (SEOS) offers a good example of the benefits available to artists. Launched over 10 years ago, SEOS's two week event in June will include artists and makers based in Kent and Sussex, from painters and photographers to sculptors and craftspeople. It is likely to attract more than 10,000 visitors (and more than 100,000 visits to SEOS' widely used website, www.seos-art.org).

Make, Do and Mend

In this current climate looking to save money or create another income source is becoming increasingly important. From as little as £74 you can go to West Dean College to learn a new skill which, in the long-term, could help you save or make money. You can gain the skills and confidence to produce works of art and crafts which you could sell or give to friends as presents.

West Dean College programmes over 700 short courses a year and a number of the tutors relish in teaching how recycled or found objects can be re-used to create unique pieces, thereby avoiding spending much money on equipment and materials. Courses coming up in the next couple of months include subjects such as Making Automata with Robert Race; Recycled Papermaking with Carol Farrow; Sculpture from scrap using blacksmithing techniques with Peter Parkinson; a taster day of Rag Rugging with Debbie Siniska; Mosaics from the natural world – collecting and making with Emma Biggs... there's lots more, so whatever your interests, there's sure to be a course to inspire you!

West Dean College and Gardens
West Dean, Near Chichester PO18 0QZ
Tel: + 44 (0) 1243 818277
www.westdean.org.uk

To find out more about Courses & Workshops or to have details of your Courses listed with craft&design, go to www.craftanddesign.net/workshops



Craft Floor 2009

Newly launched at Ferrers Gallery in north west Leicestershire is an exhibition floor devoted to British craft workers. This central floor space will host new collections by well known makers and brand new artists' work that has not been seen at Ferrers Gallery before. Where possible work featured will be by regional artists to highlight not only the best of British, but the cream of Leicestershire, Nottinghamshire and Derbyshire's creative talent.

With works in paper by Emma Cowell; vibrant textile products by Phillippa Day; new paintings by Brian Steventon; scarves and textiles by Kirstie Williams and ceramics by Susan Ault to name a few - the Craft Floor will be a sensation this Spring.

"Our Craft Floor will give us the opportunity to keep promoting the best of British craft and applied art, it keeps things fresh for our visitors and allows us to showcase new makers outside of our exhibition programme," says Ally Thorne, Ferrers Gallery manager.

Ferrers Gallery is open Tuesday to Sunday plus Bank Holidays from 11am to 5pm. For more information please visit www.ferrersgallery.co.uk or call 01332 863337.



Phillippa Day textiles

- SEOS's organisers develop a range of initiatives to publicise the annual event and raise funding for its further development. They produce a full colour catalogue covering all the participating artists with information on how to get to each studio and opening times for each of them. They also produce a separate map detailing all the studios, and generate publicity for the event through the media, the internet and other channels. Artists are encouraged by their area co-ordinators to come together and their input is vitally important to the success of the two week festival.
- They can keep in touch not only through the website but with a monthly newsletter which will help those in remoter regions to realise they are part of a larger network.
- Although the SEOS annual event runs for two weeks each June, participating artists tend to find that the benefits are much longer lasting. The catalogue (which includes a handy map of where to find artists in Kent and Sussex) has a long shelf life and the SEOS website is viewed throughout the year.
- For artists who tend to work in isolation, an Open Studios network can be a tremendous support – not just in raising their profile and sourcing prospective buyers, but in providing practical advice and guidance. Being part of a big event can be a reassurance in itself – and it can help artists focus on what they need to do to sell direct to the public.
- Franny Swann, Chairperson of SEOS, sums up the appeal for artists: "Membership brings rewards for artists at all stages of their careers. First time exhibitors will be supported by the organisation, meet other artists in their area and will find many of their concerns are shared. More experienced artists will have the opportunity to see how their new work is perceived and to network with other artists which is invaluable. The Guide and the website act as an arts directory and many of our artists get opportunities from galleries and publishers not just at the time, but sometimes much later. I'd always advise artists to find out more about their local Open Studios networks.

How to join an Open Studios network

- Becoming a member of an Open Studios network is straightforward. There is generally an annual membership fee to pay and you will need to provide information and good photographs for the network's website and catalogue.
- These are very inclusive organisations. There are few if any selection criteria for entry to most Open Studio Networks in the country. For a list of Open Studio Networks go to the South East Open Studios website at www.seos-art.org. Here you will also find lots of useful information hints and tips and further links.

Northern Print Biennale 2009 Call for Entries

The Northern Print Biennale 2009, developed in partnership with culture10, will be the first major project concentrating on printmaking in the UK for over 20 years.

The 2009 Print Awards is open to all British and International artists whose work, or elements of their practice, encounter print. Works in any medium will be considered and the award is not restricted to 2 or 3 dimensional work. Prizes include a £5,000 cash prize, the V&A Print Prize including website feature, Laing Art Gallery Purchase Prize and the Nexus Art on Transport Commission Prize, which includes a fee of £2,000 and expenses of up to £1,000 www.nexus.org.uk

Sponsored by Bonhams, the 2009 Print Awards is the centrepiece of the Northern Print Biennale. Anna Wilkinson, Director of Northern Print: "We're thrilled that the Northern Print Biennale is happening – almost every artist you can think of makes prints at some point in their career and it's important that this is recognised and celebrated. This will be a serious opportunity to see what's happening in contemporary printmaking in the UK and beyond."

Closing date for entries:
FRIDAY 24 APRIL 2009.

Further information and entry details visit: www.parkerharris.co.uk

Look out for the next issue of craft&design magazine!

The May/June issue 203 is on sale 23 April with a special section dedicated to Jewellery, Gold & Silversmithing, including British Silver Week in June. But that's not all! There'll be features about furniture, glass, ceramics and textiles, plus craft fairs, gallery exhibitions, open studios, news & views, business tips & advice and lots more. See our website for your nearest stockist or to order your copy direct from us www.craftanddesign.net



10 tips for artists joining an Open Studios network

- 1 Think about the range and type of work you want to include in the event and how it can be best shown to the public.
- 2 Organise and tidy your studio, and create an attractive environment for displaying your work.
- 3 If you haven't done so already, create your own website (which can usually be linked to your section on the Open Studios website).
- 4 Concentrate on assembling a mailing list for invitations to a private view (and lay on some wine and snacks to make it an occasion).
- 5 Make yourself available at your studio throughout the event. Although weekends tend to attract the most visitors, there are often plenty of people during the week too. Try to make it an Open Studio by doing demonstrations for your visitors. Visitors really do seem to enjoy this.
- 6 Take time to talk to visitors and understand what they like and are looking for. Listen out for how your visitors view the meaning of your work; it can be enlighteningly different from yours. Don't forget to take their details for future mailings, and make sure they have details of your website.
- 7 Price your work clearly and sensibly - and be prepared to be flexible with buyers (everyone likes to feel they have got a bargain!).
- 8 Consider offering special workshops – for local schools or art societies, or even for sponsors of the Open Studios event.
- 9 Actively engage with the Open Studios organisers – for instance, encourage them to feature your studio in publicity material (good digital photos always help!).
- 10 Finally, think about getting involved with the organisation of your local event. Most Open Studios rely on volunteers and there are always lots of tasks needing help. Being part of the management team is another great way of meeting other artists and expanding your knowledge – and it's great fun too!

This is an edited version of an article by Caroline Winn which was first published in The Artist June edition, 2008 www.painters-online.co.uk

Caroline is a member of South East Open Studios www.seos-art.org

To find out about craft events in your area - Open Studios, Craft Fairs and Gallery Exhibitions - or to have your events listed with craft&design go to www.craftanddesign.net/events

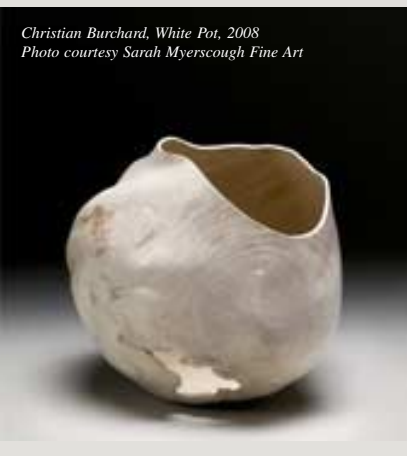
COLLECT

The international fair for contemporary objects

Now in its sixth year, COLLECT will this year take place from 15 – 17 May over three floors of the Saatchi Gallery's new space on London's King's Road. Known as the event to view and buy the best in contemporary craft, COLLECT 2009 will present both established artists and new talent, covering all disciplines: ceramics, glass, jewellery, silver and fine metalwork, textiles, and wood and furniture.

Over 300 artists will exhibit at COLLECT 2009, representing 37 galleries from the UK and Ireland, Central Europe and Scandinavia as well as the United States, Japan and Australia. First-time exhibitors for 2009 include the Crafts Council of Ireland; Collection d'Ateliers d'Art de France; Norwegian gallery Kunst1 and Denmark's Køppe Gallery. COLLECT 2009 also sees the return of Art Fund COLLECT, an initiative launched in 2008 by The Art Fund, the UK's leading independent art charity, in partnership with the Crafts Council. The scheme provides funding for museums and galleries to bid to buy ambitious contemporary craft for UK public collections.

www.craftscouncil.org.uk/collect



Are Your Designs Protected

ACID (Anti Copying in Design) is a hard-hitting trade organisation representing 1000+ companies from 25 different industry sectors.

The organisation is committed to fighting intellectual property theft to safeguard innovation and ensure that IP can be fully protected, exploited and commercialised.

www.acid.uk.com
www.acidnews.info

Look-alike Dispute Settled

Angie Lewin is a well known printmaker who creates her work using techniques such as linocut/wood engraving, relief printing and lithography. Late last year Angie, who is a member of ACID, discovered that one her limited edition prints known as the 'Speypath 1' appeared to have been copied and was being offered for sale in Sweden by leading retailer, Ahlens.

Following a successful legal challenge over the look-alike fabric, Ahlens have paid nearly £10,000 in costs and damages and confirmed that their look alike 'Ella' print will be taken off the store's shelves (both on and offline). All further sales of this fabric have been stopped.

Andrew Lee of ACID Accredited law firm McDaniel & Co comments: "Clearly, the 'Ella' print, whilst not being an exact copy, reproduced a substantial part of the 'Speypath 1' print. Although the infringement did not take place in the UK, those who have artistic copyright benefit from the fact that copyright can be enforced in practically every country in the world because of the Berne Convention.

In addition, Sweden, being members of the EU, are bound to ensure their national law complies with the 2001 EC Copyright Directive which requires protection for authors from the taking of their works in whole or in part."

Angie Lewin, commenting on the successful settlement said, "My work is heavily inspired by the natural environment and designs created by me are instantly recognisable to those in the industry and therefore any look-alikes are also easily identifiable. I will always take proactive steps to protect my work, that's why I joined ACID."

Dids Macdonald, ACID's CEO said, "One of the little known facts is that designers should *not* assume they cannot enforce their rights abroad or that it is too difficult. This is an excellent example where, with the right specialist IP advice, David can take on the Goliaths and win!"

Speypath 1 Angie Lewin



Ahlens look alike



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