



**Press Release
February 2010**

Origin: The London Craft Fair, on the move

Origin 2010 will relocate from Somerset House to the newly refurbished Old Spitalfields Market from the 23rd-29th September 2010. This exciting new venue in the heart of creative London and the new timing of Origin as a major presence during the London Design Festival will inject new life and a renewed sense of excitement into this highly respected, established event. For the first time, Origin: The London Craft Fair will take place as a unified event over one week, presenting more choice for visitors and increased opportunities for makers. Origin 2010 will be presented by Tent London for the Crafts Council.

Old Spitalfields Market is one of London's most historic, vibrant, busy and culturally sophisticated destinations, situated between the City's financial district and the fashionable East End. An extensive refurbishment by Foster + Partners was completed in 2008.

Origin was launched in 2006, replacing the Chelsea Crafts Fair as the UK's principal selling event for individual makers. Attracting more than 19,000 visitors annually, Origin is a juried event presenting the very best of craft talent. Exhibitors are a mix of national and international makers, established names and emerging talent. Work shown will include ceramics, glass, textiles, jewellery and furniture.

Origin will now take place in September during the annual London Design Festival (LDF). The LDF attracts over 300,000* international visitors, who for the first time will have the opportunity to visit the UK's leading contemporary craft event.

Consolidation into one week

Consolidating Origin into one week as opposed to two means that for the first time in its history visitors can see all 220 makers in just one visit, alleviating the limitations of the two-week system that currently exists. This move is equally beneficial for the makers who will consequently see more potential buyers. The new venue at Spitalfields will also provide a more spacious and comfortable environment for the visitor to enjoy the Fair.

A bold contemporary show design directed by Tent London will draw upon the many features of the newly refurbished venue to fully integrate the show into Old Spitalfields Market's main space. The design will reference materials and techniques employed by makers to create a unique and stimulating environment, reaching beyond the 4 walls of the exhibition. Craft installations and interventions across the site will offer visitors a new way to experience craft in the public realm, on a scale that was not possible at Somerset House.

About the Crafts Council

The Crafts Council's goal is to make the UK the best place to make, see, collect and learn about contemporary craft. We believe that craft plays a dynamic and vigorous role in the UK's social, economic and cultural life, and that the future of craft lies in nurturing talent. Find out more at www.craftscouncil.org.uk

About Tent London

Exhibition organiser Tent London was established in 2007 by Ian Rudge and Jimmy MacDonald, co-founders of 100% Design and 100% East respectively. The Tent London exhibition is the second largest design event of the London Design Festival attracting over 15,000 visitors to its venue in the Old Truman Brewery, Brick Lane.

Contacts

For press enquiries regarding Origin, please contact:

Nadine Stares

Tel: +44 (0)20 7739 5561

Email: nadine@tentlondon.co.uk

For press enquiries regarding the Crafts Council, please contact:

Jill Read, Press Officer

Tel: +44 (0)20 7806 2549

Email: j_read@craftscouncil.org.uk

Website

Origin: The London Craft Fair's new website goes **live on 1st March 2010**.
www.originuk.org

*Source: LDF

**TENT
LONDON**

Origin presented by Tent London
for the Crafts Council



Supported by
**ARTS COUNCIL
ENGLAND**

Crafts Council Registered Charity Number: 280956

