



Make!

Craft!

Live!

Invitation

to partners

Make! Craft! Live! is a season of nationwide exhibitions, learning events, fairs, and digital activities that celebrates the value of craft to empower, enrich and connect our society. Running from October 2021 to October 2022, this marks 50 years of the Crafts Council and will be principally delivered through 50 craft activities that will take place at venues across the UK, including: craft studios, museums, galleries, cultural venues, schools, community centres and online.

#craftscouncilat50 #makecraftlive

[CRAFTSCOUNCIL.ORG.UK/CCAT50](https://craftscouncil.org.uk/ccat50)



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About Make! Craft! Live!

The events over the last few years, defined by the pandemic, and the impact of climate change and racial injustice, have highlighted the social, economic and environmental inequalities that exist in our world. We passionately believe that craft can inspire change, help us navigate this shifting landscape and build our road to recovery.

Make! Craft! Live! marks a shift in the Crafts Council's programme to accelerate our collaborative working, prioritise the social and environmental value of making, and platform new voices and narratives that have been historically overlooked. Championing ideas of diversity, sustainability, and resilience, the Make! Craft! Live! programme is a call to action to rethink the role of making as a vehicle for social change.

Through this activity, audiences are encouraged to discover the wealth of craft that surrounds them - at home, on the streets, in our communities, towns and cities - and to think about its impact on our daily lives. It invites those who have discovered (or rediscovered) making at home and during lockdown, to get out and connect with others through a range of activities, and to discover new work, ideas, processes, and people.

We have developed a vibrant, playful, and engaging identity for Make! Craft! Live! This identity will underpin the whole programme, across digital and live activities, as a recognisable umbrella brand.

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Programme

Over the course of the next 12-month programme, a variety of activities will take place. Some activities will be initiated by the Crafts Council and some driven by the wider craft community that we will champion and promote. This includes 50 craft activities across the country, principally developed through our partners, and supported, promoted, and profiled by us.

The activities developed by the Crafts Council to support the programme include:

- 'We Gather' a new exhibition at the Crafts Council gallery curated by Griffi and Rosie Ross exploring themes of identity & community amongst craftswomen working in the UK, with new commissions by Francisca Onumah, Lorna Hamilton-Brown, Shaheen Ahmed, Omeima Mudawi-Rawlings and Onome Otite.
- A participation programme at the Crafts Council Gallery for our local community to take part in creative workshops led by La Basketry and Black Girl Knit Club, (knitting & basketry) Sam Brown (furniture design), Ray G Brown (ceramics) and Niallycat (printmaking), suitable for all ages and abilities.
- A series of inclusive hands-on workshops for all ages at newly re-opened cultural and community venues across England on Saturday 30 October, championing the positive impact of everyday creativity and cultural engagement.
- A series of talks and discussions exploring crafts transformational power to connect and support.
- A social media campaign profiling the nation's makers.
- A new digital directory of craft shops and venues across the UK to help connect the public with making in real life.
- The anniversary of the Crafts Council will also be marked by Crafts magazine and Crafts Council editorial, in print and online, reflecting on 50 years of craft with contributions from Magdalene Odundo, Grayson Perry, Carol McNicoll, Jonathan Anderson, and Jay Blades.



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Be a partner

We want Make! Craft! Live! to be a joyous celebration of craft and an active conversation around how it can help us shape a brighter future. We aim to connect the public with craft through makers and organisations across the country.

Although the Crafts Council website will be the main platform for collating all the activity, we want this to be a campaign shared and owned by the craft sector.

From September 2021, we are inviting proposals for new or existing activity to form part of the Make! Craft! Live! programme running from October 2021 to October 2022 across the UK.

Whilst we are not able to currently support activity financially, we hope that being part of this campaign will add value and visibility to your work and inspire new thinking that demonstrates how craft can be a force for good.

We are principally looking for a range of activity that is free or low-cost and could include:

- Live craft experiences that have been significantly compromised during the pandemic such as craft fairs, markets, and open studio events.
- Craft exhibitions, festivals or events (talk, workshop, or similar).
- Activities that provide opportunities for participation – via workshops, drop-in making sessions, and maker demonstrations.

Engagement

We are particularly interested in projects that can demonstrate that they engage with one or more of the following areas:

- Spotighting, supporting or showcasing makers from Black, Asian, and ethnically diverse backgrounds, LGBTQIA+ makers and makers who identify as having a visible or non-visible disability.
- Highlighting new cutting-edge practice that seeks to push or challenges the boundaries of craft.
- Prioritising collaboration and collective ways of working
- Presenting work that explores crafts' positive impact on mental health and wellbeing.

We are interested in having a range of activities that engage a variety of audiences across age, gender, ethnicity, ability, and socio-economic backgrounds.

We are particularly keen to hear about activities that seek to target groups who are currently underrepresented and underserved in the crafts sector.



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Partner benefits

You will be part of a nationwide, year-long programme of events that will raise the profile of craft and making. The campaign will reach a highly engaged international audience of craft enthusiasts, collectors and professional makers through Crafts Council's digital channels.

In a typical month our website receives 40,000 unique users, 53,000+ sessions and 115,000+ page views. The campaign will also feature on our social media channels which boast a combined community of 450,000 followers and be included in our e-newsletters sent weekly to 37,000+ subscribers.

Communication:

- Your activity will have a presence on the Crafts Council website as one of our official listed partners.
- Your activity will be on the What's On section of our website which will be promoted across the year.
- Your activity will be included in at least one Crafts Council social media post.
- Your activity may feature in e-newsletters or in website editorial.
- We will supply you with Make! Craft! Live! branded assets and guidelines for marketing purposes.
- Where possible, Crafts Council representatives will endeavour to attend events and support activities in person.
- Your activity will become part of a legacy archive on the Crafts Council website, celebrating 50 years of contemporary craft.



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How to apply

We are looking to promote 50 events between October 2021 and October 2022. We anticipate that some Make! Craft! Live! activity will be existing programmes and projects that align with the eligibility criteria, and that others will be new activity responding to the ambitions of the campaign. We welcome both types of submissions and they will be assessed through the same process.

If you do have activity that will fit well in the campaign, we would love you to hear from you. This is what you have to do next:

- Submit your event via our application form. Please visit: craftscouncil.smapply.io/prog/make_craft_live_application_form
- Your activity will be reviewed by an internal project team at the Crafts Council. If we feel your activity is strong and supports the ambitions of the campaign then:
- We will ask you to upload the activity to the What's On listing page on the Crafts Council website. Please include 'CCat50' in the event title.
- We will send you the Make! Craft! Live! asset pack and guidelines including the logo for your marketing materials.

Deadlines

Depending on when you submit, the listings will go live from Monday 18 October and will be promoted with other activities via the Make! Craft! Live! campaign. For activities taking place October-December 2021, we will review incoming applications on a weekly basis through until 11 October 2021.

Proposals submitted after this date will be for activity taking place between January-October 2022. Applications for this period will be reviewed on a quarterly basis, with deadlines for submission as follows:

- 30 November 2021
- 28 February 2022
- 31 May 2022
- 29 July 2022

Please note, the Make! Craft! Live! programme will end in October 2022 and we will not be accepting proposals for activity after this point.

About the approval team

The project team will comprise of representatives from across the organisation:

- Sumitra Upham – Head of Public Programmes
- Frannie Glass – Marketing Officer
- Alma Daskalaki – Knowledge Exchange Manager
- Youcef Hadjazi – Young People's Producer
- Rafaela Ricardo – Relationship Manager for the Global Majority Branch
- Rotating staff member from our front of house team
- Natalie Melton, Creative Director

If you have any questions in the first instance, please contact makecraftlive@craftscouncil.org.uk



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Image credits

1. Margate Knot by Brookfield Properties prize winner Anna Ray (2017)
2. Francisca Onumah, metalsmith and Hothouse participant (2020)
3. States of Play, Humber Street Gallery. Photo Tom Arran (2017)
4. Hey Clay! participant. Photo: Iona Wolf (2017)
5. Artist and Crafts Council trustee Yinka Ilori (left) leads a workshop at Restoration Station. Photo: Dan Weill