



Press Release

## Craft London: Emerging New Talent

Craft Central is delighted to announce its exciting new initiative Craft London supported by £48,000 from the 2012 London Cultural Skills Fund (London Development Agency & Arts Council England)

The London Development Agency's (LDA) 2012 London Cultural Skills Fund, which is supported by the Mayor of London, will enable a diverse range of art and skills organisations in the capital to put on courses in activities including theatre, dance and music production, writing and design. This is the second round of the £1.2m fund with a further £500,000 to be awarded later this year through round three. Managed by Arts Council England, the fund will help Londoners to improve their employment prospects in the creative industries as well as tap into London 2012 opportunities such as the Cultural Olympiad.

A fun calendar of events from September 2009 to March 2010

<http://www.craftcentral.org.uk/craft-london-emerging-new-talent>

Venue: Craft Central, 33-35 St John's Square, London EC1M 4DS and 21 Clerkenwell Green, London EC1R 0DX



Frilly by Lily



Emily Jo Gibbs



Michelle Mason



Katherine Elizabeth

**Anyone can get involved with Craft London whether you are a designer maker starting out in business or you just want to satisfy your crafty urges!**

We want Londoners to discover the relevance of craft and design to their city, inspiring debate and potential career options. **Craft London** is not only a celebration of London's creative excellence for all but it will boost the sustainability of London-based creative businesses, increasing crucial skills and employability for those involved.

We believe that craft is vital to London's cultural and economic life. The new project **Craft London** is all about engaging with hundreds of emerging designers to encourage new talent to reach its potential. We will show off a selection of these London-based 'design stars of the future' in an innovative exhibition, allowing more people to access 'home grown' craft. Furthermore, **Craft London** offers the chance for anyone to take part in craft with our fun programme '**Discover Craft!**'



**Craft London: Discover Craft** is a fun public programme of creative activities to experience contemporary craft and design in London. This series of enjoyable activities will include '**Behind the Scenes**' Tours around Craft Central studios, '**Meet the Maker**' **Artists Talks** and designer-led '**Craft It Yourself!**' **Workshops** with expert designers such as Keep and Share, Emily Jo Gibbs, Katherine Elizabeth and Frilly by Lily.... keep an eye out for these on our online events calendar. <http://www.craftcentral.org.uk/calendar>

**Craft London: In Business** is an insightful business skills development programme, to support emerging designer-makers and encourage new talent in London through skills development support and showcasing opportunities.



**Craft London** will culminate in an innovative exhibition in March 2010 (dates TBC), for you to experience the freshest craft and design talent at Craft Central's London gallery. Discover the specially selected designer makers who will be awarded the opportunity to showcase new work in our 2 week long multi-disciplinary exhibition.

**For information on improving your business skills, to find out about the Craft London exhibition or to take part in our fun 'making' activities contact 02072510276 or visit <http://www.craftcentral.org.uk/craft-london-emerging-new-talent>**

## Notes to the Editor...

Please contact Sarah Hewett or Siobhan Henderson at Craft Central with any enquiries: 020 7251 0276  
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### **Craft Central [www.craftcentral.org.uk](http://www.craftcentral.org.uk)**

Craft Central's dynamic Network connects over 400 UK designer-makers, helping them to discover valuable opportunities and benefit from really practical and well thought-out services and resources. Craft Central takes time to understand makers and encourages them to develop groundbreaking new work. Alongside this support, Craft Central promotes cutting edge craft and design to the public through an exciting programme of innovative exhibitions and events.

### **Special Services for Industry and Press...**

Media and buyers industry are invited to use Craft Central as a resource. Craft Central's current Network includes a portfolio of 500 cutting edge designers producing work in a vast array of disciplines (including; fashion, textiles, accessories, jewellery and interior products). Craft Central can help you source new products, maker's profiles, accessories for shoots, news stories and more.

**In order to bring talented designers and trade professionals together Craft Central offers a range of special service for industry and press visitors:**

### **Designer Introductions... Bringing talented designers and trade professionals together.**

To maximise your time, Craft Central can arrange a day of meetings providing the chance to view and discuss work by designers selected to match your requirements. International buyers already utilise this service and find it an essential tool when sourcing new products. These meetings take place at Craft Central's offices in London EC1M. View a selection of Craft Central designers in the online Designer Maker Gallery and just let us know if you would like to organize an appointment!

[www.craftcentral.org.uk/designermakergallery](http://www.craftcentral.org.uk/designermakergallery)

### **Keeping you in touch... Keep up to date with the hottest design talent!**

Throughout the year Craft Central organises an exciting programme of exhibitions and events to promote new work by contemporary designers. Press releases are circulated regularly, but if you have a specific request please get in touch!

**To view the latest press releases visit [www.craftcentral.org.uk/press-area](http://www.craftcentral.org.uk/press-area)**

**To join our mailing list visit [www.craftcentral.org.uk/press-mailing-list](http://www.craftcentral.org.uk/press-mailing-list)**

**The London Development Agency (LDA)** aims to improve the quality of life for all Londoners - working to create jobs, develop skills and promote economic growth.

**Arts Council England (ACE)** works to get great art to everyone by championing, developing and investing in artistic experiences that enrich people's lives. As the national development agency for the arts, we support a range of artistic activities from theatre to music, literature to dance, photography to digital art, and carnival to crafts. [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

**The 2012 London Cultural Skills Fund** is worth £1.2m over two years with award grants ranging from £25,000 - £50,000 to projects across London. These could be anything from multi-media skills gained through a film project, to set design or set construction skills gained through work in a theatre.

