



Crafts Council Talks Programme 2010

Friday 2nd July 2010, Talks Area, Gallery Atrium
New Designers, Business Design Centre, London, N1

Sustainable Futures

Many issues and challenges faced by makers running their own practice could be summed up by one key word - sustainability. It implies the need for sustainability in its broadest sense; a successful business and practice, lifelong creative development, a supportive peer network which both challenges and reenergises, and an active awareness of the methods and motivations for making...

This series of talks presented by the Crafts Council's Maker Development Team, is aimed at helping graduate makers identify different ways of running a sustainable practice. Looking beyond their individual disciplines, the days speakers will demonstrate four differing and transferable approaches to building a career in craft.

Morning - Sustaining Business and Creativity

Running a sustainable business demands a lateral, entrepreneurial and creative approach to develop the range of income stands needed to keep a practice buoyant. These demands do not have to mean compromise or over-commercialisation, but can allow new creativity through the challenges, providing both refinement and diversification for a maker's practice. Similarly, by committing to understanding one's own creative voice and process within the marketplace, informed choices can be made to which products and projects to pursue. Margo Selby, and Pottinger & Cole discuss how they have purposefully challenged themselves in order to consider new approaches to their business and creativity.

11.00-11.30 Crafts Council Collective and Crafts Council
Research Library

An introduction

11.30-12.15 Margo Selby, textiles
www.margoselby.com

12.15-13.00 Pottinger and Cole, furniture and product
www.pottingerandcole.co.uk

Afternoon - Sustainable Materials and Approaches

The profile of sustainable businesses and creativity is evolving. Makers are increasingly working together towards a socially and materially mindful future which goes beyond the traditional format of making and selling objects. Makers can shift to creating a culture of services, education and added value extending around the things they make; by incorporating participatory and collaborative approaches to their practices they provide to their audience experiences and understanding,. Two speakers discuss their expansive approaches to their practices.

14.00-14.30 Crafts Council Collective and Crafts Council
Research Library

- An introduction
- 14.30-15.15 **Shane Waltener**, textiles
www.shanewaltener.com
- 15.15-16.0 **LoopPh**, environmentally responsive textiles
www.loop.ph

The morning and afternoon sessions will both start with an introduction from Crafts Council team members to Crafts Council Collective and the Crafts Council Research Library

Crafts Council Collective

Crafts Council Collective is a new programme of CPD provision for makers enabling them to take control of their own professional development throughout their careers. The new programme comprises of networking events; opportunities for business and creative growth; support for start-ups and to explore new pathways to develop a practice. For more information visit www.craftscouncil.org.uk/professional-development/maker-development

Crafts Council Research Library

The Crafts Council Research Library is tailored to meet the needs of makers and craft professionals at every stage of their development. This unique collection maps the development of contemporary craft, from the mid-twentieth century to the present day, covering all major disciplines. The Research Library collects and disseminate research relevant to contemporary craft practice, and provide access to resources that help make sense of the practical side of running a creative business. Visits from student and maker groups are most welcome by appointment Wednesday and Thursday, 10am to 5pm. To book 0207 806 2501 or reference@craftscouncil.org.uk



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