

Championing the next generation of makers

Faye Toogood, Sarah Myerscough, Sean Sutcliffe and Stephen Briars will judge Hole & Corner's inaugural Cræftiga award



For Your Afternoon Tea, Of Course by Jochen Holz and Evening by Joanna Still.

Cræftiga was founded out of necessity. A major new talent search set up by the creatives behind **Hole & Corner** magazine, the UK-wide awards programme was launched with one overarching mission: to unearth and champion the next generation of talented, innovative and forward-thinking craftspeople. The finalists of the 2018 award will enrol on a year-long mentorship programme, kicking off with an exhibition at London Design Fair this September (20-23).

In recent years, the popularity of British craft has soared. Yet for makers at the beginning of their careers, getting a foot in the door of the craft industry can be a challenge. Soaring university fees coupled with a sharp decline in the offering of craft-focused undergraduate courses has resulted in a shortage of young and innovative makers. While deeply creative – and often fiercely passionate about materials and processes – makers often lack the **business knowledge** and **resources** required to set up their own studio.

The Cræftiga awards programme is designed to offer an alternative route into the craft industry. Providing **mentorship**, **publicity** and **access** to invaluable resources, the initiative looks to harness young, raw talent and support and nurture a new generation of makers. Cræftiga spotlights those shaking up traditional perceptions of craft with innovative ideas and concepts.

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Bahia Denim Slab Circular by Sophie Rowley, Swill tray by Lorna Singleton, Two Ridged Vessels by Florian Gadsby, Evening by Joanna Still, The Brew by Stephanie Buttle and Yarrow Valley Ash by Alex Devol.

'The young makers of today are innovative, inspired and resourceful. Having grown up in a digital world with an awareness of climate change and the dangers of materials such as plastic, they are fusing traditional techniques and heritage with future-facing materials and processes'

– **Sam Walton**, Founder of Hole & Corner

Cræftiga welcomed applications from UK-based makers whose work falls into one of three broad disciplines: **art**, **craft** or **design**. The programme stipulates that applicants must be 35 or under (born after 1 September 1982).

A prestigious line-up of industry experts will judge the competition, deliberating over thousands of submissions throughout the month of August and collectively deciding upon one winner and four runners-up. Among the six judges is **Faye Toogood**, a British product and fashion designer; **Sarah Myerscough**, an artist and leading London gallerist; **Sean Sutcliffe**, a designer and co-founder of English furniture maker Benchmark; and **Stephen Briars**, Creative Director at The Conran Shop.

'The next generation of craftspeople must be acknowledged. Craft is not a trend but our heritage and should be supported. I am very much looking forward to discovering new emerging talent.'

– **Faye Toogood**, Cræftiga judge

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Loving Spoonful by Byron and Gomez, End of the Line by Kari Furre.

The work of the **five finalists** will be exhibited at London Design Fair's **British Craft Pavilion** during London Design Festival 2018. Attracting more than **28,000 design-savvy visitors**, London Design Fair will provide the young makers with an invaluable platform to showcase their work to an international audience. The award winners will also enrol on a year-long mentorship programme whereby they will receive expert guidance on how to build a business – from design and branding to publicity and communications. All five finalists will be given extensive coverage in Hole & Corner magazine.

About the judges

Sarah Myerscough is a London-based gallerist with a passion for contemporary craft and sustainable materials. Through her eponymous Mayfair gallery, founded in 1998, she promotes formal and aesthetic innovation by breaking down the boundaries between fine art, craft, design and architecture. The gallery supports and promotes quality of process and practice across disciplines, with a particular focus on woodwork.

'I am thrilled to be supporting Cræftiga, and in particular discovering what new, innovative design processes and uses of materials people come up with'

sarahmyerscough.com

Sean Sutcliffe is one of the UK's most-respected furniture designers. In 1984, after graduating from renowned furniture making school Parnham College, Sutcliffe co-founded Benchmark with Sir Terence Conran. The company is driven by a deep-rooted belief in the value of craft and craftsmanship and a sustainable approach lies its heart.

'Benchmark has always been committed to developing the next generation of craftspeople and creating a legacy of making and makers. Cræftiga is an initiative we are excited to be involved in.'

benchmarkfurniture.com

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From left: Cræftiga judges Sean Sutcliffe, Sarah Myerscough, Faye Toogood and Stephen Briars.

Faye Toogood is a British product and fashion designer. Her furniture and objects demonstrate a preoccupation with materiality and experimentation. All of her pieces are handmade by small-scale fabricators and traditional artisans, with an honesty to the rawness and irregularity of the chosen material. For Toogood, it is vital that everything is made with integrity.

'As someone who is very passionate about manufacturing and materials, I wanted to judge Cræftiga because I believe that our next generation of craftspeople must be acknowledged. 'Craft is not a trend but our heritage and should be supported. I am very much looking forward to discovering new emerging talent.'

fayetoogood.com

Stephen Briars is the Creative Director at The Conran Shop, overseeing all creative functions of the leading luxury homeware retailer globally and responsible for the overall look of the brand. Stephen has vast commercial experience – his career began in retail before moving into visual merchandising and he subsequently became the European Creative Director of Urban Outfitters and Global Director of Visual Merchandising for Louis Vuitton.

'I am both delighted and excited to take part in the inaugural Cræftiga award. There is an incredible amount of talent out there itching to be discovered and the The Conran Shop's mission has always been to find the best of international design. Our founder, Sir Terence Conran, has spent his lifetime recognising nurturing and supporting skilled and gifted individuals. Cræftiga is admirable in bringing this talent into the light and will be a greenhouse of stimulating thoughts and ideas.'

conranshop.co.uk

'Cræftiga represents Hole & Corner's dedication to elevating the value and appreciation of craftsmanship at a time when there has never been more need to encourage young designers and makers to embrace sustainability, responsibility and an innovative use of materials'

– Sam Walton, Founder of Hole & Corner

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Notes to Editors

Launched in 2018 by Hole & Corner, Cræftiga is a new award programme dedicated to uncovering the most exciting young talents in the next generation of craft and making. The awards are open to makers under 35 in any craft-based discipline, and set out to champion innovative processes, sustainable practices and new material applications across the making spectrum.

Applications closed on 31 July, and all finalists will have their work displayed in London Design Fair's British Craft Pavilion during the 2018 London Design Festival in September – putting their talent in front of the fair's 28,000+ visitors from the UK and beyond. Alongside coverage and maker profiles in Hole & Corner magazine, Cræftiga winners will also receive a year-long programme of mentoring from the team and the wider Hole & Corner craft network, including expert guidance on everything they need to build their business, including design, PR, branding and communications.

craeftiga.org

For more information about Cræftiga, please contact **Jessica Knowles** at j.knowles@zetteler.co.uk or on +44 (0)20 3735 5855.
