



Craft NI

Channels to Market Seminar

Ormeau Baths Gallery

28th September 2006

Designed specifically for designer-makers, the Channels to Market seminar is a unique opportunity to develop a tailored portfolio of marketing expertise. The focus of the seminar is to develop and manage market opportunities through the following channels

- [retail & trade fairs](#)
- [galleries & specialist retailers](#)
- [direct](#) selling opportunities
- Commissions

Detailed presentations delivered by experienced designer-makers and marketing experts, bespoke advice, together with the offer of subsidised photography and editorial support, are just some of the highlights of the day.

With so much happening for craft businesses throughout the year, Channels to Market is the perfect support solution for designer makers interested in expanding their customer base and developing new and sustainable relationships to achieve this.

Leading experts will offer practical advice on how to

- find the best mix of channels for your business
- present your business to the various channels
- make these different channels work for your business

Participating businesses can also benefit from

- [subsidised studio photography and professional editorial support.](#)
- [opportunities to meet other makers, share experiences and build contacts](#)

This is the first time that such comprehensive marketing support of this calibre will be available to designer-makers in Northern Ireland. We are delighted to have a line-up of top craft consultants and practitioners, from across the UK and Ireland, delivering the seminar.

Brigid Howarth, Facilitator - Brigid has worked with creative practices in the UK for fifteen years. In May 2006, Brigid facilitated the introductory Channels to Market seminar and has worked with Craft Northern Ireland on the Business Enterprise & Academy programme. In an advisory role her areas of expertise are funding, publicity and marketing, and the development of sales networks

Brigid Howarth will share her wealth of experience with designer makers and provide practical advice on how to access and manage ongoing relationships to optimise your access to customers which is appropriate to you products and stage of business development.

Michelle Bowen, Crafts and Design Officer, Arts Council England, East Midlands

Before joining the Arts Council England, Michelle worked as both a self-employed artist and in a number of roles with leading commercial applied-art galleries including six years as Director of the prestigious Oxford Gallery.

Michelle also worked at Crafts Council England, where she was responsible for the Crafts Council Development Award and the graduate support scheme 'Next Move', 'One Year On' at New Designers and Future Form at 100% Design. Since 2004, in her role at Arts Council England, East Midlands, Michelle has launched several new schemes including the nationally acclaimed museummaker, and the upcoming design led project "quest"

Michelle will discuss here broad and deep knowledge of the issues that face creative businesses especially in the marketplace. Drawing on this experience, she will provide practice advice on how best to optimise the routes to markets.



the grace barrand design centre



Aileen Hamilton, Grace Barrand Gallery

Aileen worked as a designer-maker for fifteen years and has exhibited at Chelsea Craft Fair and Goldsmiths Fair. She also ran 'Masterworks' curating and organising touring craft exhibitions.

In her role at the Grace Barrand Design Centre, Aileen is responsible for marketing and publicity, exhibitions and sourcing and buying works for the Design Centre shop. She has organised over seventy exhibitions including the Zandra Rhodes exhibition and a display at 'Collect'. As buyer, she travels to trade fairs in Milan and Paris and sources products from British trade fairs such as the Gift Fair, Top Drawer and 100% Design, Chelsea Craft Fair.

Drawing on her composite roles, Aileen will give a valuable insight into the best ways of developing effective specialist retail and gallery relationships, providing practical examples of how to research and develop these key channels.

Chris Keenan, Ceramicist – Following twelve years working as an actor in theatre and television Chris began a two year apprenticeship with the potter Edmund de Waal in 1995. Since 1998 he has worked from his own studio and now exhibits and sells widely around the UK and abroad - including Japan and the USA. Chris' work is represented in several public collections and he has recently designed a dinner ware range for Habitat called SORA that has just been launched as part of their Autumn/Winter 06 collection.

Chris will discuss the benefits and challenges he has overcome to access and manage customers for his production and commissioned work directly from his studio, and how he balances this with profiling his work through other channels.



Nicola Malkin, jeweller / ceramicist

Nicola designs to commissions in Jewellery /ceramics. Generally Nicola uses galleries and trade fairs like Chelsea Crafts Fair but she

also works with high street giants like Topshop Fashion Label Maharishi, collaborated with erotic emporium 'Coco De Mer', and she has also created window installations for Agent Provocateur and Paul Smith. Nicola has recently undertaken a commission of large-scale work for client in New York. Nicola has a unique and versatile approach to seeking and securing commissions. She will share her experience on how she successfully researched and managed appropriate channels for her many and varied customers.

Ruth Thorpe – Editorial Support

Freelance journalist Ruth Thorpe has been writing about design for over ten years. From Fermanagh, she has lived in London, Australia and Japan. She was the founding editor of SELECT Magazine (1995 – 2000), the first consumer magazine in Ireland dedicated to contemporary domestic architecture and design and Associate Editor of Image Interiors (2001 – 2003). Ruth has been a selector on several Crafts Council of Ireland panels and has contributed to and edited publications for the Council including *National Craft Gallery Review* (2004) and *Designing Ireland* (2005).

To apply for channels to market