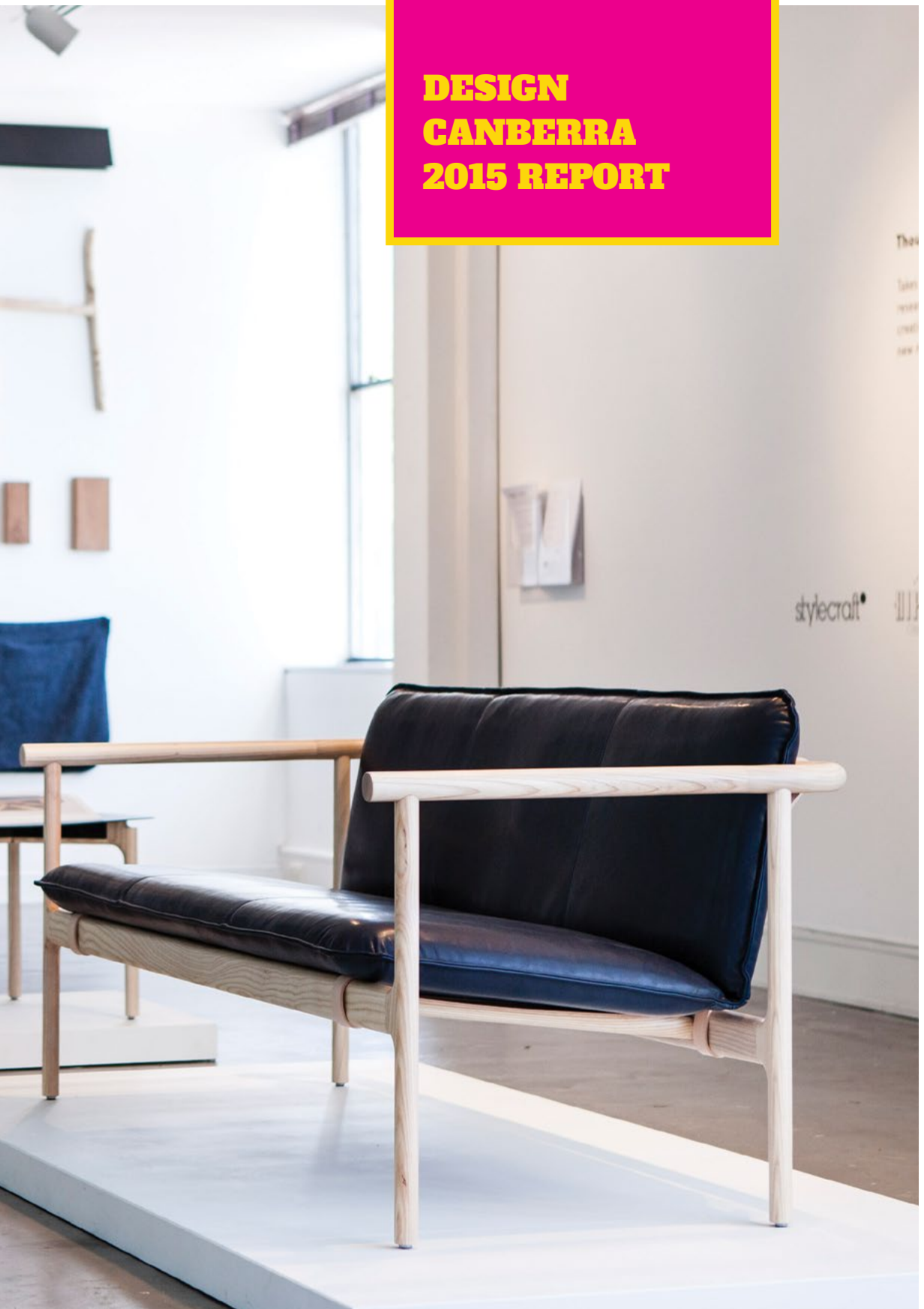


**DESIGN
CANBERRA
2015 REPORT**



stylecraft



DESIGN Canberra opening event, Dr Chris Bourke MLA, 2015, National Portrait Gallery. Image: Dream Pieces.

“I was delighted to officially open the DESIGN Canberra Festival in 2015. It was a great event with a diverse program of innovative and creative events on show. Great design is integral to being a Clever Capital. The Festival celebrated Canberra’s capacity for collaboration and connection to achieve creative excellence.

As Minister for the Arts, I look forward to continuing to see this Festival grow into the future.”

Dr Chris Bourke MLA,
Minister for Small Business and the Arts

Front cover: Exhibition: Thought - Process Tom Skeeahan Exhibition, 2015, Craft ACT Gallery.
Image: Dream Pieces

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**DESIGN Canberra is a Craft ACT:
Craft and Design Centre initiative**

EXECUTIVE SUMMARY

DESIGN Canberra is well on the way of being recognised as part of the international calendar of design festivals, festivals that put the spotlight on the creative economies of world-leading cities. It raises awareness of Canberra as a world-class design city and increases a global focus on Australian design, reinforcing our longer-term ambition for Canberra to join this network of other cities around the world.

Our city hosts renowned educational institutions, it hosts national level planning and architectural peak bodies, it hosts our nation's cultural institutions and boasts a high concentration of practicing craft artists and designers. DESIGN Canberra brings all these strands of Canberra's identity together to enhance Canberra in an increasingly design-savvy world. It showcases this strong network, raising consciousness about the fundamental application of design in all aspects of daily life and makes Canberra synonymous with excellent, innovative design and business practices. It extends the perception of Canberra as a creative, stylish, contemporary and entrepreneurial city.

DESIGN Canberra has only been presented for two years and yet, in that time, it has had a major impact, with a large surge in media coverage, including both national and regional recognition. The inaugural DESIGN Canberra changed the perception of craft and design in the community, drawing 24,000 visitors to 101 events presented by

460 sector participants in collaborations between diverse craft and design institutions, businesses and artists. It attracted \$55,000 cash sponsorship and \$145,000 in-kind; fostered 13 cross-sector partnerships between artists and industry and engaged with four national cultural institutions. 60% of visitors to the festival were under 35. Largely events were free, ensuring accessibility and resulting in a diverse audience

In 2015, only the second year of the event, all indicators rose from the previous year. Sector participation rose to 750 from 460. Thirty-five sponsors and supporting organisations in business, tertiary education and the cultural sector were maintained. Thirty local and Australian government agencies participated through collaboration with the Institute of Public Administration Australia and the Embassy of the Kingdom of the Netherlands supporting Ingrid van de Wacht to present talks and roundtables nationally. A further three embassies were involved, with a further three expressing interest to participate in future festivals. Commercial industry program participants rose by 15%. Audience attendance rose to 26,400 from 24,000, importantly national and international audiences rose by 27%. Cash sponsorship rose to \$65,000 from \$55,000 in 2014 and in-kind sponsorship was maintained at \$145,000 in 2015. Revenue to artists through direct sales was estimated to have increased from \$10,000 in 2014 to over \$50,000 in 2015.

DESIGN Canberra is a Craft ACT: Craft and Design Centre initiative and is managed by the organisation. Craft ACT is in a reputable position to work with and bring a diverse network of key stakeholders together connecting the creative industries, design sector, education and cultural sectors, and artists to audiences and markets, providing great cultural and economic benefits to the ACT. Craft ACT does not receive specific funding to manage the festival from the ACT or national governments and is self-funded through sponsorship, participation fees and advertising. The impact of this and the challenges are outlined in The Future, on page 12.

DESIGN Canberra objectives are ambitious but achievable and they have arisen collaboratively from leading individuals, organisations and institutions in Canberra's design industry. DESIGN Canberra's appeal lies in its emphasis on design ideas and experiences, and authentic programming based on compelling and creative engagement with broad aspects of design.

Festival participants are ready to support DESIGN Canberra into the future, and Craft ACT is ready to take the lead, building on learning experiences coming out of 2015 and 2014.

Our vision is for DESIGN Canberra is for it to be the nation's leading design festival in Australia's only designed city. DESIGN Canberra ensures:

Canberra is perceived as a knowledge capital for design and a prestige design city and destination

It connects leaders in the arts, business education, government and research providing a fertile platform for innovation

Professional development, promotional and commercial opportunities, connecting Canberra's creative industries to new audiences, markets and collaborators, globally

Canberra is recognised as a city with aspirations to be a UNESCO City of Design, embedding long-term opportunities for ACT cultural, creative and design industries globally. By joining the Network, cities commit to collaborate and develop partnerships with a view to promoting creativity and cultural industries, to share best practices, to strengthen participation in cultural life, and to integrate culture in economic and social development plans.

KEY ACHIEVEMENTS

Sector participation ↑ 750,
an increase from 460 in 2014

DESIGN Canberra sponsor and supporter
organisations ↑ 35

Business, tertiary, cultural and industry

Local and Australian government
participation ↑ 30 agencies

Collaboration with Institute of Public
Administration Australia

Embassy participation and support ↑ 3

The Embassy of the Kingdom of the
Netherlands supported key note speaker,
Ingrid van der Wacht, to participate in the
festival

Commercial industries program
participants ↑ 15%

Audience attendance ↑ 26,200,
increase from 24,000 in 2014

Majority of events were free, ensuring
accessibility and resulting in a diverse
audience

Audience age groups
23% < 35 years age; 46% < 40 years age

National and international audiences
↑ 27%

Children and young people participation
↑ 100

In-kind sponsorship ↑ \$140,600

Cash sponsorship ↑ \$65,000,
an increase from \$55,000 in 2014

Revenue to artists through direct sales
estimated ↑ \$50,000

Increased media stories and feature
articles ↑ 70

Media outlets National ↑ 8; Regional ↑ 7

Video collaboration with Her Canberra
viewed ↑ 9,500+ times

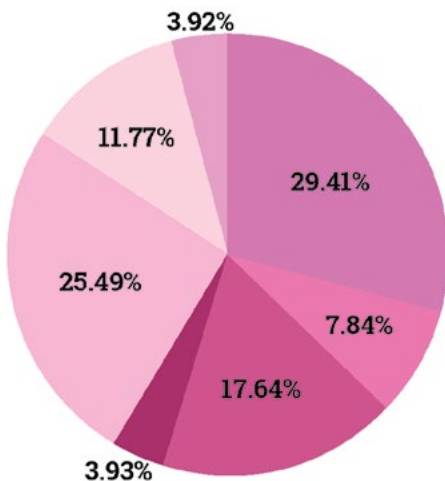
Strong growth on social media Facebook
likes ↑ 98% Instagram ↑ 215% from 2014



ACTivate: Song Street Project: Karina Harris and Neil Hobbs. Image: Georgia Hobbs.

STATISTICS

70 projects delivered by more than 750 people.



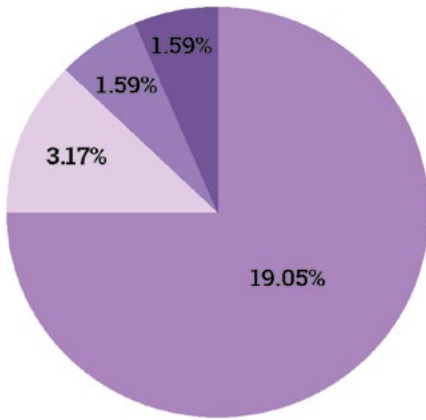
Participants By Industry

- 29.41% - Cultural institution / gallery
- 25.49% - Established artist / designer
- 17.64% - Emerging artist / designer
- 11.77% - Industry (creative)
- 7.84% - Educational institution
- 3.93% - Mid-career artist / designer
- 3.92% - Industry (other)

“Thank you so much for all your hard work in putting such a great festival together...It was an honour to be a part of it, and we hope to be part of the next one, and any initiatives in between!”

It’s been so lovely to connect with the talented Canberra community and getting to know everyone. Looking forward to next year’s festival!”

Muzi Wen, Lazy Sunday Home, ACTivate participant 2015

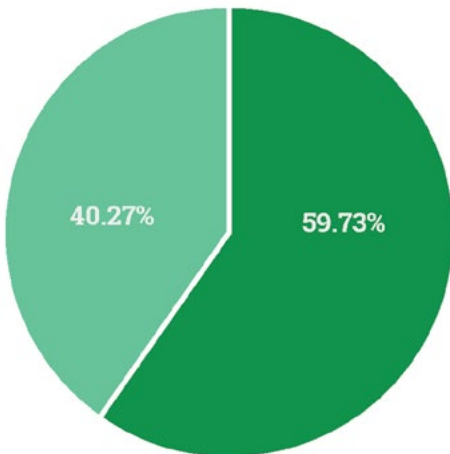
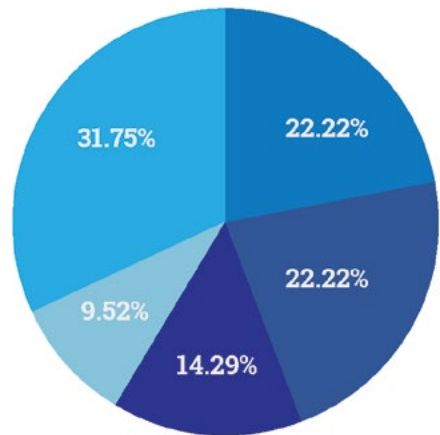


Participants By Diversity

- 19.05% - Having a culturally or linguistically diverse background
- 3.17% - Aboriginal or Torres Strait Islander
- 1.59% - Having a disability
- 1.59% - Living in a regional or rural area

Participants By Age Groups

- 22.22% - 20 - 29
- 22.22% - 30 - 39
- 14.29% - 40 - 49
- 9.52% - 50 - 59
- 31.75% - N/A, organisations



Demographics

- Female 59.73%
- Male 40.27%

DESIGN Canberra Audiences

Audience Numbers:

ACTivate	15,772
Exhibitions	9,100
Living Artists	855
DESIGN Buzz	345
Capital of Culture	224
Total	26,296

Social Media

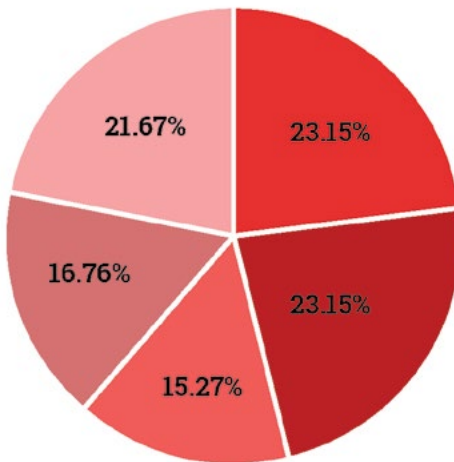
Facebook

1,025 followers, increase of 98% from 2014

Reach of 37,000+ viewers between September 2015 – January 2016

Instagram

615 followers, increase of 215% from 2014



Audience - Age Groups

- 23.15% - 18 - 30
- 23.15% - 31 - 40
- 15.27% - 41 - 50
- 16.76% - 51 - 60
- 21.67% - 60+

DESIGN Canberra has...

“made me think and feel like I belong to a community that think like me.”

Audience survey, 2600

“[shown me] how much talent is in Canberra”

Audience survey, 2611

“increased my faith in Canberra as a design city.”


Audience survey, 2604


Website

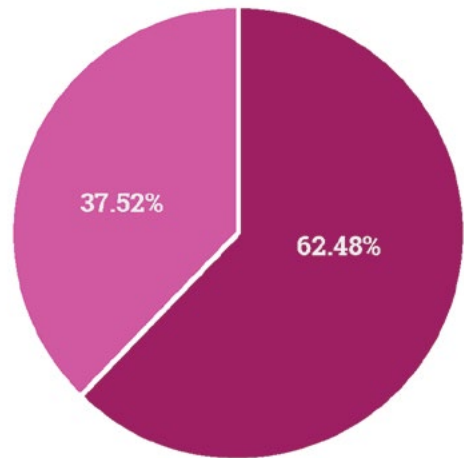
8,620 sessions over November 2015

46,295 page views


03:18 average session duration


 New Visitors - 62.48%


 Returning Visitors - 37.52%




District:

 72.84% of audiences came from the Australian Capital Territory

 17.28% of audiences came from New South Wales

 4.94% of audiences were from Other Areas of Australia

 4.94% of audiences were International

THE FUTURE

Canberrans care deeply about their local ecology, about the arts, and their urban environment and, in 2015, they again enthusiastically embraced DESIGN Canberra reinforcing its potential to grow and become a major event for the ACT.

Currently DESIGN Canberra is self-funded through sponsorship, participation fees and advertising. This revenue is allocated to project management to pay salaries for two part-time managers, with very little funds available to invest in creating and building the artistic program, creating collaborations or for communications and marketing.

Development and expansion in these areas is reliant on securing a permanent project manager. The impact of no ongoing year-to-year funding for human resources makes future planning and diverse, innovative content development challenging.

Sponsorship support for DESIGN Canberra is essential to its longevity and with current human resource levels it is a challenge to maintain and nurture current relationships as well as increase sponsorship levels and diversity.

DESIGN Canberra is unique and needs to attract mass audiences through strategic, constant mainstream advertising and marketing and be linked to Tourism to exploit opportunities to increase awareness of the festival and attract national and global

audiences to Canberra.

Craft ACT has secured support from the ACT Event Fund to facilitate the development of a Strategic Plan to be undertaken in 2016 through a consultative process with key stakeholders, industry leaders and government. Craft ACT is developing a business case for three-year funding for a permanent Project Manager; is consulting with government to secure support through tourism agencies to promote DESIGN Canberra as a major Canberra event; and exploring funding opportunities to develop creative content, collaborations and marketing.

After only two years DESIGN Canberra parallels other international design festivals that have taken many years to build. This shows the demand for the festival from both the public and creative industries. In collaboration with government and private sector partners it is time to review and set a strategy for a truly national event. For DESIGN Canberra to continue and for it to realise its full potential it will require committed investment from government and government agencies.

Securing further support that enables long-term planning will ensure DESIGN Canberra works alongside the ACT Government to place creativity at the core of innovation and business growth in Canberra and to support their vision for an arts and creative

industries sector that is valued locally, nationally and globally.

Craft ACT is immensely proud to be working with education, cultural, design, architecture and research institutions and peak bodies, business and Canberra's high concentration of practising craft artists and designers to deliver DESIGN Canberra. It is our vision for DESIGN Canberra to be recognised as part of the international calendar of design festivals and increase a global focus on Australian craft and design.

“The Embassy of Spain was delighted to take part in DESIGN Canberra 2015, a great opportunity for the public to appreciate creative excellence and meet and connect with talented designers through a wide range of interesting and informative activities.”

The Embassy of Spain - 2015 ACTivate participant



ACTivate: Small Urban Artists: Graffiti by Rone, 2015, The Embassy of Spain. Image: Courtesy of the artist.

FESTIVAL LAUNCH

DESIGN Canberra 2015 launch was hosted by the National Portrait Gallery, in the Gordon Darling Hall. Guests were welcomed by Angus Trumble, Director of the National Portrait Gallery. The event was officially opened by Dr Chris Bourke MLA and emceed by ABC 666 presenter, Alex Sloan.

DESIGN Canberra teamed up with FASHFEST, HAUS Models, Corr Blimey, Karen Lee, Rockstars and Royalty and Sovata to give audiences a glimpse of the diverse and talented fashion designers who work and study in the Canberra region.



DESIGN Canberra opening event, 2015, National Portrait Gallery. Image: Dream Pieces.



DESIGN Canberra opening event, Angus Trumble, Director of the National Portrait Gallery, 2015, National Portrait Gallery. Image: Dream Pieces.



DESIGN Canberra opening event, 2015, National Portrait Gallery, Canberra. Image: Dream Pieces.



MAKE MY DAY

DESIGN+CRAFT AWARD

Designcraft once again presented the Design+Craft Award in conjunction with DESIGN Canberra. This \$2,500 prize assists in the development of new or existing works, and was awarded to an outstanding single practitioner, collaborative project or small business participating in DESIGN Canberra 2015.

In 2015 Simon Azzopardi, ANU School of Art Gold and Silvermithing student, was awarded the Design+Craft Award for his Katto Knife. ANU School of Art Furniture student Joel Douglas won the People's Choice Award for his bench in the Crafted '15 exhibition.



Design+Craft Award: Designcraft Building, 2015, Hume. Image: Designcraft



Design+Craft Award winner Simon Azzopardi and People's Choice winner Joel Douglas with Bob Fenderson, Managing Director from Designcraft, 2015. Image: Dream Pieces.



Award Winner: Simon Azzopardi, Katto Knife prototype from Multiples and Production: the unique offering exhibition, 2015, Australian National University - School of Art. Image: Scot Newman

WORKING WITH GOVERNMENT

DESIGN Canberra is uniquely placed to facilitate projects at the intersection of government, industry and community innovation and design. This potential allows the festival to offer something unique within the context of both local and national design.

The Design for Policy Innovation Roundtable and Design for Policy Innovation lecture held as part of DESIGN Canberra 2015, were important and ground-breaking pilot projects. Their success has paved the way for more ambitious collaborations along these lines in the future.



Design for Policy Innovation discussion presented by Craft ACT: Craft and Design Centre and Institute of Public Administration Australia, Ingrid Van der Wacht, 2015, National Portrait Gallery.
Image: Dream Pieces.

Ingrid van der Wacht

Ingrid Van der Wacht, a Netherlands-based connector, communicator and collaborator, is highly experienced in all areas of design thinking, particularly the use of design as the driver for innovation, economic growth and sustainable development. She brought extensive experience in cross-sectorial partnerships between public authorities, industries, businesses and designers with a focus on new methodologies of co-design.

Ingrid is an ambassador for Design for Europe, an organisation developing tools to help Europe's public and private sectors to use design to accelerate innovation. She is also international projects manager for Dutch Design Week. Previously, Ingrid was development and project manager for PROUD Europe (People Researchers Organisations Using Design for co-creation and innovation). She was supported by the Embassy of the Kingdom of the Netherlands and the Dutch Creative Industries Fund to participate in DESIGN Canberra. This reflects one of the crucial and unique strengths of DESIGN Canberra, which has valuable access to international partners through the comprehensive presence of diplomatic posts in the city.

In addition to her participation at DESIGN Canberra, Ingrid also:

Delivered a presentation to the Embassy of the Kingdom of the Netherlands

Delivered a presentation 'Sustainable Futures' at the Museum of Applied Arts and Sciences, Sydney

Delivered a presentation 'Co Design: Close The Gap To Your Clients' presented by ideasondesign and RMIT, Melbourne

Delivered a workshop for ideasondesign (Melbourne Design Week) staff, Melbourne

Design for Policy Innovation Government Round Table

A Craft ACT: Craft and Design Centre initiative, this invitation only roundtable with Ingrid Van der Wacht provided a select group of senior government officials and creative thinkers the opportunity to learn about the application of design to policy. It was tailored for a range of policy-makers, including those from both the Australian and the ACT Governments. This provided a useful point of intersection between Australia Government and ACT government agencies because Australia's national cultural institutions, while having a national role and responsibility, are also critical players in the ACT. This DESIGN Canberra event was able to provide a practical bridge for interaction between different levels of government around shared policy challenges, hopefully leading to further engagement and dialogue in future events.

It started from the premise that design is much broader than architecture or industrial or graphic design – the forms we are most conscious of – even though these are broad enough areas themselves. It stressed that design is also very much about processes and the development of concepts across almost all areas of human activity.

This means that design also has a high relevance to the development of policy

to solve pressing social challenges. The roundtable covered some of the many ways in which design is relevant to policy – from local, highly specific policy to grand strategic policy designed to change whole regions and even nations.

Van der Wacht presented a range of case studies on the delivery and outcomes of co-design based projects, reflecting ways design thinking can lead to increased government sector engagement and improved policy making. The roundtable also addressed ways participants ways could employ co-design tools within their own work, and the limitations and solutions it offered for constituent engagement.

Central to her presentation was the notion of 'co-design', where designers work with the communities affected by the issues they are trying to solve to produce a far more robust and rounded solution that is embraced by the communities themselves.

This event was attended by representatives from the following agencies:

artsACT
Australian National University
CBR Innovation Network
Craft ACT: Craft and Design Centre
CSIRO
Australian Government Department of Foreign Affairs
Ministry of the Arts, Australian Government
Department of Communications and the Arts
Thinkplace
University of Canberra

Design for Policy Innovation Presentation

Effective public service development and delivery is inextricably linked to great design. How can a design thinking approach lead to increased government sector innovation? How can we foster meaningful collaborations with stakeholders and citizens to create durable policy outcomes? DESIGN Canberra teamed up with the Institute of Public Administration Australia to present an interactive presentation with Ingrid van der Wacht. Over two hours van der Wacht presented case studies on co-design techniques that have been successfully implemented across Europe and provided tips for how participants could use these processes in their work. This event sold out in under two days after being advertising directly to IPAA members.

“[Design] has a high relevance to the development of policy to solve pressing social challenges. In this area the discussion has moved beyond the world of design to embrace the design of the world.”

Stephen Cassidy, Craft ACT: Craft and Design Centre Board Member and roundtable participant.

This presentation was attended by employees from the following organisations:

Australian Government

Attorney General's Department
Australian Bureau of Statistics
Australian Defence Force Academy
Australian Institute of Health and Welfare
Australian Public Service Commission
Australian Tax Office
Australian Transaction Reports and Analysis Centre
Comcare; Defence Housing Australia
Department of Agriculture and Water Resources
Department of Defence
Department of Education and Training
Department of Employment
Department of Environment
Department of Finance
Department of Foreign Affairs and Trade
Department of Health
Department of Human Services
Department of Immigration and Border Protection
Department of Industry, Innovation and Science
Department of the Prime Minister and Cabinet
Department of Veterans Affairs
Intellectual Property Australia
Murray Darling Basin Authority
Safe Work Australia
The Australian National Audit Office
The Treasury

ACT Government

ACT Government Directory
ArtsACT
Department of Environment and Planning
Disability Advisory Council
Health Workforce Australia
Human Services Blueprint Policy Team
Office of Aboriginal and Torres Strait Islander Affairs

Other

Australian Futures Project
Kinnford Consulting
Noetic Group
Nous Group
Embassy of Sweden
ThinkPlace
University of Canberra

"It's inspiring to share with others design as a way of life"

Audience survey, 2603



Design for Policy Innovation discussion presented by Craft ACT: Craft and Design Centre and Institute of Public Administration Australia, Ingrid Van der Wacht, 2015, National Portrait Gallery. Image: Dream Pieces.

“This is the first time I’ve considered ‘design’ as a specific aspect of governance.”

Audience survey, 2610

“[Design for Policy Innovation] provided tangible examples of how design can solve problems in society.”

Audience survey, 2612

DESIGN EDUCATION

DESIGN Canberra 2015 grew its commitment to design education.

Tertiary Partners

DESIGN Canberra is a key platform for the design education sector to connect with the general public through providing public opportunities for their students, staff and alumni.

The Australian National University (ANU) and the University of Canberra (UC) worked closely with the DESIGN Canberra team to present a diverse range of activities and events, as well as the keynote event – DESIGN Buzz.

Australian National University

DESIGN Buzz partner

Crafted '15, exhibition by ANU School Art Furniture and Digital Fabrication Workshop

Stitched Up, exhibition by ANU School Art Textiles Workshop

The Unique Offering, ACTivate exhibition by ANU School Art Multiples and Production course

ANU School of Art Graduate Exhibition and Exhibition Tours

University of Canberra

DESIGN Buzz partner, event emceed by Dr Lyndon Anderson, Dean at the Faculty of Arts and Design

Pavilion X Design intervention

Tokyo Derive Exhibition

UCID, graduating exhibition by UC Industrial Design

Urban Assemblage Imprint exhibition



Exhibition: Coil Creatures by Tundi-Rose Hammond, 2015, Australian National University - School of Art. Image courtesy of the artist.



Exhibition: Chair designed by James Mazengarb, 2015, University of Canberra. Image: Alison Barracluff.

DESIGN FOR CHILDREN

DESIGN Canberra provided events for children and young people to learn about design.

Industrial designer Tom Skeeahan hosted a special workshop for children aged 8 to 12 years to open up exciting visual journeys into the world of design drawing. Held in association with his solo exhibition at Craft ACT, Thought – Process, children explored, through drawing, some of Canberra's most exciting architectural elements. This workshop proved very popular and was fully booked with a waiting list.

The Embassy of Spain teamed up with Canberra-based urban artists to turn kids into street artists. Kurt, from Stylized Impact, and Dan, also known as Byrd, led a free and public workshop at the Embassy for children aged 5 to 9. Kids coloured a large-scale mural based on Manga character Samurai Flamenco with the help of the artists.

Australian Institute of Architecture presented Archi-TEENS, a series of tutorials and a workshop-based design competition

for teenage designers. This project allowed young minds to propose ideas for revitalising Garema Place, responding to what was missing or needed to be adapted in this outdoor area in Civic. A large-scale model of Garema Place was created, inspiring young designers to test and develop their ideas. The winners of the Archi-TEENS projects were announced by ACT Chief Minister Andrew Barr.

The Canberra Glassworks Kids' Glass Design Competition ran throughout the festival. This event invited children living in the ACT and surrounding region to design a glass work in response to the iconic Canberra Glassworks building.



ACTivate: Drawing our city: A workshop for children with industrial designer Tom Skeehan, 2015, Craft ACT Gallery. Image: Dream Pieces

HIGHLIGHTS: ACTIVATE

Building on the success of 2014, the second iteration of DESIGN Canberra's ACTivate program grew to span eleven pop-up hubs throughout the Canberra CBD, housing more than thirty individual projects.

While the majority of ACTivate pop-ups filled empty shopfronts, the festival also collaborated with various partners to present two significant temporary architecture projects: Pavilion X, by the University of

Canberra and the Australian Institute of Architects, and The Public Theatre designed by COX Architecture and managed by Aspen Island Theatre Company.

In 2015, ACTivate pop-up shopfronts were kindly provided by: Knight Frank, Notaras Commercial, Phillip Keir and Walker Corporation.

Pop-Up Hubs

Rather than placing design activities in individual shopfronts, in 2015 DESIGN Canberra grouped ACTivate pop-up projects together within larger hub spaces. This allowed the festival to draw larger audiences to individual projects than if they were

separated and scattered across the city. A positive side-effect of this was that communal spaces facilitated opportunity for the artists and designers sharing the space meet each other and build networks.

"I met amazingly talented, creative individuals who were in the same ACTivate space and attendees."

Bonnie Johnson, Bonty - 2015 ACTivate participant

Pavilion X

Pavilion X was a site-specific temporary design intervention in Garema Place, conceived as a catalyst for conversations about urban renewal, public space and aspirations for the city. Throughout the festival, this space was a site for various public discussions, ranging from new approaches to housing to discussing public spaces after-hours. Pavilion X was designed

and built by University of Canberra students. The project was a partnership between the University of Canberra, the Australian Institute of Architects, the ACT Government, Canberra CBD Limited and other community organisations.



ACTivate: Pavilion X, Australian Institute of Architects and University of Canberra, 2015, Garema Place. Image: Dream Pieces.

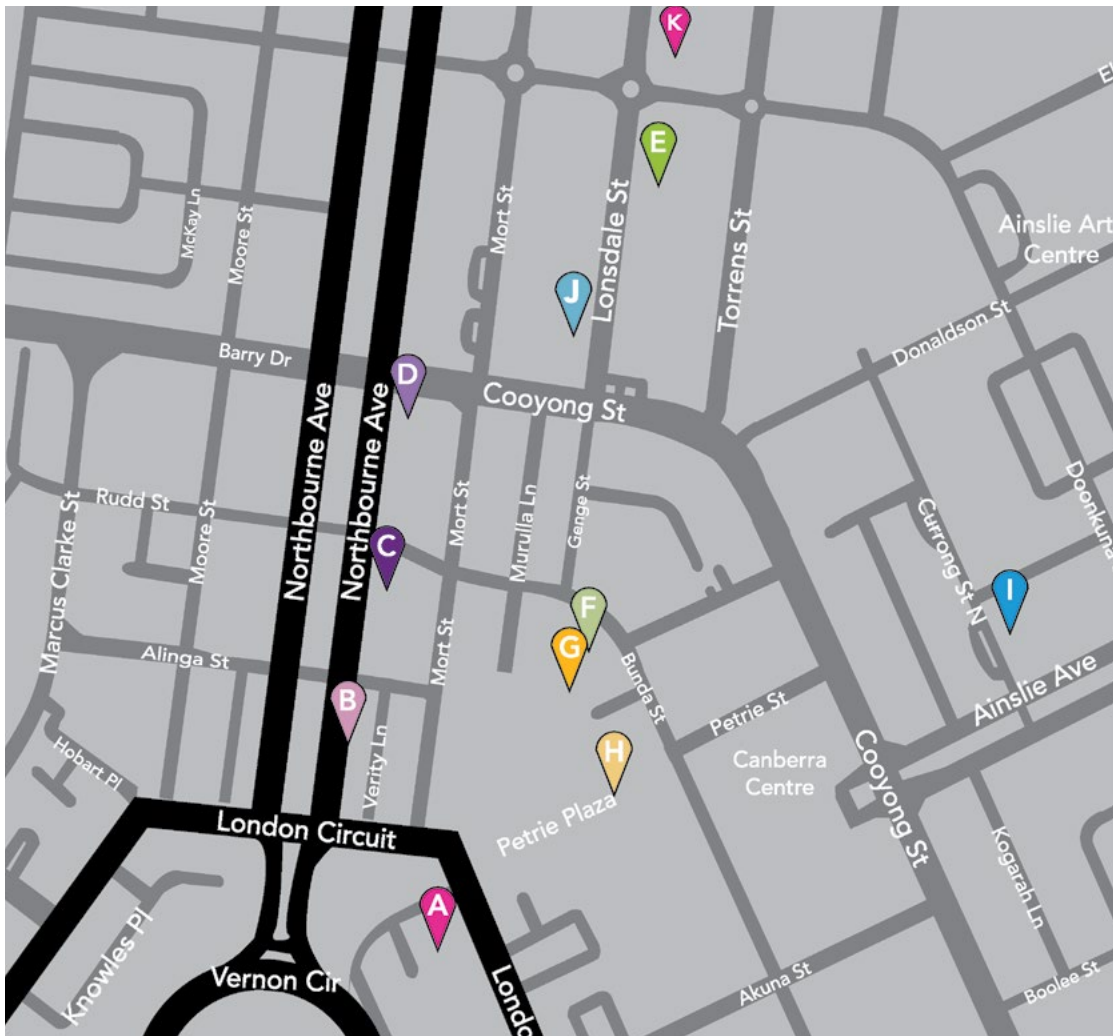


ACTivate: Public Theatre, Aspen Island Theatre Company and Cox Architecture, 2015, Civic Square.
Image: Dream Pieces.

The Public Theatre

This collaborative project between Aspen Island Theatre Company and Cox Architecture enlivened the iconic Civic Square. Inspired by the design of the Classic Greek theatre but realised in a contemporary pop-up aesthetic, this innovatively designed theatre, created by Cox Architecture,

transformed a familiar civic space into an intimate live venue. The Public Theatre brought the dynamic of that design to the heart of the city, in the gaze of Canberra's premiere political and cultural institutions.



Map Address Key

- | | | |
|--|--|--|
|  Craft ACT: Craft and Design Centre
Level 1 North Building/180 London Circuit,
Canberra, ACT 2601 |  42 - 50 Northbourne Ave,
Canberra, ACT 2601 |  64 Northbourne Ave, Ground Floor
(access via Bunda St, next to Tonic
Expresso), Canberra, ACT 2601 |
|  Suite 2, 72 Northbourne Ave
(access via Cooyong Street), Canberra,
ACT 2601 |  The Hamlet
16 Lonsdale St,
Braddon, ACT 2612 |  Garema Centre
Level 1, 70 Bunda St.
Canberra, ACT 2601 |
|  Garema Place
Canberra, ACT 2601 |  Petrie Plaza
77 Petrie Plaza,
Canberra, ACT 2601 |  Gorman Arts Centre
55 Ainslie Ave,
Braddon, ACT 2612 |
|  5 Lonsdale St,
Braddon, ACT 2612 |  Agency - Ori Building,
30 Lonsdale St, Braddon,
ACT 2612 | |

HIGHLIGHTS: DESIGN BUZZ

Held over two nights, DESIGN Buzz brought together top thinkers and makers to discuss the big questions facing the next generation of designers. The event was emceed by Dr Lyndon Anderson, Dean at the Faculty of Arts and Design.

On Monday 23 November glass artist **Jeremy Lepisto** (ACT/ USA) and artists and curators **Lynda Roberts** (VIC) and **Paul Gazzola** (VIC) examined ways that **collaboration** allows us to build shared meaning and value. All speakers agreed that the key to great collaboration was building strong

relationships. “Collaboration is like dating” stated Lepisto, “start out slow to see if you like each other.”

Then palliative care expert **Dr Liz Forbat** (ACT / UK) and transdisciplinary designer and jeweller **Leah Heiss** (VIC) looked the role of design in innovative **health care**. A people-centric approach once again came to the forefront of discussions, along with both speakers stressing the importance of working with diverse partners during development and design process.

“[DESIGN Buzz] shows that design influences all of what we do. It is vital to innovation, exploration and the way we live.”

Audience survey, 2602



DESIGN Buzz: 2015, Ainslie Arts Centre. Image: Dream Pieces.



DESIGN Buzz: Lucy Simpson, 2015, Ainslie Arts Centre. Image: Dream Pieces.

“Transdisciplinary collaboration makes the way you think and work more complex” stated Heiss. This evening was moderated by **Helen O’Neil**, Director, British Council Australia.

We were back on Tuesday 24 November with designer **Lucy Simpson** (NSW) and textiles theorist **Professor Jessica Hemmings** (UK) to ask: how does design allow us to visualise and articulate our **culture**? Both speakers referenced the complex interrelation between storytelling and design when making culturally conscious objects. Simpson was eloquently discussing Indigenous approaches to object making, “We take what we need to make something, and when we don’t need it anymore, we return it to the earth.”

Then co-design expert **Ingrid van der Wacht** (NL) and founder of Sustainable Futures Australia, **Peter Cuming** (QLD), addressed the big question – **what’s next?** How can we design sustainable futures? Both van der Wacht and Cuming presented models for community-focused collaborative design. “Real change is owned by the community. It takes time and effort.” van der Wacht stated.

This evening was moderated by **Jen Webb**, Director of the University of Canberra Centre for Creative and Cultural Research. Both evenings were hosted by **Professor Lyndon Anderson**, Dean, Faculty of Arts and Design, University of Canberra.

HIGHLIGHTS: CAPITAL OF CULTURE

The Capital of Culture tour series provided opportunity for audiences to find out more about their designed city. In 2015, tours ranged from a behind the scenes look at the Canberra Airport by GMB Architects and Canberra Airport to an Embassy tour

by the Embassy of Sweden, featuring an appearance by the Ambassador himself. All tours were free, creating a low barrier to participation for audiences.



Capital of Culture Tours: Archi-SCHOOLS: The Snow Centre for Education in the Asian Centre at Canberra Grammar School by Daryl Jackson Alastair Swayn Architects. Image: John Gollings.



Capital of Culture Tours: Archi-SCHOOLS: CC Cares at Canberra College by May & Russell Architects, shared learning space. Image: Kiernan May.

Architecture Tours of the National Portrait Gallery

Running three times over the course of the festival, this 45 minutes tour provided audiences with the chance to explore the architecture of the National Portrait Gallery with Kryisia Kitch, Manager, Learning Programs.

From learning about the symbolism of the stone lines on the foyer floor to viewing (and later becoming) 'portraits' created by various architectural details, Kitch gave audiences new insight into this iconic Canberra building.

Guided Tour and architectural lecture of the Embassy of Sweden renovation

The Embassy of Sweden hosted a guided tour of their newly renovated Embassy in Yarralumla. The expert insights were provided by the Swedish Ambassador, the National Property Board of Sweden, and local architecture firm, Guida Moseley Brown Architects, who designed and managed the renovations. The tour covered the history of the Swedish Embassy in Australia, the building's interpretation of Swedish

architectural, interior and furniture design in an Australian climate and gave the general public an opportunity to experience areas not accessible to the public. This event was extremely popular, reaching capacity, with 50 people attending.

“The Embassy of Sweden participated in DESIGN Canberra 2015 with an architectural tour of the Embassy, re-launched after extensive renovations. DESIGN Canberra showcases a variety of design features from all over Canberra and it was a pleasure to be part of it. We can recommend other Embassies to participate in this event and hope to be part of DESIGN Canberra again in the future.”

His Excellency Mr Pär Ahlberger,
Ambassador of Sweden to Australia



Capital of Culture Tours: Westside Tour, Cox Architecture, Westside Acton Park. Image: Rodrigo Vargas

“[Tours] are a way to learn about history, culture and the arts”

Audience survey, 2602





Capital of Culture Tours: GMB Architecture, Canberra Airport Tour: Departure Level Entry, Guida Moseley Brown Architects and Canberra Airport, 2015, Canberra Airport. Image: Rodrigo Vargas

HIGHLIGHTS: LIVING ARTISTS

The Living Artists open studios showcased the incredible calibre of craft practitioners and designers working in the Australian Capital Territory. Living Artists provided audiences with a rare insight into how some of some of Canberra's best creatives work.

Australian National Capital Artists

Australian National Capital Artists (ANCA) houses 35 visual artist studios across two campuses: Leafy Studios at Dickson and Heavy Duty Studios in Mitchell. Both sites were open to the public as part of DESIGN Canberra, allowing audiences to meet a diverse range of artists.

F!NK and Co. workshop tour by Robert Foster

Audiences were treated to the unique opportunity to see inside the workshop of one of Australia's most distinctive brands – F!NK and Co.. Better still, the tour was presented by internationally renowned silversmith, designer and F!NK and Co. founder, Robert Foster. During the tour, Foster provided an overview of the brand: what they do and what they make. He also

These included: Dan Lorrimer (metalsmith), Keith Marshall (bespoke bike maker), Ruth Oliphant (glass maker), Phoebe Porter (silversmith) and Alice Sutton (fashion design of label, Edition). Many artists had work available for purchase throughout the day, and reported great sales and exciting new connections.

demonstrated some of their inventive metal fabrication processes used to form their iconic products. F!NK is one of only a few design companies that manufactures solely in Australia. Both of the workshop tours offered during DESIGN Canberra were fully booked.



Living Artists: Matthew Curtis, 2015, Canberra Glassworks. Image: Dream Pieces.



Living Artists: Sarah Murphy and Angela Bakker, 2015, M16 Studio. Image: Yasmin Masri

“[Living Artist] went very well. I couldn’t have asked for a better response.”

Phoebe Porter, 2015 Living Artist participant



Living Artists: Sam Ryrie, Rolf Barfoed and Elliot Bastianon, 2015, Six Wiluna Studio. Image: Yasmin Masri

“They’re all tapping into the feverish creativity in the capital’s design community.”

‘Arts/Festival with designs on Canberra’
by Helen Musa, CityNews, 10 November 2015

HIGHLIGHTS: EXHIBITIONS

DESIGN Canberra featured 15 exhibitions of contemporary craft and design work. Stylecraft's Braddon show room was home to a display of finalists from the 2015 Australian Furniture Design Awards, a collaborative project with Adelaide's JamFactory. Local emerging jewellery, KIN, displayed work by early career gold and silversmiths in their Summer Swing exhibition. 2015 also saw a new program partnership grow with Sydney's Museum of Applied Arts and Sciences (MAAS), with their Good Design Awards exhibition part of the festival program.

Cox Architecture hosted an exhibition of local emerging print designer, Estelle Briedis.

Craft ACT held two exhibitions as part of the festival: Thought – Process, a solo exhibition by early career furniture-maker Tom Skeehan, and discover, define develop deliver, a survey of Craft ACT Accredited Professional Members curated by Mel George.

“[discover, define develop deliver is] an engaging exhibition that draws the viewer into the creative ideas that are behind the works.”

‘Review: Craft ACT Accredited Professional Members’ and Tom Skeehan exhibitions’, Kerry-Anne Cousins, The Canberra Times, 18 November 2015.



Exhibition: Estelle Briedis, 2015, Cox Architecture Foyer. Image: Dream Pieces

MEDIA AND MARKETING

DESIGN Canberra 2015 saw a strong and effective media presence, at both local and national levels.

Highlights included:

International promotion through prestigious design magazines, such as *HabitusLiving*, *Monocle Minute* and *Architecture and Design*.

International promotion through the Spanish Embassy, the Embassy of the Kingdom of the Netherlands, and European Union in Australia newsletters.

Ongoing national level media coverage from *The Sydney Morning Herald*, *The Brisbane Times*, and other media outlets as far as Newcastle and Queensland

6-page spread and back cover in BMA Magazine Canberra Street Press, distributed to over 400 locations in the ACT and surrounding regional NSW to a readership of 20,000

Cover and a printed feature article in Panorama (*The Canberra Times*) on the eve of the festival, featuring participating artists discussing their involvement with DESIGN Canberra

5 video interviews with DESIGN Canberra participants and organisers produced by HerCanberra, who have a monthly readership of over 50,000

7 local radio interviews with DESIGN Canberra artists and organisers– including ABC 666, and mentions on FM 104.7 and 106.3

Ongoing regional media coverage from publications including *BMA*, *Out in Newcastle*, *Out in Wollongong*, *Out in Alpine* and *The Queanbeyan Age*

Event listing on Australia Council and artsACT websites

Local media engagement in publications such as *The Canberra Times*, *Canberra Weekly*, *The Chronicle*, *In The City*, *Out in Canberra*, *CBR Arts*.

Media and Marketing partnerships

This year, Clarity Communications, a local PR and communications company, joined the festival Canberra to strengthen media coverage, including through social media channels (managed by DESIGN Canberra and other organisations). Posting hundreds of Facebook and Instagram updates, photos, information and articles in addition to connecting with local and national media, Clarity's Director Wendy Johnson and her team ensured involvement with thousands of festival-goers daily. They also engaged well-known bloggers throughout the festival.

HerCanberra came on board to deliver a marketing package consisting of website leader boards and gutters, weekly editorials, feature articles, social media coverage, and five 90-second video interviews to promote the festival.

BMA magazine provided a six-page spread as an additional way to promote and distribute the festival program.

Media Included:

2CC radio	Monocle
2XX FM	Out in Alpine
ABC 666	Out in Canberra
Architecture and Design	Out in Newcastle
Arts ACT	Out in Sydney
ArtSound FM	Out in Wollongong
Australia Council website	Panorama – The Canberra Times
BMA Magazine	PS News
Canberra Glassworks	RiotACT
Canberra Weekly	Social Capital
CBR Arts	Sydney Morning Herald
City News	The Brisbane Times
Daily Capital	The Canberra Times
FM 104.7 (Canberra)	The Maker's Collective
FM106.3 (Canberra)	The Queanbeyan Age
Habitus Living	The Canberran
Her Canberra	
In The City	
Life in Canberra	
Lost Four Words	

DESIGN Canberra Printed Program and Map

DESIGN Canberra Printed Program and Map

A 125 page DESIGN CANBERRA printed program was designed by ZOO Advertising and 8000 copies were printed and distributed across Canberra. A map of the ACTivate pop-up locations around the CBD was also created, and 10,000 copies were printed and distributed.

The DESIGN Canberra program and map were distributed to art organisations,

coffee shops, bars, hotels and other cultural hubs in the following suburbs: Ainslie, Braddon, Belconnen, Chifley, City, Curtin, Deakin, Dickson, Fyshwick, Garran, Griffith, Gungahlin, Hackett, Kingston, Kingston foreshore, Lyneham, Manuka, New Acton, O'Connor, Phillip, Pialligo Queanbeyan, Red Hill and Tuggeranong.



DESIGN Canberra printed program, 2015.
Image: Craft ACT: Craft and Design Centre

Social Media Snapshot:

Videos produced in collaboration with Her Canberra viewed more than 9,500+ times

1,000+ new Facebook page likes
(the page continues to grow weekly)

Total Facebook reach of 3,900+

3,000+ Facebook post clicks

50+ curated Instagram posts

more than double the number of Instagram followers

900+ Instagram likes

“CanPrint Communications would like to congratulate Craft ACT on an exciting and inspiring DESIGN Canberra 2015. We love the opportunity to support Canberra initiatives and look forward to continuing our relationship in the future.”

CanPrint - DESIGN Canberra Sponser



ACTivate: Red Hill repairs workshop, Karina Harris and Neil Hobbs, 2015, Red Hill Lookout. Image: Mel George

Comments by Clarity Communications

Media response to DESIGN Canberra was overwhelmingly positive, with all media outlets contacted excited about the festival and its benefits for the capital. Media were eager to cover and highly engaged before, during and after DESIGN Canberra. Coverage was extensive and 100 per cent positive and strongly supported by video segments and stimulating visuals.

Media covered the festival broadly, but also zeroed in on individual participants, many of whom had not previously received such extensive promotion.

Social media was highly active and the media team worked hard to ensure participants engaged by pushing news of the festival and their role in it out through all of their channels, extending reach substantial.





Hair: FASHFEST team leader Suzie Walden and CIT team
Makeup: Diana Cheetham - FASHFEST Director of Makeup, Katie Saarikko - FASHFEST Creative Director of Makeup and CMA team, Leather: Walter Knoll Photographer: Leighton Hutchinson

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Kingdom of the Netherlands

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Craft ACT: Craft and Design Centre would like to thank the following people who have given their time on committees, sub-committees and to manage events. We could not have done it without you.

Artistic Review Panel

Amanda Evans

Alison Jackson

Bronwen Jones

Interns and Volunteers

Estelle Briedis

Zeweter Habte

Nicolette Kambouris

Sonja Weinberg

Serena Wells



Rolfe Classic BMW, sponsored DESIGN Canberra car, 2015. Image: Clarity Communications



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Adelin Chin, DESIGN Canberra Manager and Yasmin Masri, DESIGN Canberra Program Producer, 2015. Image: Thea McGrath

