

# 2024 **CRAFT+ DESIGN CANBERRA FESTIVAL**

**REGENERATE**

**01→30  
NOVEMBER**

**EXHIBITIONS/ WORKSHOPS/  
OPEN STUDIOS/ TOURS/  
TALKS/ MARKETS/ KIDS**

FESTIVAL  
REPORT









# REPORT

The Craft + Design Canberra Festival is run by Craft + Design Canberra, a not-for-profit organisation proud to be one of the longest-running visual arts membership organisations in Australia, at 52 years old.

Craft + Design Canberra is recognised as a leading centre in contemporary Australian craft and design, with a vision to embed contemporary craft, making, and design at the centre of everyday life in Australia's capital, a global city of design. We run a gallery, a shop, year-round workshops and programs, and the Craft + Design Canberra Festival.

With the theme of Regenerate, the 2024 Festival included 10 days of activations from 1–10 November and one month of exhibitions throughout November.

The program showcased the incredible capacity of design thinking and local creative enterprise to solve the big problems of our time. It is no longer enough to be sustainable. We must innovate to regenerate environments, relationships, and communities.

The Festival was centred at the Craft + Design Canberra Gallery and the Festival Hub and expanded to other locations with 22 exhibitions, 20 workshops, 27 artist open studios, 6 arts organisation open days, 13 tours, 11 talks – including symposiums – and 2 design markets. Two years in the making, the 10th Craft + Design Canberra Festival showcased the incredible creative endeavours this city offers. It was a city-wide collaboration of over 500 artists, designers, arts organisations, and partners who generously contributed to creating an event of international standing for locals and visitors.

The Festival was made possible with the generous support of sponsors, donors, and partners, as well as the Craft + Design Canberra staff, volunteers, and Board of Management. It is a truly collaborative endeavour and demonstrates the extraordinary generosity and commitment of local artists, designers, craftspeople, industries, sponsors, educational institutions, organisations, and supporters.

The 2024 Festival was curated and programmed for maximum benefits to both our audiences and artists and achieved outstanding results, with direct attendance at exhibitions and programs of 96,722 people (31% higher than 2022). This was our highest direct attendance of the 10 festivals to date. Of these attendees, 88.2% were local audiences, and 11.8% visited from interstate. The high attendance resulted in a 27% increase in estimated economic impact to Canberra, totalling \$15,899,600.

The Festival supported the local creative economy with direct income to artists, craftspeople, and designers of \$744,914 through Festival programs, an increase of 17% from 2022.

Through our marketing campaign, we saw an increase in website traffic of 110% and an increase in social media followers of 7% since 2022.

Festival evaluation surveys yielded overwhelmingly positive responses from our audiences, artists, and partners in relation to our core goals of inclusivity, connection, creativity, skills and knowledge development, wellbeing, and establishing pride in the community for Canberra as a creative capital and a city of design.

Thank you to everyone who contributed so generously to the success of the 2024 Festival.

ACT Labor has made a \$3.3 million election commitment to listing Canberra as a UNESCO Creative City of Design and funding the expansion of the Festival. We are so excited to continue working with our incredible community to celebrate contemporary craft and design and grow our beautiful Festival.

Jodie Cunningham  
CEO + Artistic Director  
Craft + Design Canberra

2024  
**CRAFT+**  
**DESIGN**  
**CANBERRA**  
FESTIVAL







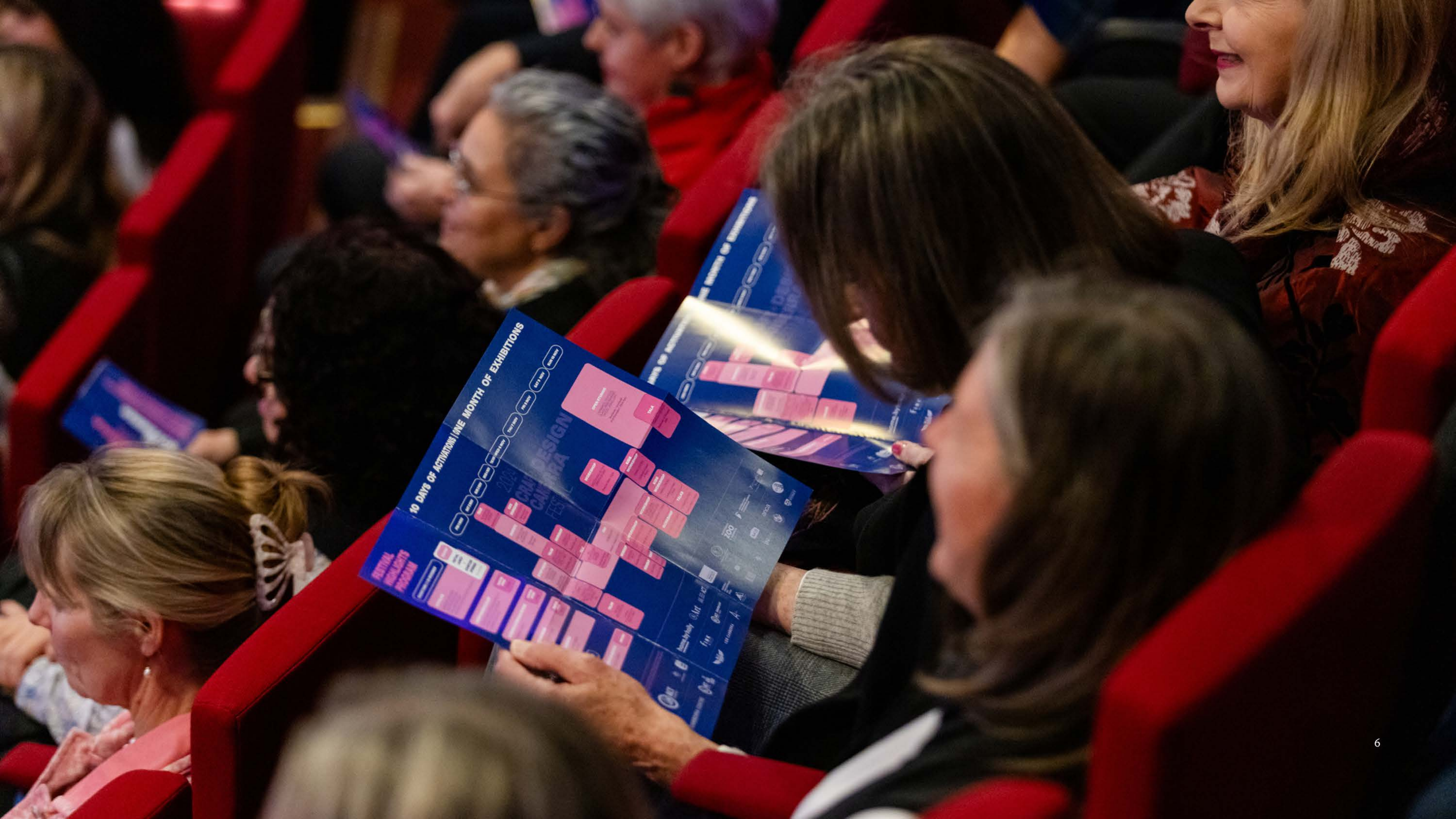


## FIRST NATIONS

Canberra has layered legacies of First Nations cultural practice – in which design, making and culture are intertwined. We acknowledge and thank First Nations custodians and artists and for their involvement in this year's Festival. A special thank you to **Ngambri custodian Dr Matilda House** who led the Smoking Ceremony and Welcome to Country at the Festival Launch and **Ngunawal custodian Tyrone Bell** who delivered the Welcome to Country at the Making and Remaking Canberra Symposium and an On Country Walk as part of the program. Other First Nations artists who were integral to the Festival were:

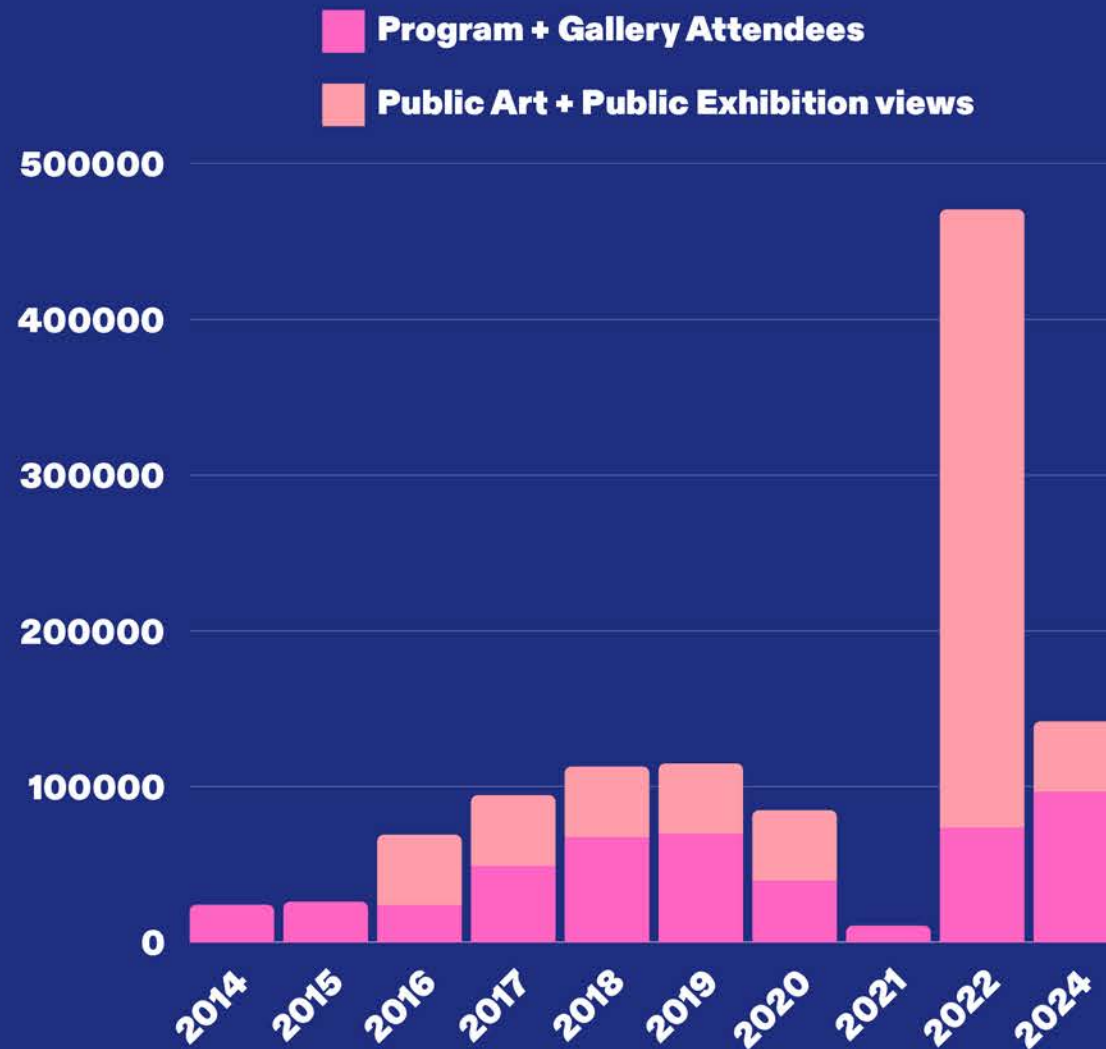
- Kayannie Denigan (Luritja)
- Jennifer Kemarre Martiniello (Arrernte)
- Jessica Spencer (Wiradjuri)
- Ronnie Jordan (Pitta Pitta Wangkamahdla)
- Harry's Clarry (Kamilaroi)
- Sarita King (Gurindji Waanyi)
- Mavis Marks (Ikuntji).







# 2024 CRAFT+ DESIGN CANBERRA FESTIVAL



**FESTIVAL PROGRAMS**  
**22 Exhibitions**  
**1 Public Art Installations**  
**21 Workshops**  
**11 Talks**  
**2 Symposiums**  
**6 Events**  
**16 Tours**  
**29 Open Studios**  
**7 Organisation Open Days**

**117+**  
Programs



**Exhibitions, Events, Tours, Talks, Symposiums, Workshops, Open Studios, Public Art**

Total number events 53% decrease from 2022

**141,772+**  
People Engaged



**96,772**  
**Program + Gallery Attendees**

Attendees 31% increase from 2022



**45,000**  
**Public Art + Public Exhibition Views**

**\$15,899,600**

**Estimated economic impact to the city**

27% increase from 2022 due to higher level of direct attendees

**580+**

**Artists, Craftspeople + Designers**

**40+**

**Partners, sponsors + donors**

**\$554,456**

**Total Income to Artists**



**\$194,456**  
**All Other Programs**



**\$360,000**  
**Undercurrent Design Market**

**110%**

**Increase on website traffic during the Festival period**

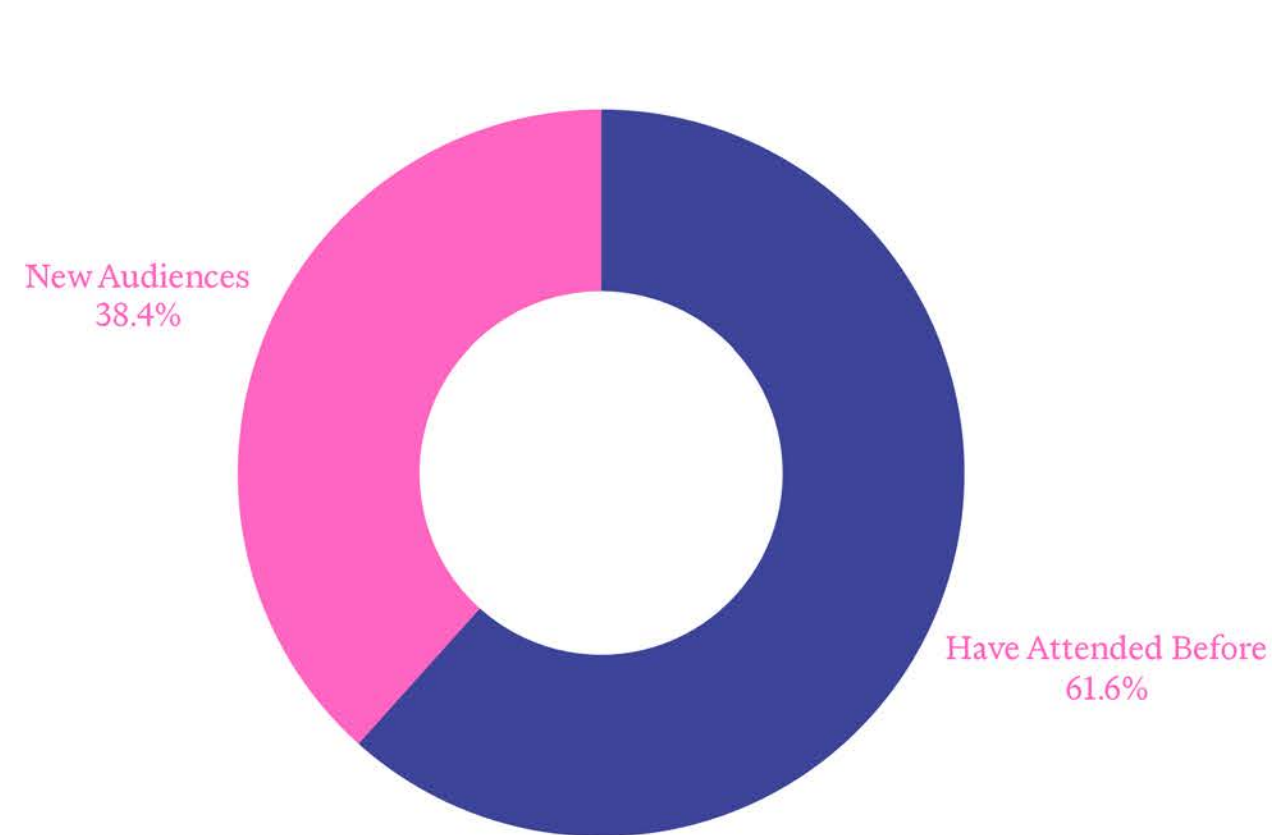
**7%**

**Increase in Social Media Followers Across all Channels since 2022**

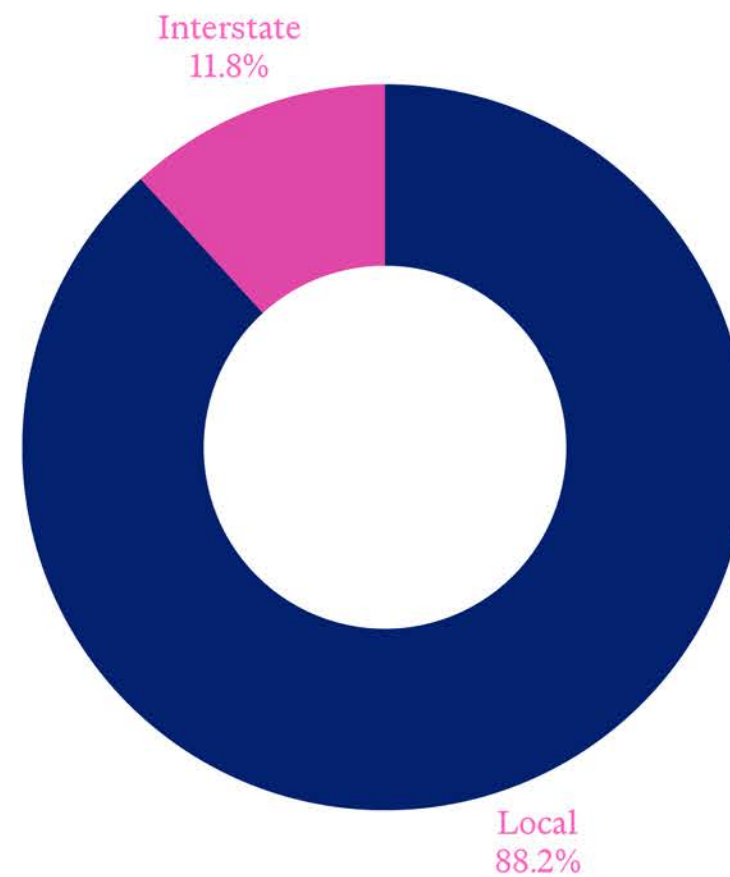


# AUDIENCES

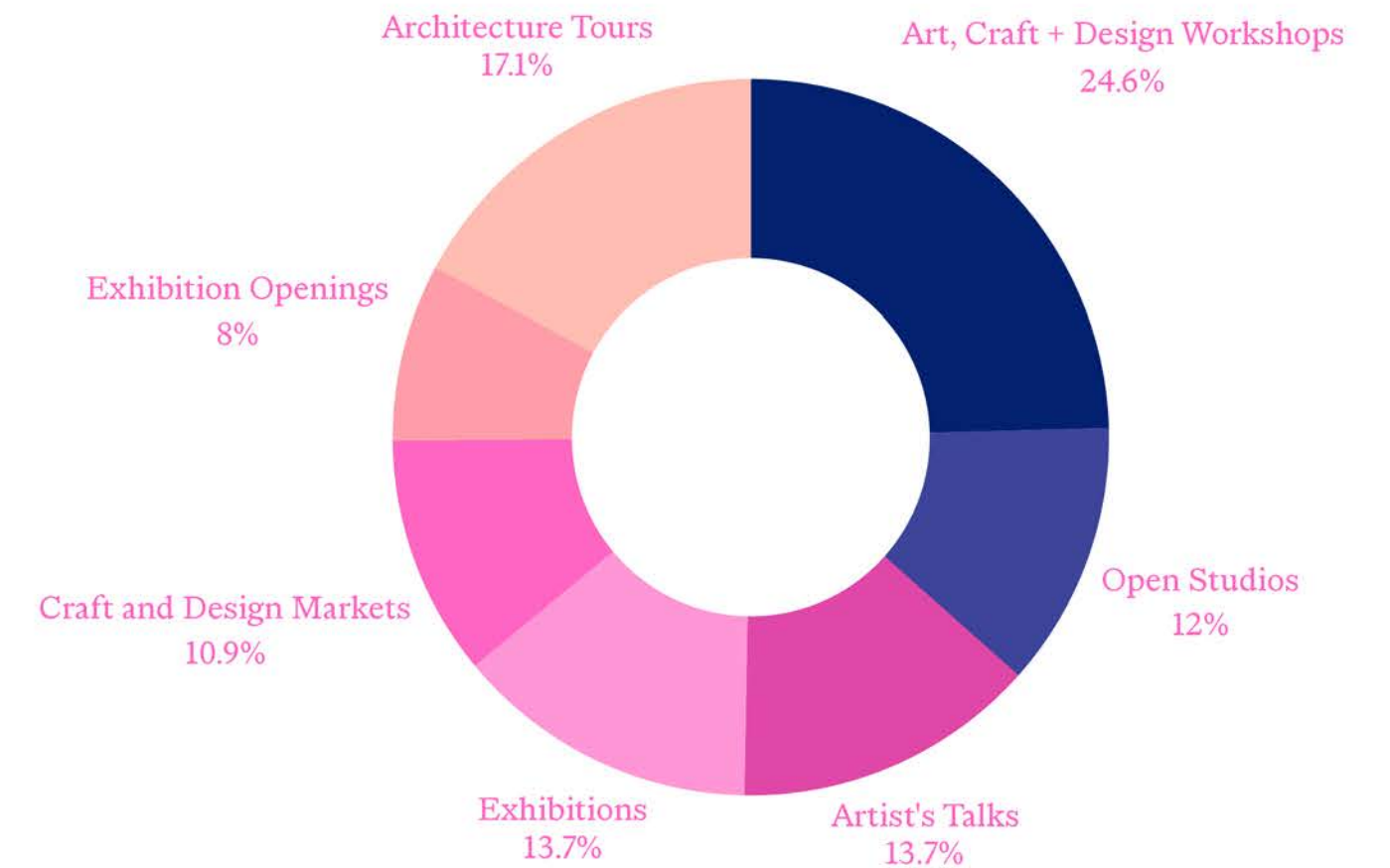
## 2024 CRAFT+ DESIGN CANBERRA FESTIVAL



### NEW AUDIENCES



### LOCAL & INTERSTATE



### INTERESTS

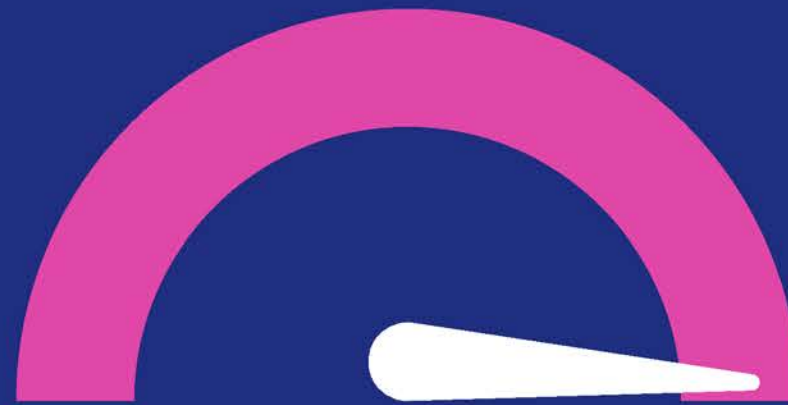


# 2024 CRAFT+ DESIGN CANBERRA FESTIVAL

## AUDIENCES



**98% Would attend  
events in the future**



**98.9% Would recommend  
events and workshops**

**We collected surveys from Artists and Audiences  
over the Festival. From these surveys we had an  
overwhelmingly positive response.**





QUALITATIVE AUDIENCE EXPERIENCE

# 96.9%

## Felt Connected to a Shared Experience

Based on previous festival evaluations we designed a quality program aligned with our organisational goals of connection, creativity, inclusivity and wellbeing.

Our evaluation outcomes show high success across these goals and will support us in our future program development.

‘I loved the chance to be part of a design community for the day, working in my studio can be isolating, this made me feel connected. I also loved meeting customers who were genuinely interested in the creative process and supporting small business.’





QUALITATIVE AUDIENCE EXPERIENCE

**93.7%**

**Had a Creative Experience**

‘Lovely to see such creative locals and beautiful work’

Audiences responded positively to the program which was centered around the incredible capacity of design thinking and supporting local creative enterprise to solve the big problems of our time and enhance wellbeing.





QUALITATIVE AUDIENCE EXPERIENCE

# 95.8%

## Felt Connected to Canberra

The positive response rate for this Festival is higher than any previous results.

The Craft + Design Canberra Festival focuses on providing quality creative experiences for our community. These overwhelming positive responses have demonstrated a capacity and capability that we are a leader in the Canberra's cultural landscape.

“Thanks very much for all you do to make this festival so enjoyable and make it a fixture on the calendar, growing its influence each year.”





QUALITATIVE AUDIENCE EXPERIENCE

# 96.9%

## Discovered Something New

With innovation at our core, we are dedicated to bringing new experiences to our community. Artists, craftspeople and makers engaged their respective audiences with new skills, ideas and connections.

‘We have so many gems under our noses in Canberra and this festival is a wonderful way of uncovering the wonderful art and design in our city. This makes us appreciate it even more. Thank you so much. Well done, again.’





# WORKSHOPS FOR WELLBEING

Participants connected with Canberra's creative community by engaging in a regenerative hands-on making experience, learning unique craft and design skills from our accomplished artists and enhancing their wellbeing.

'I love that we have access to brilliant artists who are willing to share their knowledge and enthusiasm with us. This workshop made my week.'

**3.2**

**Ranked out of 5**

Average feeling before workshops (content, calm, connected)



**4.4**

**Ranked out of 5**

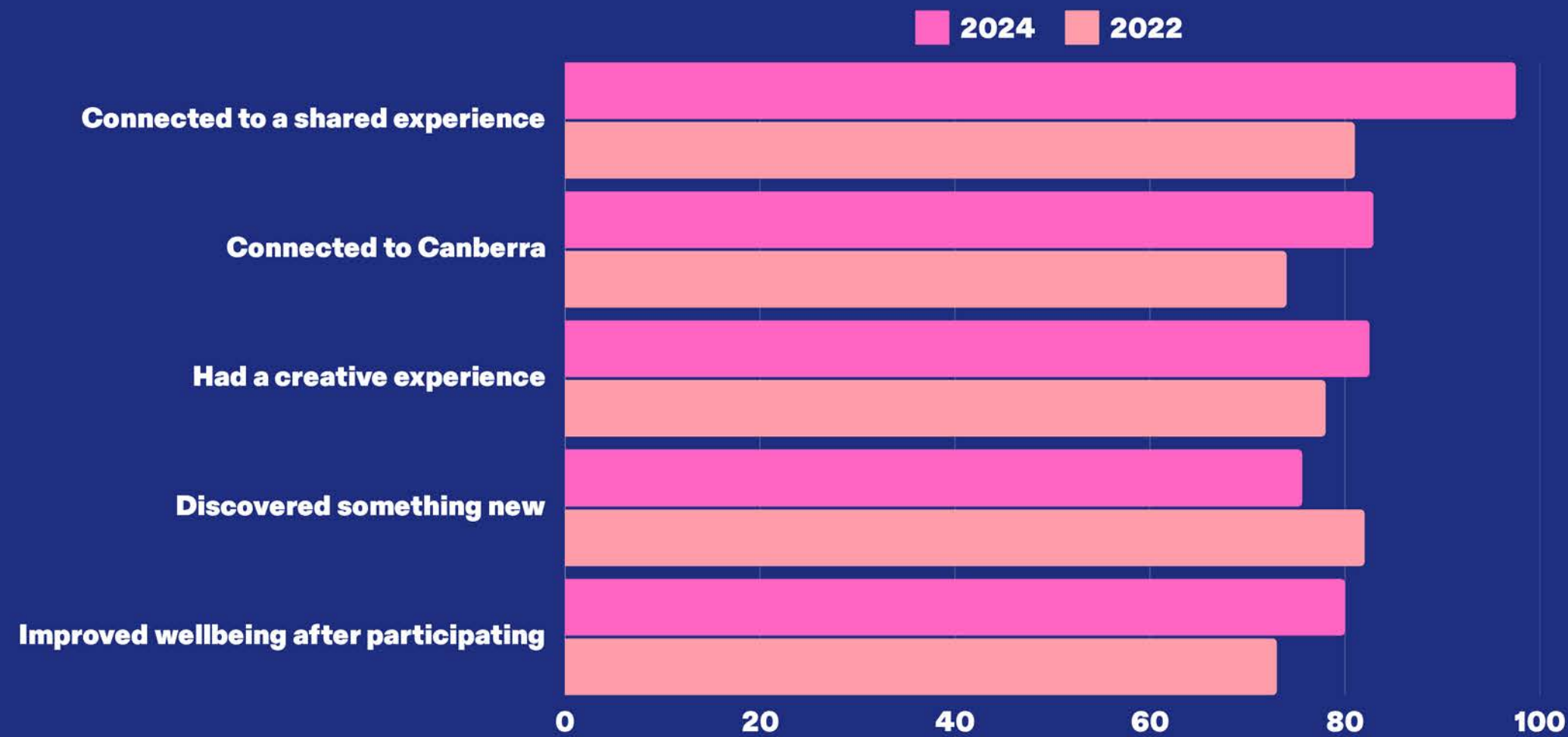
Average feeling after workshops (content, calm, connected)

**37 % increase in wellbeing**





# OUR ARTISTS EXPERIENCE



Based on our previous Festival feedback we found that the artist experience had scope for improvement. This year we tailored our program and support to our Artists with care and expertise making sure to respond to feedback and suggestions. The evaluations show that we greatly improved the Artist experience from the 2022 Festival.





# OUR ARTISTS EXPERIENCE

**92.3%**

Would participate again  
in the future

**100%**

Agree that the  
support was good

**96.3 %**

Say that their experience  
compared to previous  
Festivals was either the  
same or better

**100%**

Agree that the  
events were well  
organised

**98%**

Agree that  
communication and  
information sharing  
was good

**100%**

Agree that  
promotion and  
advertising was  
good









# PARTNERS

Craft + Design Canberra is grateful for the partial support of the ACT and Commonwealth governments through grants administered by Arts ACT and Creative Australia. This contributes to running our organisation giving us a strong foundation on which to build the Festival.

The 2024 Festival was however only possible due to the generous contributions of our sponsors and donors. Our sponsorship and self-generated revenue represented 90% of the Festival budget in 2024.

A big thank you to all of our partners, donors and supporters.

A special thankyou to our Multiyear Partners who enable long-term sustainability and planning in a challenging economic environment and our Major Partners who ensured the viability of the 2024 Festival.



GOVERNMENT  
ORGANISATIONAL  
SUPPORT

CANBERRA CENTRE



MAJOR  
PARTNERS

home.by holly



MULTIYEAR  
PARTNERS



SILVER PARTNERS



HER CANBERRA



PRODUCT  
PARTNERS



BRONZE  
PARTNERS



MEMBER  
ORGANISATION  
PARTNERS







## INTERNATIONAL CONNECTIONS

Craft + Design collaborated with the Embassy of Finland to present Second Chance by Finnish artist Siru Tuomisto. The exhibition featured assemblage sculptures regenerating everyday objects into new forms, exploring upcycling's value and inspiring viewers to reimagine their lives by reassembling personally significant objects.

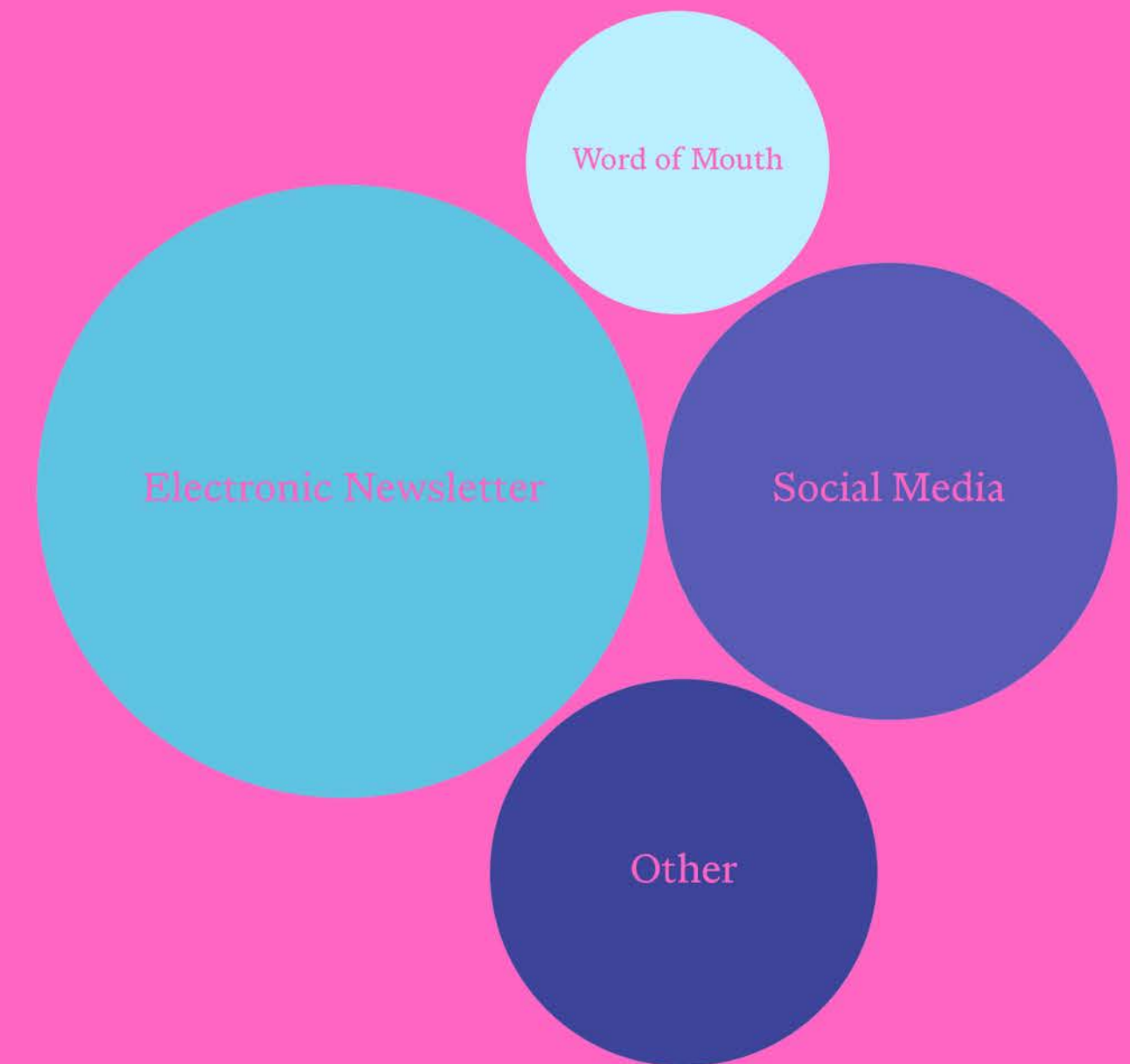
In partnership with the Embassy of Uruguay and Iporã Jewelry Store, we presented Harness the Beauty of Nature, showcasing sustainable jewellery by Uruguayan design house Iporã. The collection highlighted the regeneration of natural resources into striking statement pieces.

We also partnered with The University of Sydney and University of Melbourne on Locating Giurgola: From Philadelphia School to Global Practice, funded by the Australian Research Council's Discovery Project. Supporting organisations included the University of Pennsylvania, Penn State University, and Swiss Federal Institute (EFL).





## HOW DID YOU HEAR ABOUT THE CRAFT + DESIGN CANBERRA FESTIVAL





# MEDIA COVERAGE



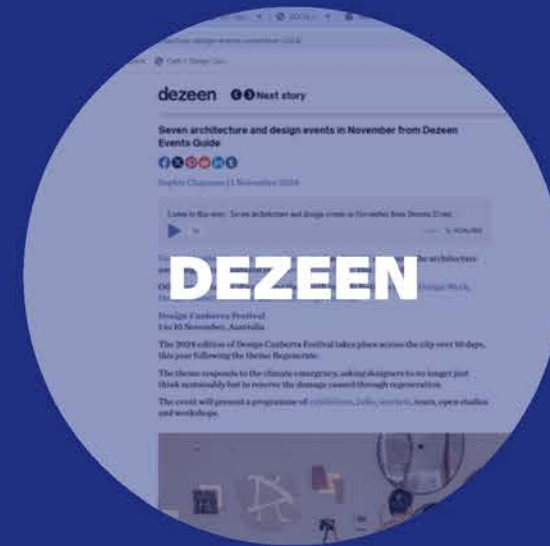
ARCHITECTURE, AU



SPOTIFY



ARTSHUB



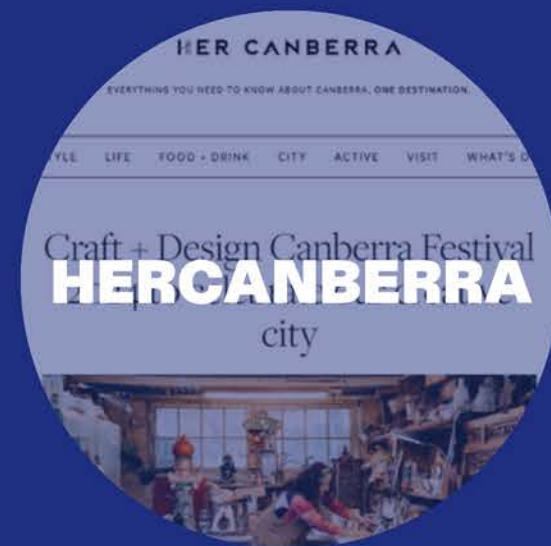
DEZEEN



MATTERS JOURNAL



CITYNEWS



HER CANBERRA



RIOTACT



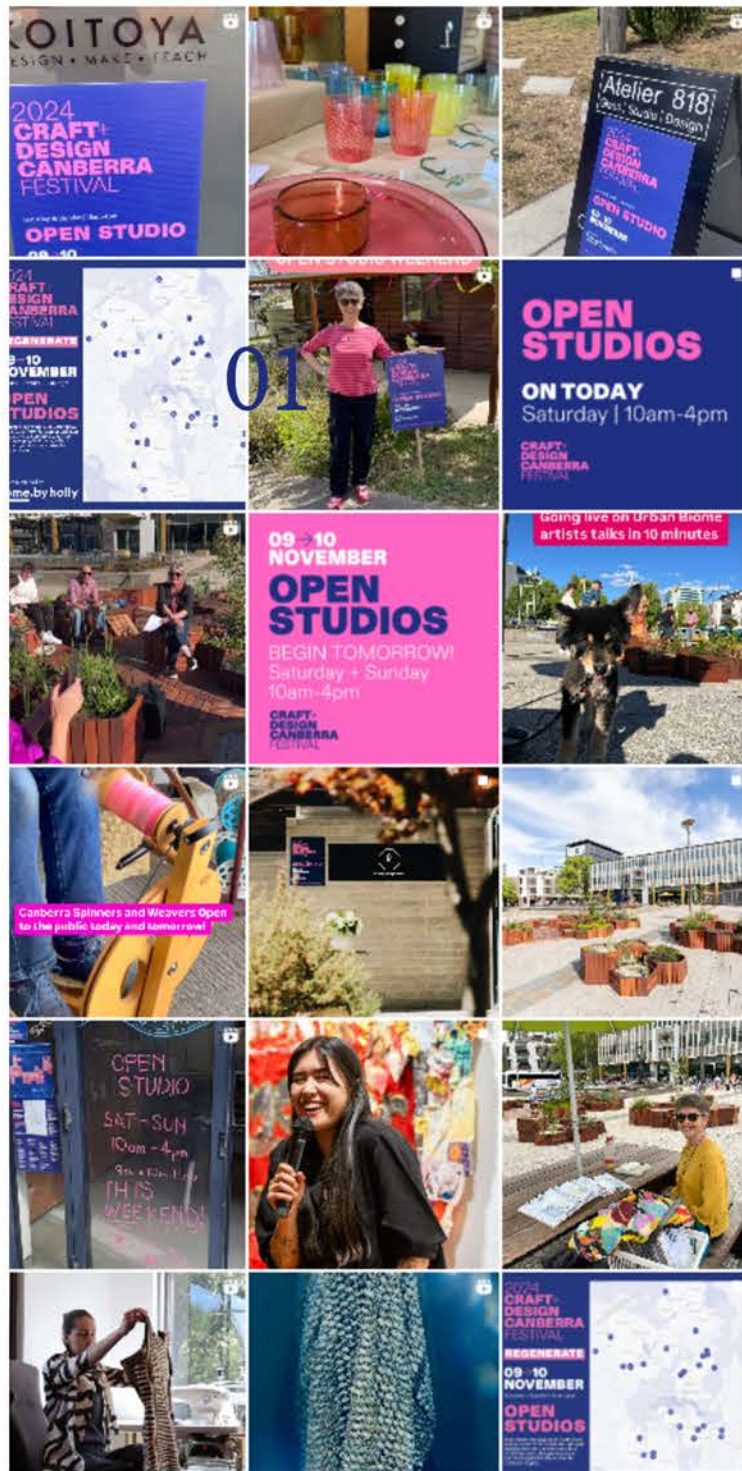
CANBERRA DAILY



ARTSOUND FM



# BRAND AND MARKETING



**CONCEPT**

This year, the Festival’s branding was built upon the work of Inklab Creative, developed during the broader rebranding of the organisation as it transitions from CraftACT to Craft + Design Canberra. This shift was part of a larger effort to integrate the Festival under the main organisation’s umbrella, moving away from its previous identity as Design Canberra.

Going forward, the Festival will be known as the Craft + Design Canberra Festival, aligning more closely with the organisation's broader mission. Inklab provided a comprehensive branding guide, which was adapted and extended by the team to create all branding and marketing collateral for the 2024 Festival, ensuring a cohesive and recognisable identity across all platforms.

These assets were used to inform the new Festival website, built in-house, all Festival signage, printed materials, EDM’s, socials, adverts, and more!

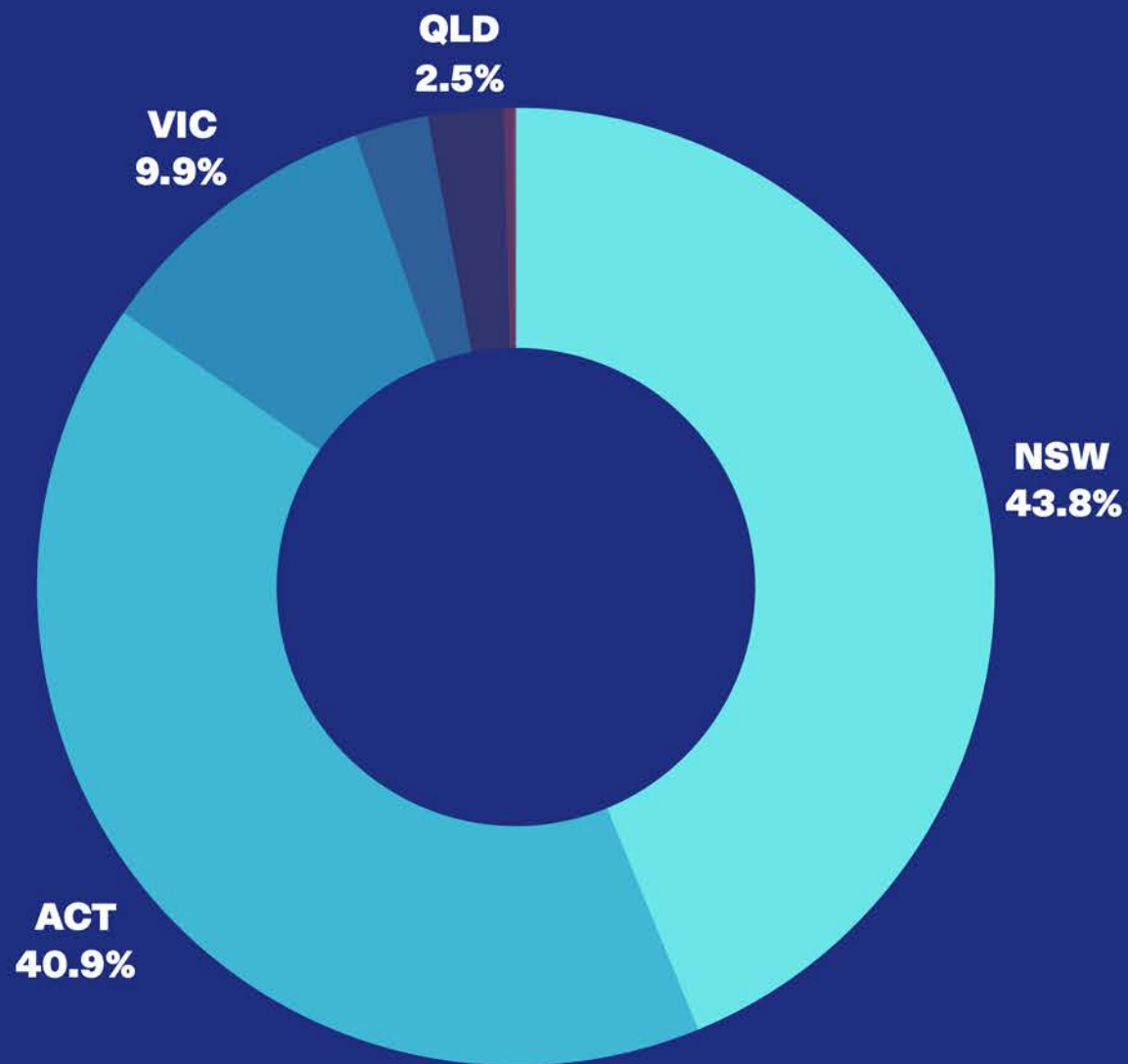


# DIGITAL ENGAGEMENT

## WEBSITE VISITORS

**53,246**

Website sessions over the Festival period



## EMAIL MARKETING

**7741**

Newsletter subscribers

**26**

Email campaigns sent during the Festival period

**49%**

Open rate on EDMs during the Festival period

## SOCIAL MARKETING

**161,211**

Socials reach across Festival period

**47%**

Reach from paid advertising through Meta

**1462**

New followers across socials over the Festival period









## MAKERS

Participation in the Festival affords artists, craftspeople and designers opportunities to share their work with a wide audience, to earn income and to collaborate with their peers. For many of those involved in this year's Festival the commitment must be made months in advance to give them time to create works for exhibitions, Open Studios and the craft and design markets.

The Festival connects artists, craftspeople and designers with the community and creates immersive and inclusive experiences of the best in contemporary craft and design and what our city has to offer.

Our artists are talented, dedicated professionals and Craft + Design Canberra is proud to have them as members and work with them to bring the Festival to life.

They are the heart of the festival and the heart of our city.







# HIGHLIGHTS

## URBAN BIOME



Urban Biome installation embodied our 2024 theme, 'Regenerate,' through renewing materials, activating public spaces, and forming new collaborative relationships. Combining diverse perspectives and mediums, the project regenerated Canberra's urban landscape, contributing to the city's health, culture, and identity as a global city of design. Urban Biome was created by Thor Diesendorf from Thor's Hammer, glass artist Spike Deane from the Canberra Glassworks, and horticulturalist David Taylor from Ephemeral Country. Supported by City Renewal Authority and Yarralumla Nursery.

## DESIGN MARKETS



The two Festival Design Markets brought the theme 'Regenerate' to life. The first market on 2 November transformed Civic Square with stalls, free family workshops, artist talks, and community connection, whilst the second market, The Undercurrent Design Market, showcased the work of 72 makers from around Australia.

These vibrant market experiences provided artists with income and new opportunities while creating space for relationships to grow and strengthen the bonds within our community. Supported by the City Renewal Authority.

## URBAN DESIGN SYMPOSIUM



The Making and Remaking Canberra symposium gathered architects, urban designers, policymakers, and academics to explore Canberra's evolving design legacies. Discussions spanned housing densification and the heritage of public spaces, examining how thoughtful design shapes our city's role as Australia's capital and its future as a vibrant, liveable community. Supported by Australian Institute of Architects, City Renewal Authority, Suburban Land Agency and National<sub>27</sub> Film and Sound Archive.



# HIGHLIGHTS

## OPEN STUDIOS



The Open Studios program showcased Canberra's local makers, building their profiles and connecting them with the community. Through open doors and personal exchanges, the program celebrated the talent for handmade in our city, highlighting the skill, dedication, and creativity that define our makers. supported by Home by Holly.

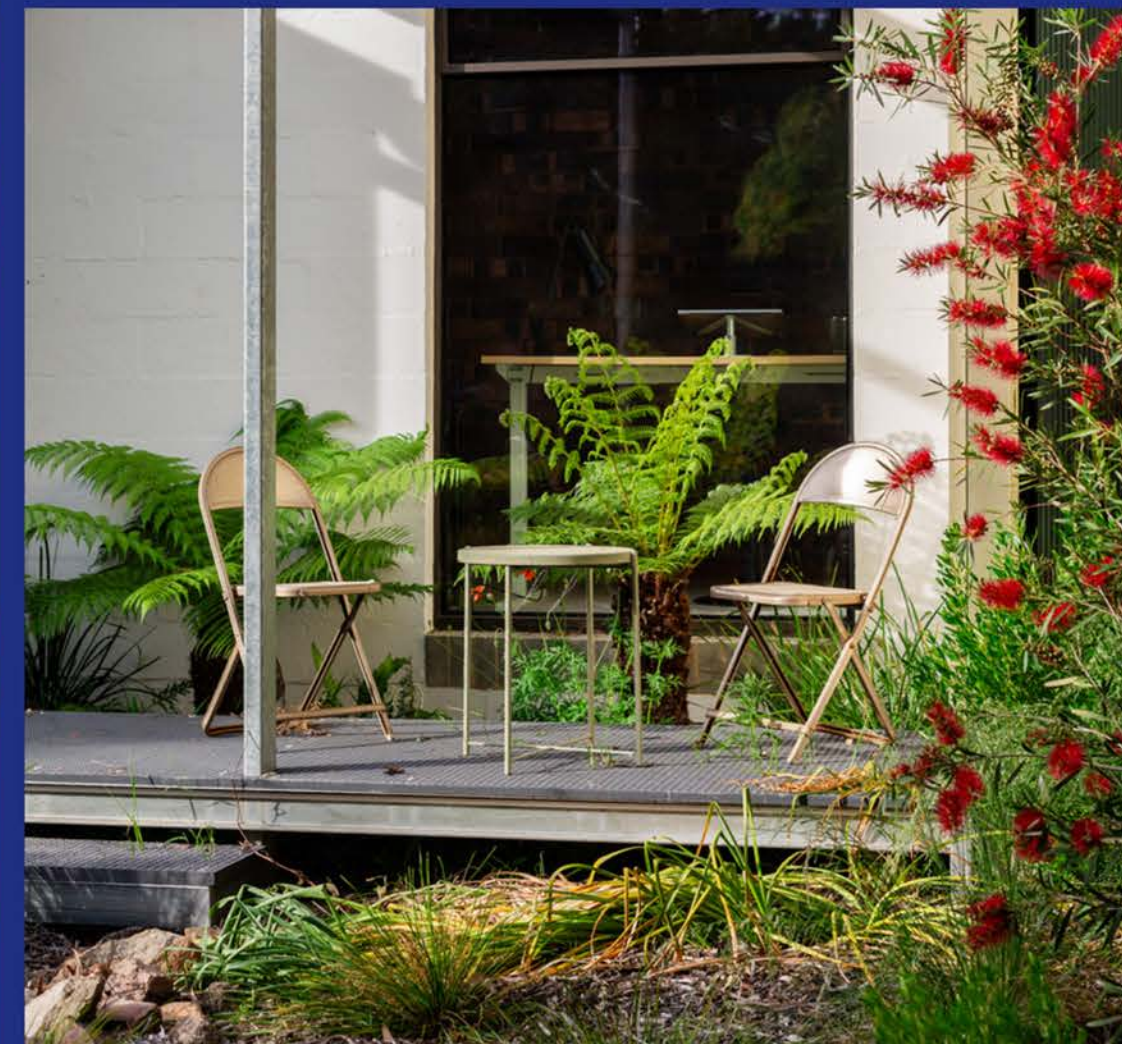
## EMBASSY OF FINLAND



Our partnership with the Embassy of Finland brought international connections to Canberra through an exhibition featuring artist Siru Tuomisto and in collaboration with Finnish design company Marimekko, at the newly refurbished Mid-Century Ambassador's residence.

By fostering global relationships with leading craft and design artists through diplomatic relations, we enrich our local community with diverse creative perspectives.

## ARCHITECTURE TOURS



Our Architecture Tours celebrated Canberra's award-winning building design, iconic buildings and hidden gems. Showcasing regenerative approaches in sustainable design and historic innovation. Presented by the Australian Institute of Architects and Canberra Modern.



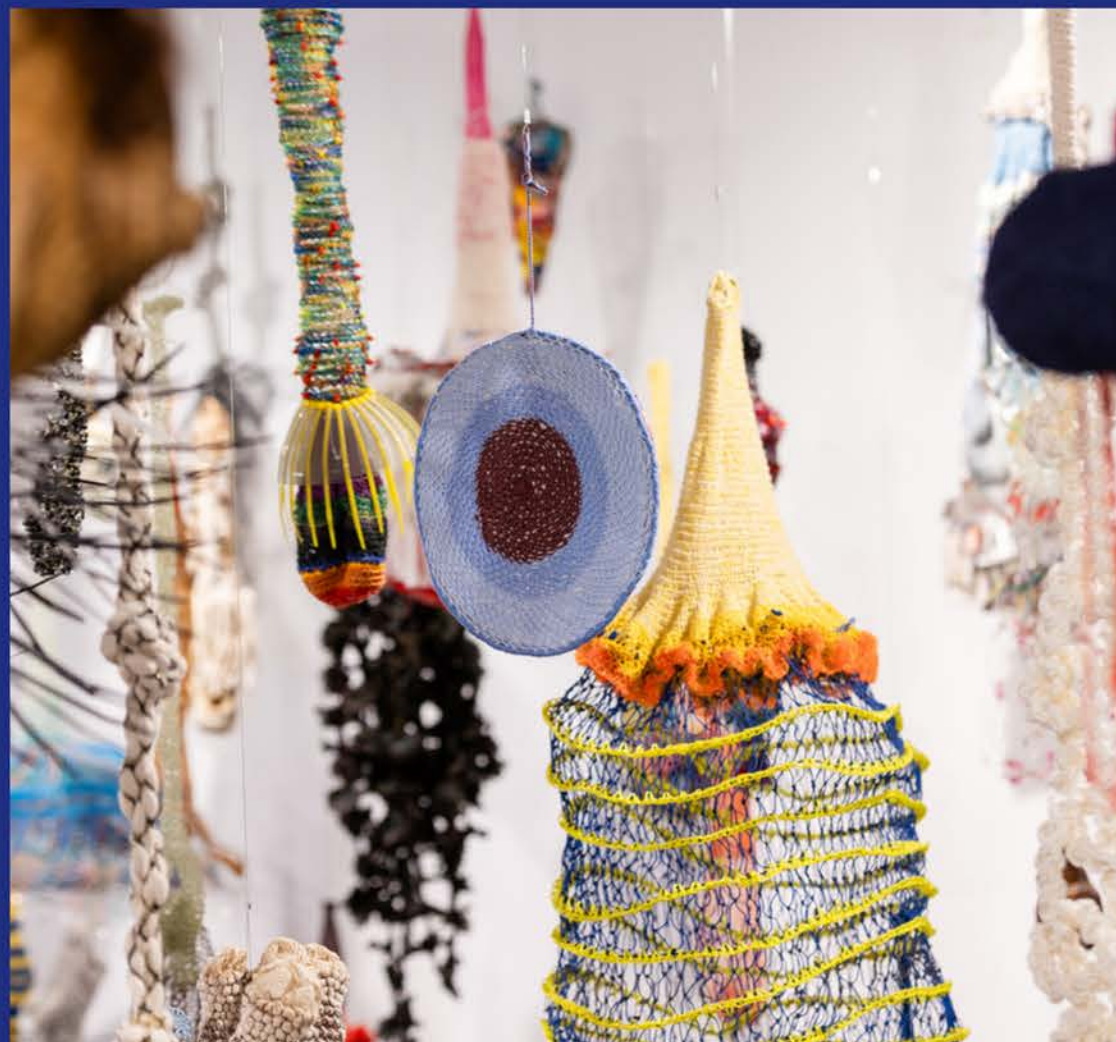
# HIGHLIGHTS

## 2024 ROBERT FOSTER METAL PRIZE



The 2024 Robert Foster Metal Prize celebrated the legacy of FINK, championing Australia's contemporary metalsmithing scene as national metal programs face closure. Reflecting the festival's theme, 'Regenerate,' this prize sustains the craft's future and recognises Canberra's role as a global city of design —where the dedication of talented makers keeps our cultural heritage alive and evolving. Supported by the Tall Foundation and Fink + Co.

## SPECULATIVE MATERIALISM



The Speculative Materialism | Making for the Future exhibition explored the tensions of being a material maker in a world threatened by climate crisis and dwindling resources. The exhibition challenged artists to rethink their practices, offering thought-provoking reflections on how design and craft can navigate sustainability, pushing boundaries while considering our environmental impact in an uncertain future.

## WORKSHOPS FOR WELLBEING



The Workshops for Wellbeing program championed the power of making by hand to enhance mental health and foster social connections. By engaging participants in hands-on activities, these workshops not only nurtured creativity and design thinking skills but also created a supportive space for individuals to connect, learn, and grow together.







# CONSTRUCTIVE FEEDBACK

We are extremely proud of the overwhelmingly positive feedback from the 2024 festival evaluations and strive to make this Festival a continued success.

To this end, we also collected evaluations on things we could do differently and will consider this feedback when developing the next festival.

‘More workshops’

‘The event was slightly too expensive.’

‘More market stalls’

‘Larger market’

‘I hope the design craft markets could have more variety.’

‘Perhaps more advertising in schools and universities to spread the word early on.’

‘I would have liked an extended opportunity to engage with artists which can help someone more timid and shy. For example have questions addressed in an online chat environment after the event.’

‘Perhaps have Open Studios over 2 weekends.’

‘Open Studios could be over more than one weekend. As a participant with studio open both days I couldn't go to other Open Studios’





# OPPORTUNITIES

## UNESCO CREATIVE CITY OF DESIGN

The Festival celebrates Canberra as a Creative Capital and a Global City of Design and was established more than 10 years ago so that Canberra could gain eligibility to list our city as a UNESCO Creative City of Design.

The UNESCO Creative City of Design designation is essentially a branding and networking tool that would magnify our creative brand and allow us to participate in international design projects with other cities of design.

The designation is a huge opportunity to reshape Canberra's brand from the 'Seat of Parliament' into a dynamic, innovative creative hub that draws visitors from all around Australia and the world.

The ACT Labor Party made an election commitment prior to the 2024 election indicating a significant financial contribution of \$3.3million over 4 years to apply for the UNESCO Creative City of Design Designation and to expand the Craft + Design Canberra Festival.

The new Minister for Business, Arts and Creative Industries, Michael Pettersson has been briefed by Craft + Design Canberra and asked to confirm this commitment in 2025.



# PHOTO CREDITS

Page 1 | Beth O’Sullivan works being installed at the National Zoo & Aquarium as part of the Speculative Materialism exhibition | Tim Bean Photography  
Page 2 | Urban Biome installation in Civic Square at the Festival Launch event | 5 Foot Photography  
Page 3 | Auntie Matilda House and Jodie Cunningham at the Smoking Ceremony to formally launch the 2024 Craft + Design Canberra Festival | Jenny Edwards  
Page 4 | 1. Ngurru (Jessika Spencer) stall at the Design Markets 2. Harry’s Clarry running a Yarn Sticks workshops at Canberra Centre 3. Walk on Country with Tyronne Bell 4. Culture on the Move running a Bush Animal Weaving workshop at the Design Markets | 5 Foot Photography  
Page 5 | Festival Program Launch at the NFSA | 5 Foot Photography  
Page 8 | Guests at the Festival Launch | 5 Foot Photography  
Page 9 | 1. Closing Event with Embassy of Uruguay 2. Chopstick making workshop at Koitoya Open Studio | 5 Foot Photography  
Page 10 | 1. Culture on the Move Bush Animal Weaving workshop at design Markets 2. Guests at Open Studio of Rob Schwartz and Rose-Mary Faulkner | 5 Foot Photography  
Page 11 | 1. House on a Path Tour with architect Joanna Nelson 2. Architectural Ghosts of Canberra Exhibition at Australian Institute of Architects from University of Canberra Faculty of Arts and Design | 5 Foot Photography  
Page 12 | 1. Symposium: Making and Remaking Canberra at the NFSA 2. Minka Gillian artist talk with her work Mind Garden in Speculative Materialism exhibition | 5 Foot Photography  
Page 13 | 1. Fran Romano and participants at her Mindful Clay workshop 2. Participants at Poetic Relief workshop with Mariana Del Castilo | 5 Foot Photography

Page 14 | Ben Laffan of Detailed Wood at his Open Studio | 5 Foot Photography  
Page 15 | 1. Jennifer Kemarre Martiniello and Alice van Meurs at their Open Studio 2. Emma Rani-Hodges artist talk with her work in exhibition Pattern Recognition at Canberra Contemporary Art Space | 5 Foot Photography  
Page 16 | Stall of i.f.made at Design Markets | 5 Foot Photography  
Page 17 | Multyyear sponsor Holly Komorowski of home.by holly at the Festival Launch event | 5 Foot Photography  
Page 18 | 1. Bill Whitaker from University of Pennsylvania speaking at the Symposium: Making and Remaking Canberra | 5 Foot Photography 2. Second Chance exhibition from Siru Tuomisto at the Embassy of Finland 3. Ambassador Arto Haapea speaking at the Celebration of Finish Design at the Ambasaador’s Residence 4. Her Excellency Mrs Dianela Pi Ambassador of Uruguay, at the closing event in the Festival Hub with Ipora Jewellery Store.  
Page 19 | Featuring screenshots of the online articles on each media outlets website  
Page 21 | 1. Screenshot of the Craft + Design Canberra Festival instagram feed 2. Open Studio at Brenda Runnegar’s studio | 5 Foot Photography 3. Screenshot of Craft + Design Canberra Festival website 4. Poster that was distributed across the city  
Page 23 | Families at the free drop-in workshops at the Design Markets day | 5 Foot Photography  
Page 24 | Artists at their Open Studios 1. Kirandeep Grewal 2. Brenda Runnegar 3. Isabelle Mackay-Sim 4. Kirsten Guenther 5. Hiroshi Yamaguchi | 5 Foot Photography  
Page 25 | Vocalist Shikara Ringdahl performing in response to work by Hannah Quinlivan at the opening of Pattern Recognition at Canberra Contemporary | 5 Foot Photography

Page 26 | 1. Participant in the Urban Biome as part of a sketching in the urban landscape workshop with Sally Black 2. The Colour Curator stall at the design markets 3. Audience members at the Symposiums: Making and Remaking Canberra | 5 Foot Photography  
Page 27 | 1. Open Studio of Rob Schwartz and Rose-Mary Faulkner 2. Marimekko pieces at the Celebration of Finnish Design event at the Embassy of Finland Ambassadors residence 3. Canberra Modern House Tour, House on a Path with Joanna Nelson | 5 Foot Photography  
Page 28 | 1. Winner of 2024 Robert Foster Metal Prize, Sake Set 2, Larah Nott 2. Mind Garden installation by Minka Gillian 3. Workshop participant in Regenerate & Play: Vintage Glass Construction with Siru Tuomisto  
Page 29 | Festival Hub Space branding on Civic Square | 5 Foot Photography  
Page 31 | Urban Biome installation by Thor Diesendorf, Spike Deane, David Taylor | 5 Foot Photography