

# DESIGN CANBERRA FESTIVAL 2018



## Craft ACT Members



**activity report**

# DESIGN Canberra

## INVOLVING MEMBERS



**DESIGN  
Canberra**  
supports  
members at all  
career stages

DESIGN Canberra incorporates members into festival events in a range of ways: exhibitions, events, open studios, and sales opportunities.

We also give members special invitations and discounts for our competitions and waive participation fees.

We work hard to promote the work of participating members through our media and social media campaigns.

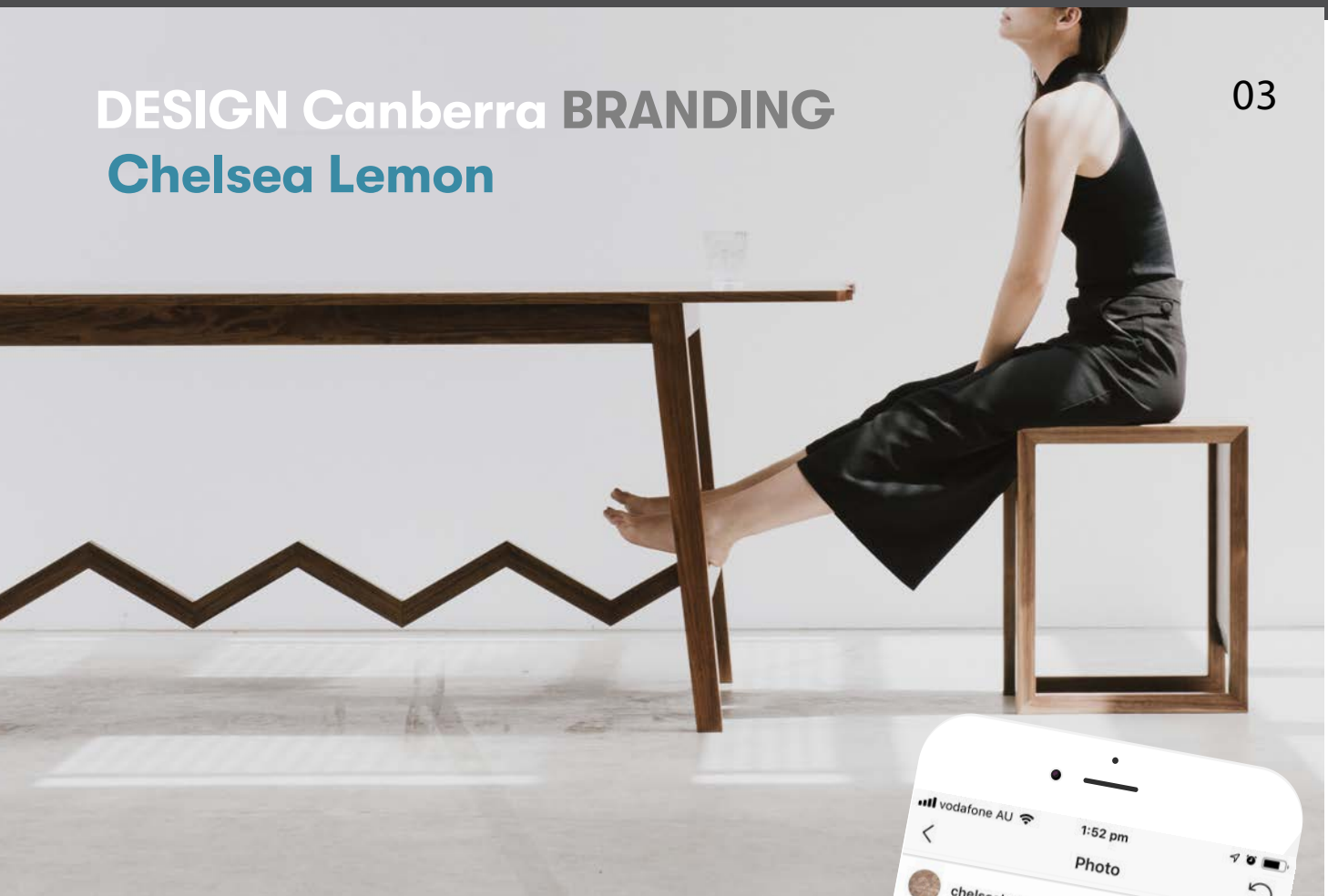
Read on for more details.

Cover image: Circularity auction works. Credit: Anisa Sabet Image: Andres Caycedo, Dianne Firth, Sarit Cohen, Enrico Taglietti, Elizabeth Paterson, and Tanja Taglietti, at the floor talk for *The Void: Reimagining Enrico Taglietti*. Credit: Rachael Coghlan

# DESIGN Canberra BRANDING

## Chelsea Lemon

03



For the past 3 years, DESIGN Canberra has invited an emerging member to create the look and feel for the festival. This approach delivers a fresh new look for the festival each year, is well received by media and other stakeholders, and expresses the festival's belief in the design process and commitment to support and promote local designers.

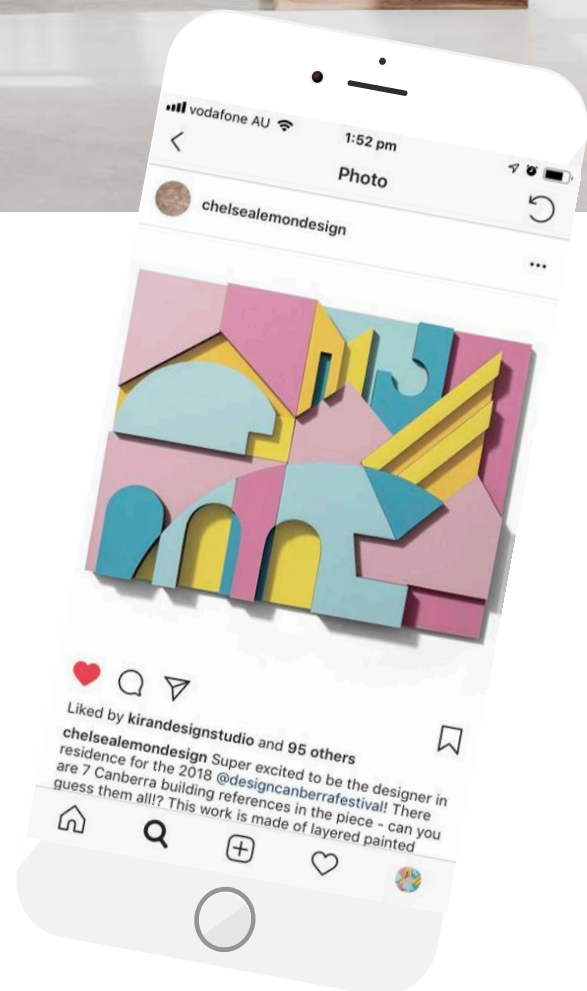
This festival, Associate member Chelsea Lemon was selected as the 2018 Designer in residence.

Chelsea explains her design:

'As the 2018 theme for the Design Canberra Festival explores 'geometry', I created a design that refers to the geometric buildings and visual forms which create our city. Although these buildings present the diverse architectural designs within the Canberra region, they also reflect the places where human connections are formed. These iconic buildings within the Nation's capital create a place for the diverse culture within Canberra to thrive.'

The design I have constructed is formed with layered blackcore and added colour to define various buildings throughout Canberra. I developed this style whilst exploring a woodworking technique known as 'parquetry' during my Honours year at the Australian National University's Furniture Studio. Although this project steps away from the timber designs I am well known for, I chose to work with layered material for this project as the finished piece can be deconstructed into small components and reconstructed to depict a representation of Canberra; a reflection to the diverse visual growth and development of our Nation's capital.'

Chelsea was selected for the quality of her work, the rigour of her practice, and the symmetry of her work to the 2018 festival theme of geometry.



# DESIGN Canberra EXHIBITIONS



## HOME:MADE Monaro Mall

### The Void: Reimagining Enrico Taglietti Craft ACT

*HOME:MADE* was our emerging maker exhibition, showcasing fresh new work from around Australia. Thanks to our partnership with the Canberra Centre, positioning the works in Monaro Mall ensured a steady flow of foot-traffic past the works and exposure to a broad general audience.

Daniel Gunston (NT) | Jordan Ruchalski (NSW) | Native Swinson (NSW) | Makiko Ryujin (VIC) | Geoffrey Cameron Marshall (TAS) | Katie Stormonth (QLD) | Carina Li-Lin Vincent (WA) | Billy James Crellin (SA) | Richilde Flavell + Rolf Barfoed (ACT)

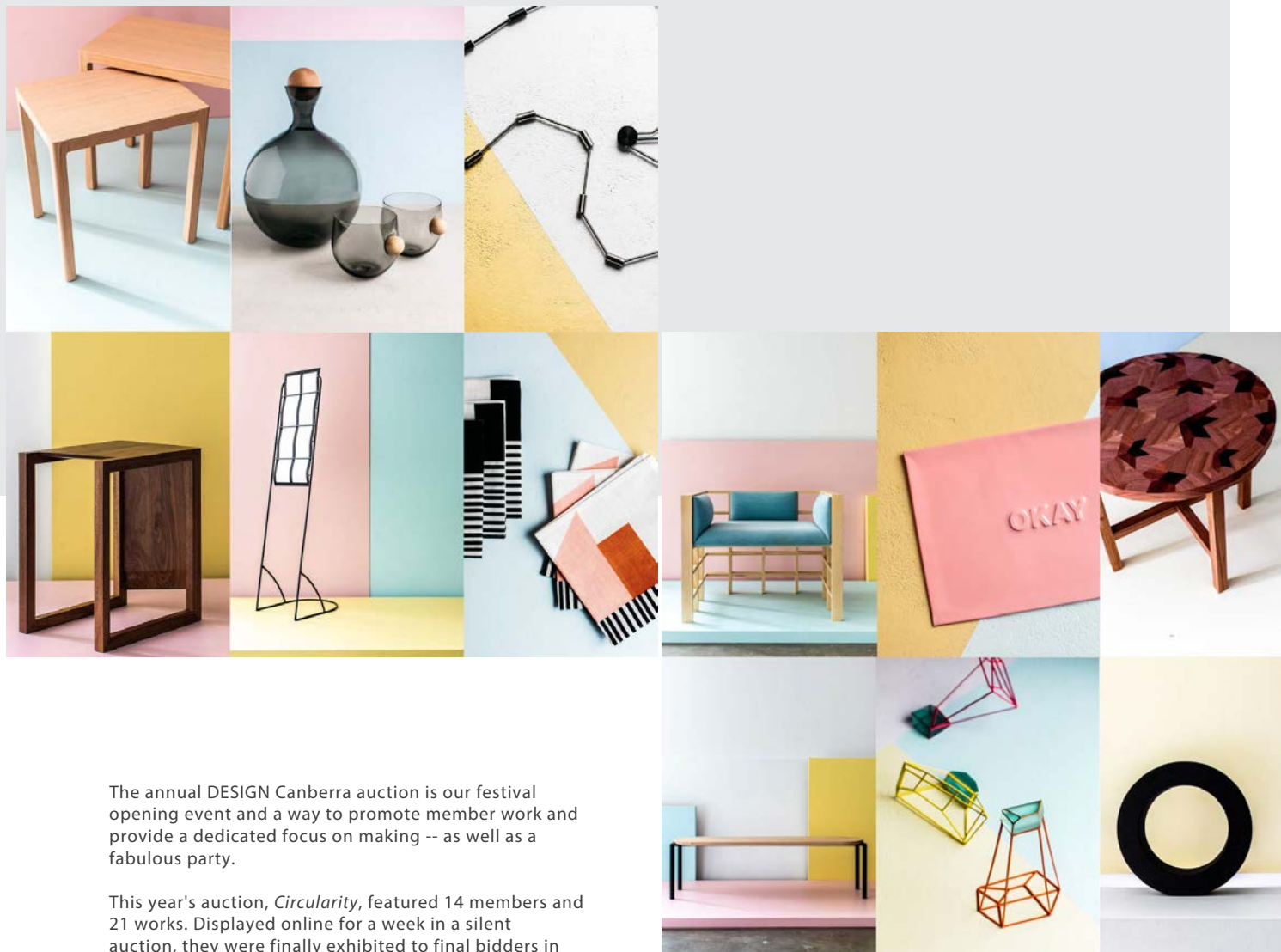
*The Void: Reimagining Enrico Taglietti* was curated by Craft ACT to (a) tie in with the festival's focus on one of iconic architects, and (b) to showcase a selection of Craft ACT members and their ability to respond, conceptually and materially, to the festival and its themes.

Elliot Bastianon | Andres Caycedo | Sarit Cohen | Thor Diesendorf | Judi Elliott | Dianne Firth | Megan Hinton | Karen Lee | Chelsea Lemon | Rene Linssen | Sabine Pagan | Elizabeth Paterson | Tanja Taglietti | Richard Whiteley



# DESIGN Canberra EXHIBITIONS

## Circularity Auction



The annual DESIGN Canberra auction is our festival opening event and a way to promote member work and provide a dedicated focus on making -- as well as a fabulous party.

This year's auction, *Circularity*, featured 14 members and 21 works. Displayed online for a week in a silent auction, they were finally exhibited to final bidders in the fabulously refurbished Monaro Mall, with all but one piece selling.

Pictured above, left to right

Row 1: Rolf Barfoed, Nesting Tables; Katie Ann Houghton, Halo Decanter and stemless glasses; Phoebe Porter: Transit Necklace.

Row 2: Peter Bollington, Sku Side Table; Marilou Chagnaud, Weaved Object 2; Megan Hinton, Geometric Napkins; Elliot Bastianon, Mochi Armchair Prototype; Zoe Brand: Everything is Alright; Chelsea Lemon, Callistemon Low Table.

Row 3: Furnished Forever, Benchmark; Madisyn Zabel: Project; Rene Linnsen + Richilde Flavell, Halo Light. Not pictured: Tom Skeeahan, Hoshi Chair.

# DESIGN Canberra **EVENTS**

## OPEN STUDIOS

# 3,840 people attended Open Studios in 2018

**"I met lots of excited and interested first timers doing the Open Studio rounds. They were genuinely thankful that DESIGN Canberra and the artists provided this great opportunity for the public"**

*Annie Trevillian  
textile artist and long-term APM*



**The DESIGN Canberra Open Studios program is one of the most successful events on the festival calendar, and each year more people attend.**



top: Anne Masters, Open Studio  
middle: AnnieTrevillian, open studio  
bottom: Hiroshi Yamaguchi, open studio  
Credits: 5 Foot Photography.

# DESIGN Canberra **EVENTS**

## LIVING ROOMS

DESIGN Canberra kept craft and design at the forefront of Canberra's minds with regular pop-up events that showcased local talent. Our Living Rooms program was one of the most popular (second only to the Open Studios) and most of the destinations featured work by Craft ACT members.



# DESIGN Canberra EVENTS



Design  
Diplomacy



Depth of  
Field

**Design Canberra events are high profile platforms which promote our members to new audiences.**

**Design Diplomacy at the NZ Embassy brought Canberra designer-makers Alison Jackson and Dan Lorrimer together in conversation with NZ artist Michel Tuffery.**

**Events like the Taglietti Symposium and the Depth of Field photography exhibition shined a light on the experiences and contribution of our members to Canberra's design history.**



# DESIGN Canberra

## SUPPORTING OUR MEMBERS

Over \$177,842 of income was generated for artists and designers as a result of the DESIGN Canberra Festival. This marks a 25% increase in the artist income generated compared to 2017 and is an outstanding effort to help artists make a living from their practice.

DESIGN Canberra is an effective platform to achieve Craft ACT's strategic goals and support our members, in particular to promote contemporary craft and design, forge marketplace connections, develop new and expanded audiences and provide a source of inspiration and collaboration.

Craft ACT members received the following benefits:

- 10% discount on the Undercurrent Design Market stall fee
- Free participation in Open Studios
- Invitation to participate in signature exhibitions
- Invitation to curate pop-up exhibitions in Living Rooms homes
- Opportunity to sell their works at Living Rooms
- Works for sale at pop-up shops by Craft ACT at key festival events
- Works featured in CIRCULARITY: festival opening party and auction
- Free entry into the City Art (graphic intervention) competition
- Invitation to attend an Open Studios Information + Discussion session to learn tips and tricks
- Works included in HOME:MADE exhibition at the Canberra Centre
- Participation in Ready Set Market, a member development program to develop market stall presence, promotion and sales, culminating in a stall and sales at Undercurrent Design Market



Alice Sutton talks to visitors at her Open Studio. Credit: 5 Foot Photography



Sarit Cohen explains process during her Open Studio. Credit: 5 Foot Photography



Tea in the Potters Garden: four open studios at once, featuring FRATTEMPO, Linburn Handmade, Jo Victoria, Rajan Reddy, Andres Caycedo, Lia Tajcnar, Lesley Lebkowicz, Alya Khan and Girl Nomad Ceramics. Photo: 5 Foot Photography.

# DESIGN Canberra MEDIA COVERAGE

DESIGN Canberra enjoyed an outstanding increase in interstate media coverage thanks to the Progressive PR team, who engaged media attention in the lead up to and during the festival.

This was a key strategic priority in 2018, to support our goal to increase interstate and international visitation and engagement with the festival.



**4.6 million**

audience reached from media coverage



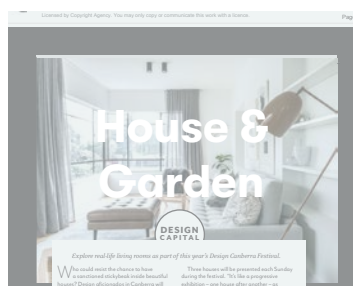
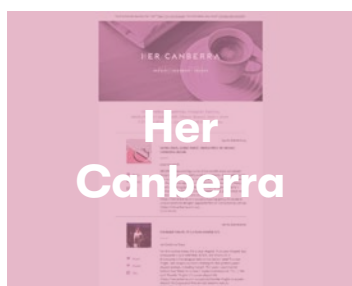
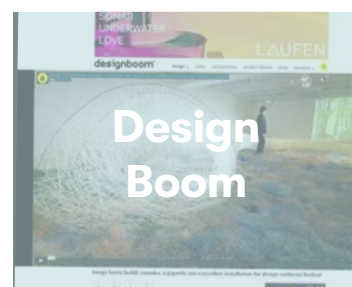
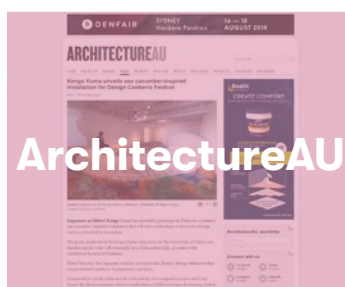
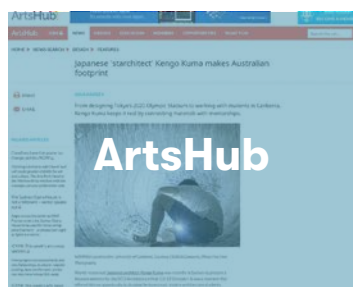
**269+**

unique earned media placements (150% increase on 2017)



**2 million+**

value of media coverage using ASR\* (advertising space rate)



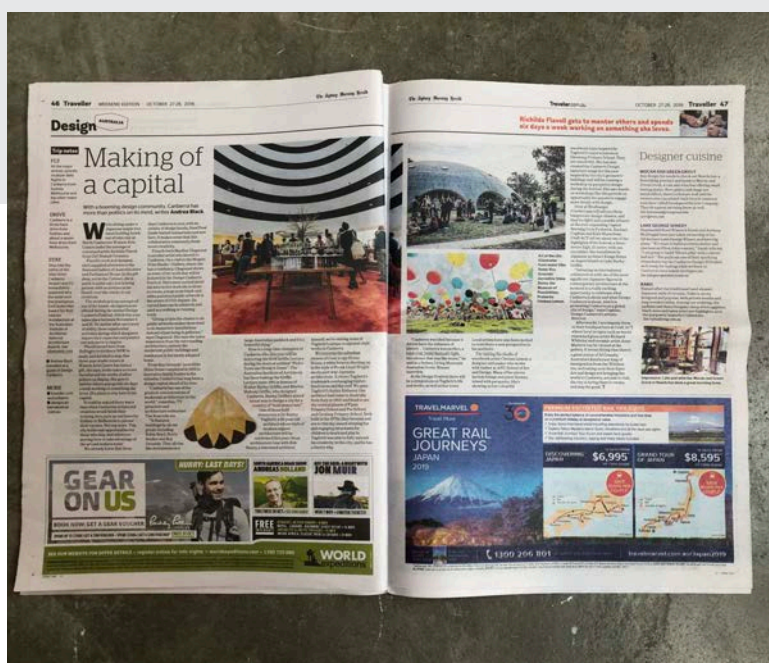
And many more!

# DESIGN Canberra

## MEDIA COVERAGE

Andrea Black from Fairfax publications was flown to Canberra as a guest of DESIGN Canberra to enjoy a luxury design weekend and a sneak peek of the 2018 DESIGN Canberra program. Jane Nicholls from *The Australian* also visited as our guest.

The Fairfax article was syndicated across the print and digital networks for Fairfax including *The Sydney Morning Herald*, *The Age* and *The Brisbane Times*. *The Australian* article enjoyed a national circulation and widespread digital reach. With a circulation of more than 200,000 for each of these articles, this reach and visibility is significant for the festival, our featured partners, and our members.



Members mentioned by the articles:

Angela Bakker | Ruby Berry | Marilou Chagnaud | Richilde Flavell | Chelsea Lemon | Anne Masters | Sarah Murphy | Kate Nixon | Phoebe Porter | Richard Whiteley

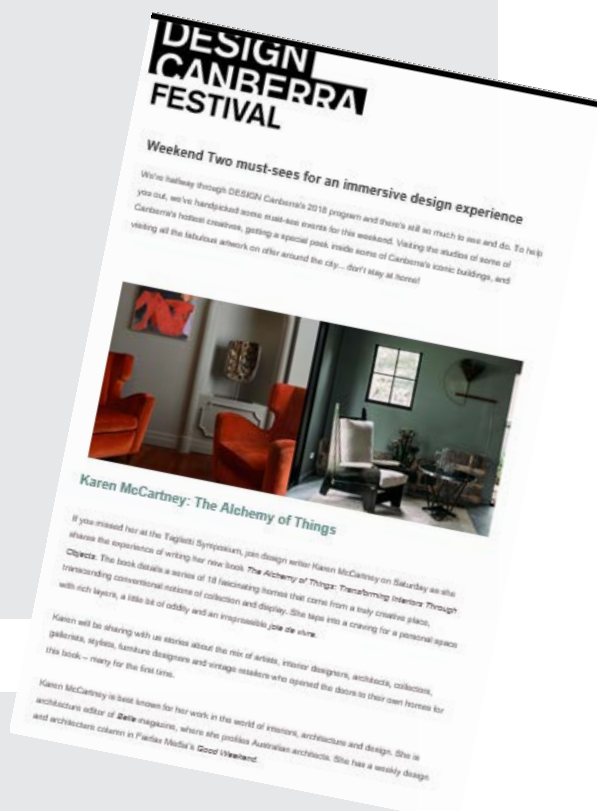
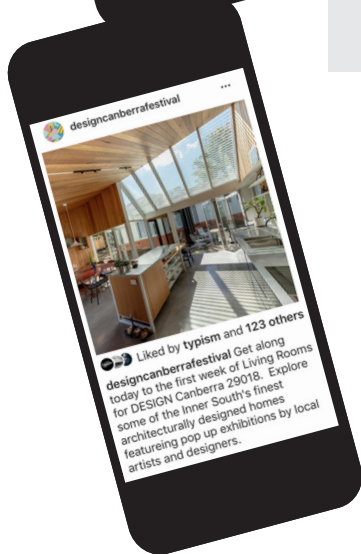
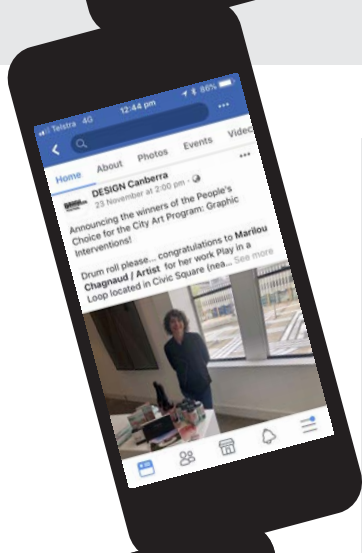
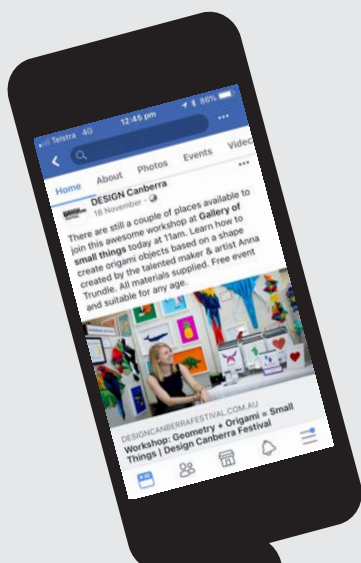


Weekend media familiarisation resulted in national media coverage by *The Weekend Australian* and Fairfax publications - 200,000 circulation each.

# DESIGN Canberra DIGITAL MEDIA

After outstanding social media results in 2017, it was pleasing to see even higher digital marketing engagement in 2018. An energetic team of Craft ACT staff and marketing brains trust volunteers worked across Facebook, Instagram, LinkedIn, EDMs and Twitter to achieve outstanding results for the festival.

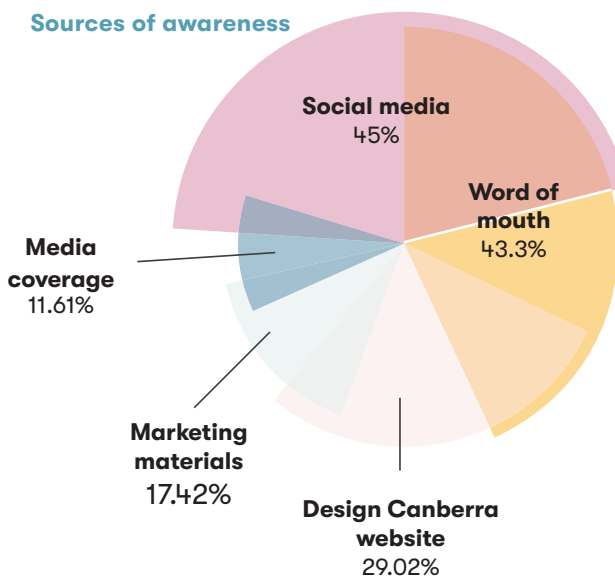
Members were included in posts as often as possible, using hashtags and weblinks, generating traffic towards their online presence and interest in their broader activities.



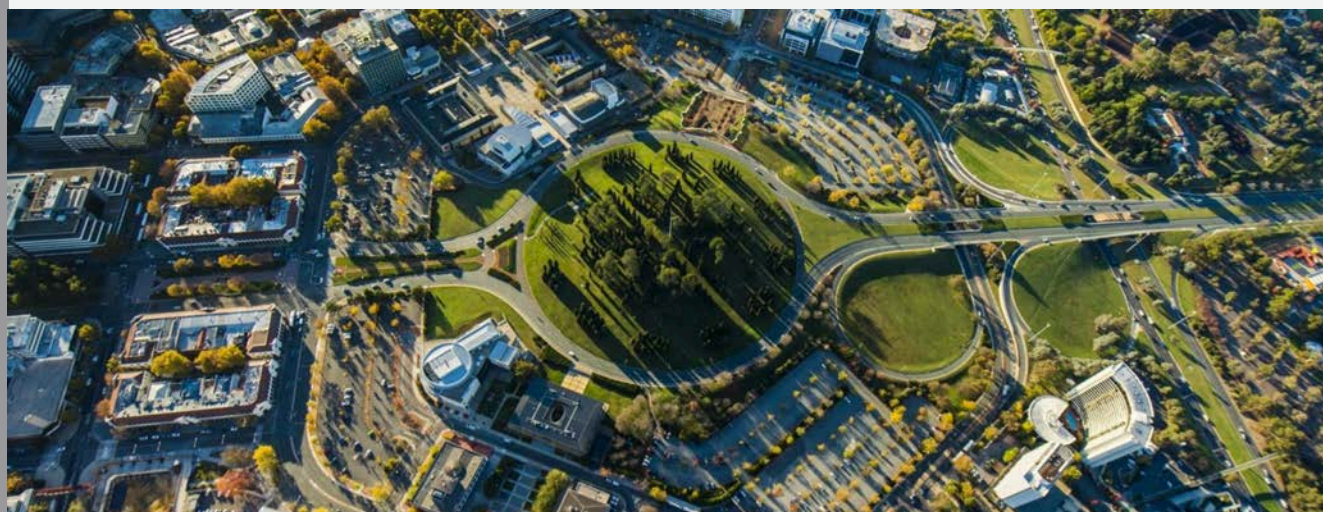
**164,774 web views**  
**41,850 web sessions**  
**24,758 web users**  
**39% increase from 2017**

**13% increase in Facebook followers**  
**32% increase in Instagram followers**

Sources of awareness



# GET INVOLVED



**Next year's DESIGN Canberra festival will be held 4-24 November 2019.**

## UTOPIA

**Design is a powerful tool to build a better world and imagine a perfect future.**

**Utopia is an opportunity to reimagine the past, build a more creative and inclusive present, and boldly experiment with the future of design.**

- **Celebrate the Bauhaus' 100th anniversary which brought together craft, skill and innovation and had a distinct impact on Canberra's built environment and creative community.**
- **Take seriously design's responsibility as an agent for positive change in society**
- **Challenge ideals of perfection**
- **Make visible design and designers to new audiences.**



**Proposals are welcome for:**

*Events*

*Tours*

*Workshops*

*Activations*

*Installations*

*Exhibitions*

*Design-related performance*

*Public talks*

*Publication launches*

*Food and fun*

*Online works*

*Research*

**There are many ways to get involved in DESIGN Canberra 2019. We are currently calling out for General Submissions, Artist Open Studios, Living Rooms and Exhibition Listings.**

**In calling for proposals from across all design disciplines, we encourage a spirit of collaboration where Canberra's creative community works together to showcase the best in contemporary design. We welcome proposals which align with the festival values, ambitions and aspirations including: contemporary, relevant, exploratory and authentic.**

**Submissions close 4 March 2019.**

**More information:**

**<https://designcanberrafestival.com.au/2019program/>**

**Three simple ways to help us promote you now**

1. Keep your website fresh & make sure we have your URL.
2. Have a social media presence and tell us your username.
3. If you have preferred hashtags for your work, let us know!