

DESIGN
CANBERRA
FESTIVAL

2019
FESTIVAL
REPORT



4 — 24 NOVEMBER

2019

2019 FESTIVAL REPORT

WHEN I WAS GIVEN THE HONOUR OF BECOMING ARTISTIC DIRECTOR IN 2016, I WANTED TO HELP THIS AMAZING LITTLE FESTIVAL REALISE ITS POTENTIAL.

Each year, I've added to the story it's trying to tell - about design, designers and our city. In 2016, I added a curatorial touch to the program, aligning the festival to our city's reputation for design excellence. In 2017, we connected the festival to our distinct design heritage, celebrating Canberra's iconic mid-century modern architecture. In 2018, I introduced an educational role, paying tribute to the design legacy of our friend, the late Enrico Taglietti. It was an honour to deliver programs to celebrate his extraordinary contribution last year, with Enrico.

In 2019, audiences and partners saw that the past three years culminated in an ambitious program which weaved together design excellence, design heritage and design education in a new vision which reached beyond the borders of the ACT and Australia. Through the relationships we have been carefully building over the years, DESIGN Canberra now has an international program. In fact, we are in talks to take a Craft ACT exhibition to Milan Design Week. Canberra really is a global city of design.

Craft ACT is proud to be one of the longest running visual arts membership organisations in Australia. As CEO, I ensure that we include a dedicated program of craft and object design into every dimension of the festival. From pop up exhibitions in our popular open home program, Living Rooms, to the wonderful open studios. We appointed our first designer-in-residence in 2016, and our 2019 designer Phoebe Porter created a most beautiful object "Elements of Balance" to express the vision of the festival this year.

The festival encourages collaboration, experimentation and innovation and we commissioned new work to achieve these goals. This included contemporary design installations for Civic Square, celebrating the Bauhaus anniversary and the legacies of Harry Seidler and John Andrews, and presenting the second national design conference with thought leaders from around the globe.

This year we attracted 114,770 people to the festival program and over \$190,570 was generated in artist revenue. Many artists earn more during the festival than they do all year from their practice.

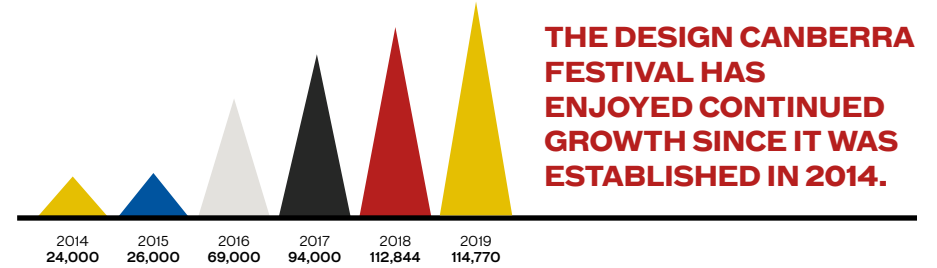
Our festival theme for 2019 was utopia – a tool to imagine a perfect place, to think about what is important to us and how creativity can help us to achieve it. My utopian dream is where Craft ACT, a nearly 50-year-old community of contemporary jewelers, furniture-makers, ceramic and textiles artists, glass makers and designers, will thrive for another 50 years. We recently launched a fundraising campaign to help us raise \$50,000 to forge international collaborations, invest in artist development and mentoring, and sustain Canberra's high-quality studio practice. Until May 2020, every dollar donated will be doubled by Creative Partnerships Australia to ensure more artists, more audiences and more venues can be part of the CraftACT story for many more years. We hope you can help us reach our goal.

The small but mighty Craft ACT team and our board of management are pleased to present this report of the 2019 DESIGN Canberra achievements, reflections and opportunities for future growth. Thank you for sharing this journey with us. We are delighted and inspired by the many people who support, attend and engage with the festival. We will be back again in 2020!

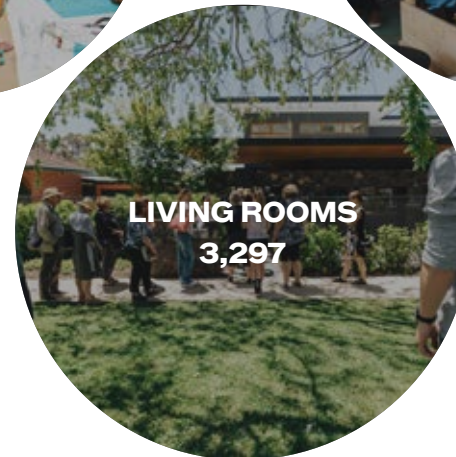
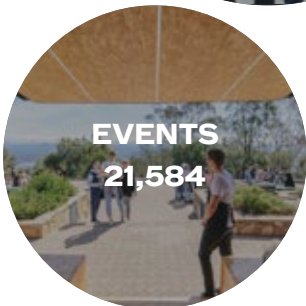
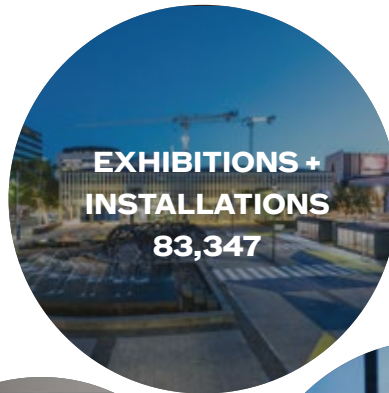
Rachael Coghlan, CEO + Artistic Director

2019 ATTENDANCE

A RECORD OF 114,770 PEOPLE ATTENDED THE 21 DAY FESTIVAL IN 2019, A 2% INCREASE ON THE 2018 RECORD OF 112,844. 39% OF AUDIENCES WERE EXPERIENCING THE FESTIVAL FOR THE FIRST TIME, WITH SIGNIFICANT GROWTH IN REPEAT VISITATION.

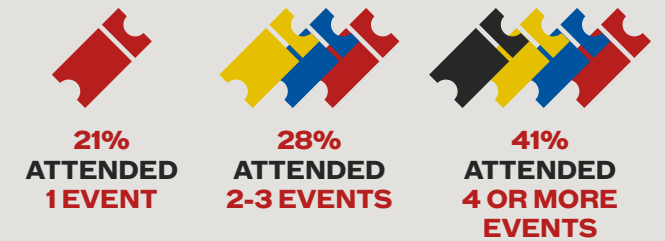
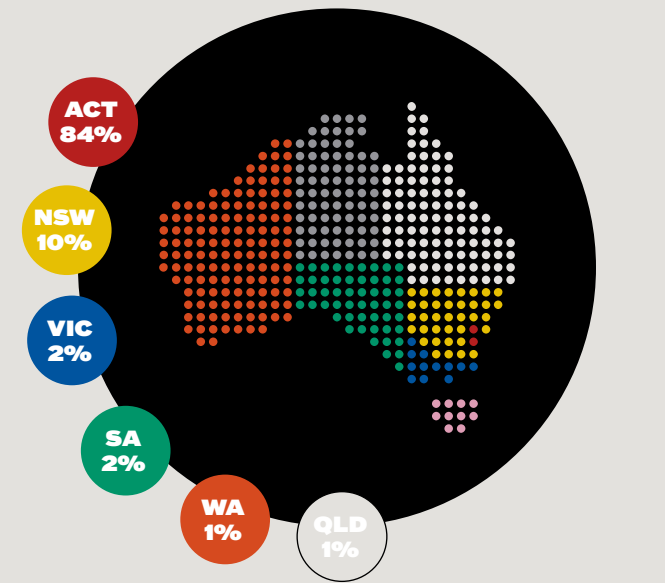
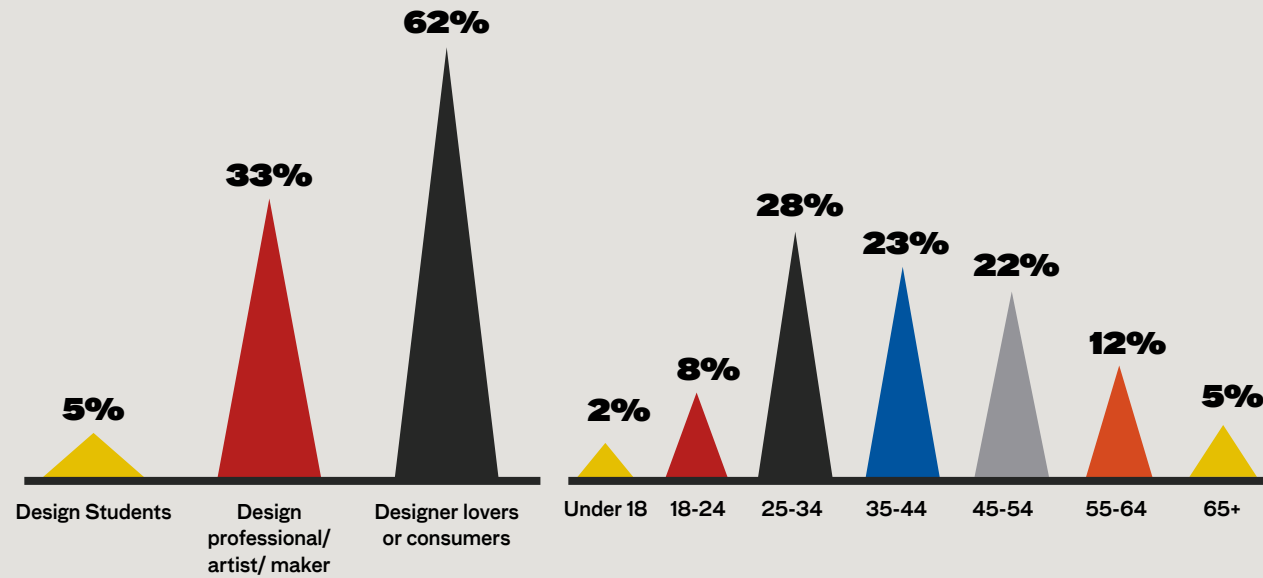


THE DESIGN CANBERRA FESTIVAL HAS ENJOYED CONTINUED GROWTH SINCE IT WAS ESTABLISHED IN 2014.

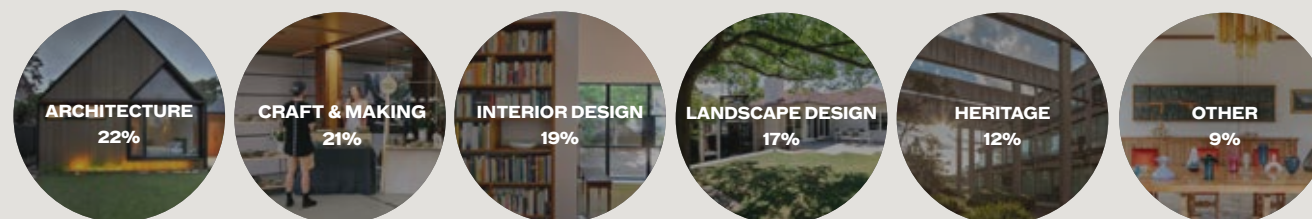


2019 ATTENDANCE

WHAT DO WE KNOW ABOUT OUR AUDIENCES?



FIELDS OF INTEREST



39%
WERE FIRST TIME VISITORS

98%
WERE SATISFIED OR VERY SATISFIED WITH DESIGN CANBERRA

98%
WOULD RECOMMEND DESIGN CANBERRA TO OTHERS

96%
PLAN TO ATTEND IN 2020

COLLABORATION

OVER 80 PARTNERS AND SUPPORTERS FROM THE BUSINESS, GOVERNMENT, RETAIL, DIPLOMATIC, EDUCATION, CULTURAL AND TOURISM SECTORS HELPED TO MAKE THE DESIGN CANBERRA FESTIVAL A SUCCESS IN 2019.

Much of our DESIGN Canberra festival is possible thanks to the generous support of the ACT Government who committed to extend their annual grant of \$100,000 for another 2 years, and provided a City Grant from the City Renewal Authority to support our Civic Square festival hub programs.

We enjoyed the support of a record number of partners this year. From our exclusive major partner Canberra Centre, to long standing platinum sponsors who represent design excellence in their sectors: Rolfe Classic BMW, Home by Holly Real Estate, the University of Canberra, Capital Airport Group and new hotel partner Midnight Hotel. Our new cultural partner, Goethe Institut, teamed with the airport and the European Union Delegation to Australia to bring Berlin's *Plastique Fantastique* to the festival.

Our gold partners Icelab, Kambri@ ANU, ThinkPlace and Tait Network have supported the festival to expand to new levels of presentation and areas of interest. Our silver partners Ausglass, National Capital Authority and Design Tasmania share our commitment to design excellence and our beverage partners Lake George Winery and Capital Brewing are perfect examples of the quality of products, collaboration and creative vision coming from the Canberra region.

We are fortunate to receive support from people who see creative industries as central to their business vision. Our sponsors help us to extend our reach to new audiences, to commission new work, and help us to promote collaboration, experimentation and innovation. With 60% of our budget from sponsorships, we literally could not deliver this festival without the many supporters listed here.

PROUDLY PRESENTED BY



CraftACT: Craft and Design Centre is supported by the ACT Government, the Visual Arts and Craft Strategy - an initiative of the Australian, State and Territory Governments, and the Australia Council for the Arts - the Australian Government's arts funding and advisory body.

GOVERNMENT PARTNERS



creative partnerships australia

MAJOR PARTNER

CANBERRA CENTRE

PLATINUM PARTNERS



home.by holly



CULTURAL PARTNER



AUTOGRAPH COLLECTION HOTELS



GOLD PARTNERS



Kambri at ANU



Tait Network



SILVER PARTNERS



SUPPORTERS

ACT Writers Centre / Ainslie + Gorman Arts Centres / Australian Museums and Galleries Association (ACT) / Australian National Capital Artists (ANCA) / Australian Design Centre / Australian Graphic Design Association / Australian Institute of Architects / Belconnen Arts Centre / Canberra City Framing Gallery / Design Institute of Australia / Elevate Running / Fusion Journal / Lululemon / M16 Artspace / Megalo / Photo Access / Radford College / Strathnairn Arts / The Design Kids / Tuggeranong Arts Centre / Cardboard Tubes

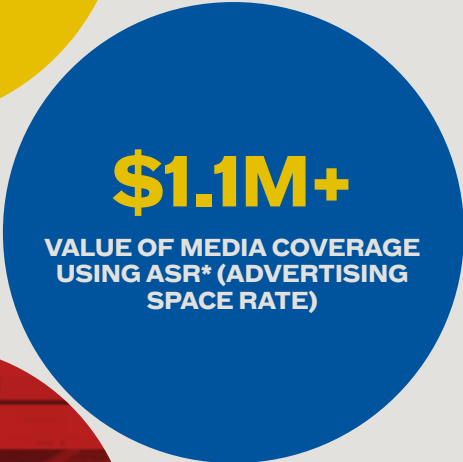
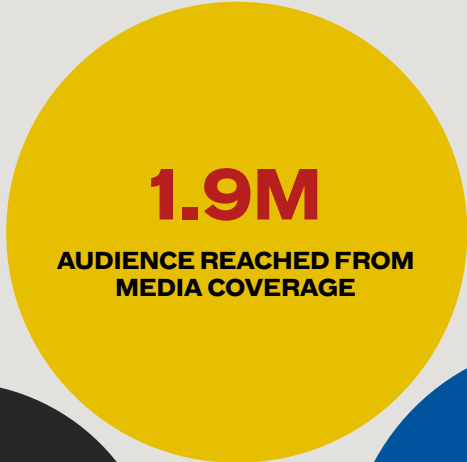
CITY RENEWAL AUTHORITY

Selected Civic Square festival programs have been made possible with support from the ACT Government under the City Renewal Authority's City Grants program

MEDIA COVERAGE

DESIGN CANBERRA ENJOYED STRONG MEDIA COVERAGE THANKS TO PROGRESSIVE PR, WHO ENGAGED MEDIA ATTENTION IN THE LEAD UP TO AND DURING THE FESTIVAL.

Media coverage was a key strategic priority in both 2018 and 2019, to support our goal to increase interstate and international visitation and engagement with the festival.



2019 BRAND + MARKETING

FOR THE PAST 4 YEARS, DESIGN CANBERRA HAS INVITED A LOCAL DESIGNER TO CREATE THE LOOK AND FEEL FOR THE FESTIVAL.

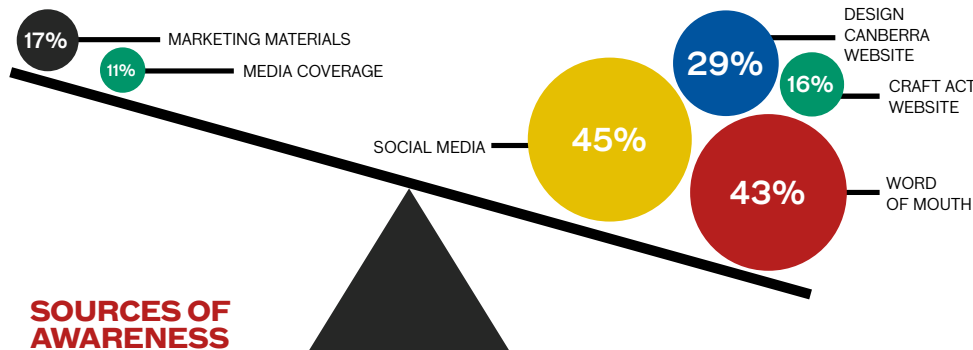
This approach delivers a fresh new look for the festival each year, is well received by media and other stakeholders, and expresses the festival's belief in the design process and commitment to support and promote local designers.

2019 designer-in-residence, Phoebe Porter, is a Canberra based contemporary jeweller. Her practice encompasses production and custom jewellery making alongside regular exhibitions of new creative projects. Trained in gold and silver smithing, Phoebe's work is strongly influenced by the Bauhaus and Constructivist movements, striving for order and balance and seeking to reduce each piece to its necessary elements.

Having graduated from the Gold and Silversmithing workshop at the ANU

School of Art and Design in 2001, Porter was tutored by German-born Silversmith, Johannes Kuhn and mentored by Australian jeweler, Blanche Tilden. Phoebe Porter was selected as the DESIGN Canberra 2019 designer-in-residence for her acute sensitivity to the materiality of metals and her celebration of the last century of modern and contemporary jewellery design.

Phoebe's signature artwork, Elements of Balance, was photographed by Andrew Sikorski and applied to printed marketing materials by Mat Colley at Foundry. DESIGN Canberra gold partner, Icelab applied the signature artwork to digital applications including the new festival website.



Zoe Brand badges against Design Canberra poster. Photo Zoe Brand.



Design Canberra print material. Photo supplied.



Design Canberra tote bag. Photo supplied.



Phoebe Porter, 'Elements of Balance' (2019), aluminium, titanium, 750 yellow gold. Photograph: Andrew Sikorski

2019 MAKERS

CRAFT ACT: CRAFT + DESIGN CENTRE IS A NEARLY 50-YEAR-OLD MEMBERSHIP ORGANISATION WHICH SUPPORTS ARTISTS, CRAFT PRACTITIONERS, DESIGNERS AND MAKERS AT EVERY STAGE OF THEIR CAREERS.

We promote and celebrate excellence and innovation in contemporary craft in everything we do, and our primary outreach program is the annual DESIGN Canberra festival.

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 access to the following benefits:

- 10% discount on the Undercurrent Design Market stall fee
- 10% discount on tickets to DESIGN Canberra signature events
- 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 UTOPIA: festival opening party and auction
- Free entry into the graphic intervention competition
- Invitation to attend an Open Studios Information + Discussion workshop 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

OVER \$190,570 OF INCOME WAS GENERATED FOR ARTISTS AND DESIGNERS AS A RESULT OF THE DESIGN CANBERRA FESTIVAL. THIS MARKS A 7% INCREASE IN THE ARTIST INCOME GENERATED COMPARED TO 2018 AND IS AN OUTSTANDING EFFORT TO HELP ARTISTS MAKE A LIVING FROM THEIR PRACTICE.

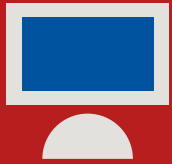


Julie Ryder workshop. Photograph: 5 foot Photography

DIGITAL ENGAGEMENT

DESIGN Canberra's in-house digital marketing platforms were highly effective, showing significant growth in engagement and reach.

WEBSITE



205,454 WEB VIEWS

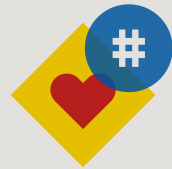
53,339 WEB SESSIONS

35,017 WEB USERS

41% INCREASE COMPARED TO 2018

11% OF WEBSITE VISITORS WERE BASED OVERSEAS

SOCIAL MEDIA



TOP POSTS

603,980 SOCIAL MEDIA IMPRESSIONS

472,647 SOCIAL MEDIA REACH

20% INCREASE IN FACEBOOK FOLLOWERS

36% INCREASE IN INSTAGRAM FOLLOWERS

EMAIL MARKETING



35,283 OPENS (32% OPEN RATE*)

5,584 NEWSLETTER SUBSCRIBERS (A 37% INCREASE FROM 2018)

27 NEWSLETTERS SENT (AN INCREASE FROM 2018)**

*Industry average is 20.2% according to Mailchimp statistics **Statistics taken from 1/10/19 -26/11/19 compared with 1/10/2018 - 26/11/2018

DIGITAL ADVERTISING



DIGITAL ADS – 3 MILLION IMPRESSIONS GENERATED OVER 2,700 CLICKS, INCREASING AWARENESS WITH STRONG AUDIENCE ENGAGEMENT AND CREATIVE MESSAGING

VIDEO LINK ADS – 1,416,978 IMPRESSIONS REACHED 361,280 PEOPLE. CLICK THROUGH RATE OF 0.94% WAS A STRONG PERFORMANCE WHICH OUTPERFORMED ESTIMATED FIGURES

2019 HIGHLIGHTS



GLASS UTOPIA

Inspired by the Murano glass chandelier that Italian architect Enrico Taglietti and his wife Francesca installed at the Italian Ambassador's Residence in Canberra in 1967, the Glass Utopia exhibition draws a parallel between Venetian contemporary glass production and the Australian experience. A selection of contemporary glass pieces by Italian and Australian designers stimulated a visual dialogue between the objects, artists and glassmaking traditions. Glass Utopia was curated by Annalisa Rosso and Francesco Mainardi of Mr.Lawrence, Milan, Italy. Supported by Craft ACT: Craft + Design Centre, Ausglass and Design Tasmania. The exhibition will travel to Design Tasmania, Launceston, and hopefully Italy, in 2020.



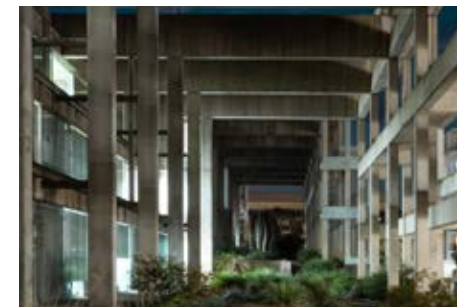
MEDUSA

In Commonwealth Place, MEDUSA by Berlin-based Plastique Fantastique revitalised the waterfront inviting the citizens into the creative process with programs organised by DESIGN Canberra Festival. MEDUSA is a 250 cubic metre space deflating to a 50kg package. Architecture, once static and rooted to a place is now a traveling laboratory that can test its effectiveness almost anywhere. With new locations come new interfaces with the environmental, social and even political contexts. MEDUSA became an incubator for gatherings, events, actions and anything else the local community brought to the installation. Plastique Fantastique participated in the DESIGN Canberra festival thanks to support from the Goethe Institut, Capital Airport Group and the European Union delegation.



TWIN MINIGAGARIN

Plastique Fantastique's Twin Minigagarin landed at the Canberra Airport departures foyer, where travelers from all over the world could rest inside as if they had stopped over at a space station during their journey. Twin Minigagarin investigated urban and social issues in a playful manner. Playing served as metaphor to intervene in public space: an iterative design approach that embraces chance, accidents and a multitude of participants. The futuristic look of Twin Minigagarin invited people to enter, have fun and be active in public space and Canberra's Instagram community captured beautiful images of the experience. After their layover at Canberra Airport the Twins continued their journey, activating sites in cities all over the world.



JOHN ANDREWS

Many Canberrans know his buildings but not his name. DESIGN Canberra shone a spotlight on John Andrews' 'aggressively utopian' designs which place him in a unique category of architectural prominence. Andrews' bold group of projects in Canberra - including Cameron Offices and Callam Offices - are key in the context of his internationally renowned practice and were celebrated in a public conversation with Tim Ross, sold-out bus tours, exhibitions and a photography competition.

2019 HIGHLIGHTS



LIVING ROOMS

Architecture + design + craft = an open home with a difference. Audiences explored the living rooms of acclaimed Canberra houses and discovered works on sale by local artists, makers and craft practitioners. Visitors enjoyed a progressive exhibition as they took in the beauty of design in our own backyard and a once in a lifetime opportunity to explore some of Canberra's finest houses by architects including Rob Henry, Pedro Geleris, Light House Architecture and Science, Ben Walker, Tony Trobe, Philip Leeson and ArchRepublic. Pop up exhibitions featured work by 44 Craft ACT members across all craft mediums. Generously supported by Rolfe Classic BMW and Home.by Holly.



OPEN STUDIOS

An all-time festival favourite where audiences can step inside the studios of Canberra's best designers and makers to purchase contemporary handmade ceramics, furniture, textiles, glass and more, directly from the artists. This year 73 artist studios were open to the public, including organisations such as ANCA, Ainslie + Gorman Arts Center and Strathnairn. Of the 73 studios open to the public, 63% were presented by craft practitioners. Total income generated was a record \$67,975 and a record 5,361 people visited studios over the two weekends.



UC PAVILION

The 2019 DESIGN Canberra Pavilion provided a sculptural intervention into Civic Square. By carefully situating the scheme's flowing geometry within the seating edge provided by the square's existing fountain, the pavilion's design reclaimed the civic function of the square through the creation of a new urban room for formal and informal festival events. The installation was fabricated by undergraduate architecture students at the University of Canberra, a long-time valued platinum partner. Support was also provided by Sellick Consultants, Cardboard Tubes and the ACT Government City Renewal Authority's City Grants program.



CITY MAKING

Inspired by a call to action from the ACT Government's City Renewal Authority and supported by their City Grants program, Civic Square was transformed to become the dedicated site for talks, entertainment, parties, performances, art, wellness and ideas during the DESIGN Canberra 2019 festival. The centerpiece of Civic Square was a large painted ground design RE/CONSTRUCT by Megan Hinton, an illustrated map by Peita Blythe and the UC pavilion. The designs created a dialogue between the ground plane of Civic Square, its fascinating history, and a remarkable program delivered by DESIGN Canberra and its partners, close to the Craft ACT headquarters.

2019 HIGHLIGHTS



DESIGN RESPONSIBILITY – OBJECT SUBJECT

Object Subject, the national design conference, called on the design sector to take seriously their responsibilities – social, environmental and ethical. International and national speakers included: experimental materials research designer Seetal Solanki (UK), arts editor Jennifer Higgie (UK), Indigenous architect, lecturer and advocate Jefa Greenaway (AUS), editor, writer and podcaster Clare Press (AUS), urban design researcher and editor of Assemble Papers, Jana Perković (AUS), awarded Australian singer, writer, director, and advocate Robyn Archer (AUS) and craft curator and editor, Kevin Murray (AUS). Thought-provoking content and timely conversations from the conference generated critical and creative thinking and ethical creative practice.



VOLUNTEERS

One of the greatest highlights of the festival were the many volunteers who helped to deliver such a diverse, creative and important program for the design, craft and Canberra communities. Over 50+ volunteers responded to our call out and donated their time, expertise, attention and care to the 2019 festival - in the program's lead up, development, delivery and evaluation of over 200 events. This significant contribution demonstrates the strong engagement from the community in support of the festival and we are truly heartened by this generous commitment.



AUDIENCES

With a record 90% of events being free, the 2019 festival was the most accessible yet. DESIGN Canberra audiences proved to be highly engaged, active participants, with a whopping 41% attending 4 or more events, and many attending more than 10. 2019 saw many familiar faces, with 61% of attendees having attended the festival before and 96% stating that they intend to return in 2020. Increasing interstate visitation is always a goal of the festival and while most audiences were from the Canberra region, 38% of interstate visitors travelled to Canberra especially for the festival and of those, 86% stayed for 2 or more nights.



SHARED PLATFORM

The DESIGN Canberra festival has always been a shared platform for celebrating the broader Canberra creative community. In 2019, we saw a deepening of these relationships and a real spirit of collaboration with 14 local arts organisations joining the festival as supporters, hosting workshops, exhibitions, talks, tours and open studios. Craft ACT is committed to supporting a vibrant and sustainable local arts sector and was pleased to share the DESIGN Canberra platform with like-minded organisations and the artists they represent.

2019 REFLECTIONS

AFTER THE 2017 FESTIVAL, WE IDENTIFIED THE FOLLOWING OPPORTUNITIES FOR GROWTH 2018-2020:



Civic Square activation. Photograph: 5 foot Photography

MARKETING

INCREASE MARKETING BUDGET AND INCREASE THE VISIBILITY OF THE FESTIVAL AT ALIGNED EVENTS AND SATELLITE EXHIBITIONS THROUGH BRAND VISIBILITY.

- Identify opportunities to significantly increase modest marketing budget of \$66,000. Underway
- Seek support from Visit CBR and Brand CBR for the festival. Work to do
- Additional marketing budgets and resources are needed to achieve more diverse awareness of the festival, especially outside of the ACT and NSW. Work to do

REACH

EXPAND VISIBILITY BEYOND THE ACT BORDER VIA TOURIST SECTOR COLLABORATIONS AND INTERSTATE MEDIA COVERAGE.

- Seek interstate media coverage through PR consultancy. Underway
- Grow web audiences interstate and internationally Achieved
- Initiate closer relationship with Visit Canberra. More work needs to be done to integrate DESIGN Canberra into interstate and international tourism programming, itineraries and marketing. Work to do

BUY-IN

FURTHER ENHANCE BUY-IN FROM THE DESIGN AND TOURISM SECTORS TO HELP DESIGN CANBERRA REALISE ITS POTENTIAL BY CLEARLY COMMUNICATING MUTUAL BENEFITS, RESPONSIBILITIES AND RESULTS THROUGHOUT THE FESTIVAL AS WELL AS IN THE WRAP UP.

- Increase and deepen engagement and support from the vast majority of key festival stakeholders who signed on for two years or more. Achieved
- Learn more about our audiences and participants to help shape a successful future for the festival. Underway

VALUE

DEFINE THE VALUE PROPOSITION OF THE FESTIVAL FOR PARTICIPATING DESIGNERS, PARTNERS AND ORGANISATIONS TO ENSURE THE LEGACY, SUSTAINABILITY AND SUCCESS OF FUTURE FESTIVALS.

- Streamline booking processes to improve customer service and introduce transparent commission structure. Achieved
- Develop sponsorship benefits in 2019 and beyond to take account of significant increase in visibility and value of the festival, and growth in interest from potential sponsors. Achieved

2020 OPPORTUNITIES

AS WE REFLECT ON THE 2019 FESTIVAL, THE FOLLOWING OPPORTUNITIES HAVE BEEN IDENTIFIED FOR 2020:

ENGAGEMENT

A notable success of the 2019 festival was the curated program of exhibitions, tours, workshops and installations. We will build on this quality engagement in 2020 and beyond.

MARKETING

Seek new and significant sources of funding to support additional dedicated marketing programs and resources to build visibility and new audiences for future festivals. Interstate marketing is a priority.

REACH

Expand visibility beyond the ACT border via tourist sector collaborations, and closer relationships with Canberra's national cultural institutions and diplomatic community. The festival celebrates and promotes Canberra as a global city of design with benefits and opportunities across sectors and borders.

RELATIONSHIPS

The festival invests in mutually beneficial relationships and this has produced transformative outcomes including Glass Utopia which could be heading to Milan Design Week. An intrinsic strength of the scale and vision of the festival is the authentic relationships we forge. We will continue to invest in these relationships to engage future collaborations for the craft and design sector.



MEDUSA by Plastique Fantastique. Photograph: 5 foot Photography



Open Studios. Photograph: 5 foot Photography

DOUBLE YOUR DONATION: SUPPORT CRAFT ACT'S FIFTY@50

For nearly 50 years, CraftACT has played a vital role in sustaining Australia's high-quality studio practice and supporting craftspeople, designers and audiences.

You are a part of our story: whether you're a designer, a maker, a collector, a colleague, an educator, a customer or visitor. CraftACT has touched the lives and built careers of thousands of people since we were established.

Support our community of contemporary jewellers, furniture-makers, ceramic and textiles artists, glass makers and designers and help us write the story of our next 50 years.

Until May 2020, every dollar you donate will be matched by Creative Partnerships Australia's Plus1 program. This means you can double the value of your donation and ensure that Craft ACT's creative and essential community is secure into the future. With your support we will forge new international collaborations and residencies, invest in artist development and mentoring, and sustain Australia's high-quality studio practice.

Any funds raised are tax deductible and help us to reach our goal of \$50,000 dollars to ensure more artists, more audiences and more venues can be part of the CraftACT story for many more years.

CraftACT has Deductible Gifts Recipient status and donations over \$2 are tax deductible.

Donate today. Find out more at craftact.org.au





Craft ACT: Craft + Design Centre
Level 1, North Building, 180 London Circuit, Canberra
02 6262 9333
craftact@craftact.org.au
Tue – Fri 10am–5pm, Sat 12pm–4pm

Photo: Lisa Cahill, In the Distance #11 (2018), kiln formed and enamelled glass. Photograph by Anisa Sabet