

DESIGN
CANBERRA
FESTIVAL

2022
FESTIVAL
REPORT



2 - 20 NOVEMBER | 20
22

2022

DESIGN CANBERRA FESTIVAL REPORT



The DESIGN Canberra Festival 2022 was presented on Ngunawal Country by Craft ACT: Craft + Design Centre. The Festival contributes to the soul of Canberra, our identity as a creative capital and a city of design.

Design is in Canberra's DNA with First Nation people's strong ongoing cultural and spiritual connections to this city and region - in which making, and design are embedded within cultural practice.; the significant legacy of the Griffins Design for Canberra, Canberra's iconic modernist architecture; and its thriving contemporary sustainable design, craft and art industries.

DESIGN Canberra 2022 was our biggest festival to date, after two years of being compromised by the pandemic. We enriched the city with over 250 events - an exhilarating, rich program of symposiums, talks, tours, exhibitions, public installations, and workshops for all ages.

The 2022 festival responded to the theme of Transformation and invited us to speculate on how we might transform our city, our community and our world through design and creative practice. Inspired by Craft ACT's golden anniversary in 2021, and gold's symbolism as an agent of transformation, we reflected on the ways that artist, designers, and craftspeople act as alchemists, transforming raw materials and ideas into objects, spaces, buildings, and concepts.

The Festival engaged design thinking and creative enterprise to speculate on how to solve the big issues of our time, improve our wellbeing; and to foster a vibrant, equitable, sustainable, and innovative society.

2022

DESIGN CANBERRA FESTIVAL REPORT



The Festival was an extraordinary collaboration between over 1400+ stakeholders—artists, designers, craftspeople, industry, sponsors, educational institutions, organisations, and supporters. Their creativity, generosity and commitment contributed to community wellbeing and identity; and embedded contemporary craft, making and design at the centre of everyday life in Australia’s capital, a global city of design. The Festival is only possible due to the generosity of these collaborators, and I wholeheartedly thank them for their loyalty and support.

The results for the 2022 festival were astounding demonstrating the public appreciation for engaging with contemporary design and our community.

470,660 people engaged with the Festival (an increase of 310% from our pre-pandemic highest statistics in 2019); 396,802 people with our public art + public exhibitions; and 73,858 attendees with our programs + gallery exhibitions. We supported our creatives to generate \$327,443 of income (an increase of 71% from 2019) and supported more First Nations artists in the program than ever before. We saw an impressive 35% increase in interstate visitors to Canberra for the festival, 59% new audiences to our website, and a 525.46% increase from 2019 in our social media followers. We were thrilled to develop new family audiences through targeted inclusive programming, including our Creative Kids programs, the Forage and Dairy Road Markets at DESIGN Canberra.

Jodie Cunningham
CEO + Artistic Director
Craft ACT: Craft + Design Centre
DESIGN Canberra Festival

2022 BIGGEST FESTIVAL TO DATE!

470,660+

people engaged ^310%



396,802
public art + public exhibition viewers

73,858
program + gallery exhibition attendees

250+

programs and events

27%

interstate audiences ^35%

\$327,443

total income to artists ^71%

59%

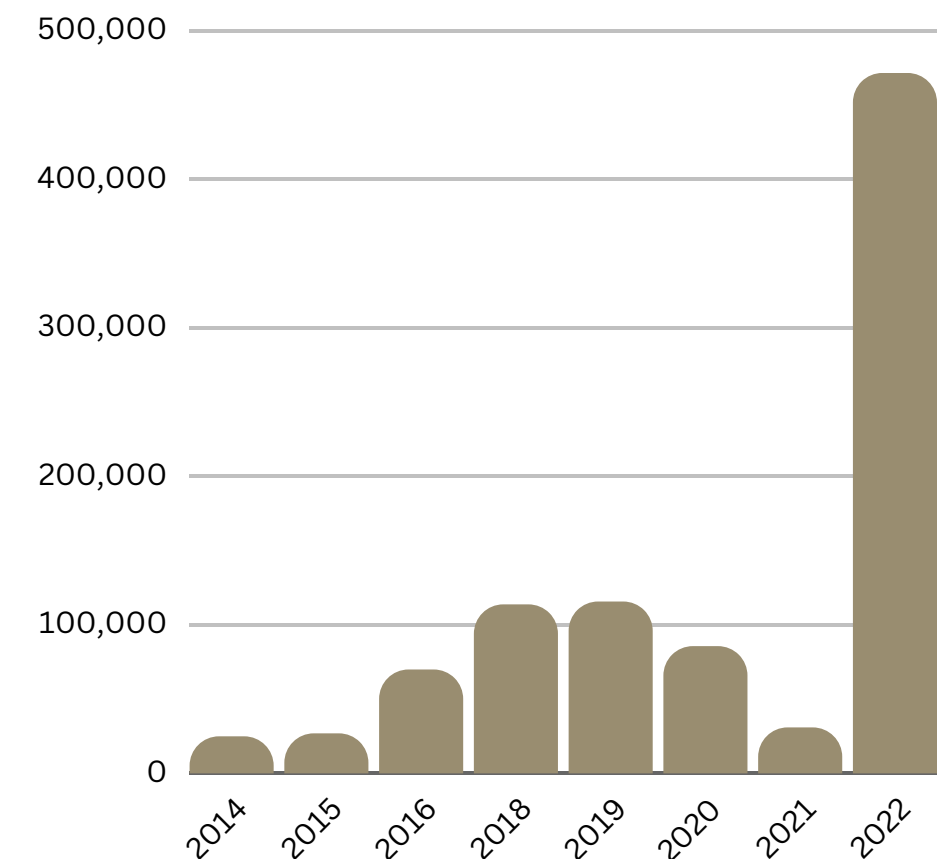
new audiences to website

48%DC + 65%Craft

increase in social media followers

DESIGN CANBERRA FESTIVAL

EXHIBITIONS
PUBLIC ART
EVENTS
TOURS
TALKS
SYMPOSIUMS
WORKSHOPS
OPEN STUDIOS



THIS YEARS FESTIVAL REACHED MORE OF THE COMMUNITY THAN EVER BEFORE. FROM OUR EXTENSIVE PROGRAMMING OF WORKSHOPS, ACTIVATIONS, SYMPOSIUMS, EXHIBITIONS AND PUBLIC ART WE HAVE LED THE COMMUNITY FORWARD INTO A NEW LEVEL OF CREATIVITY, CONNECTION, DISCOVERY, WELLNESS, LOVE OF DESIGN AND CANBERRA PRIDE.



DESIGN
CANBERRA
FESTIVAL

ONE CITY
200+ EVENTS

DESIGN CANBERRA FESTIVAL
TICKETS AND PROGRAM

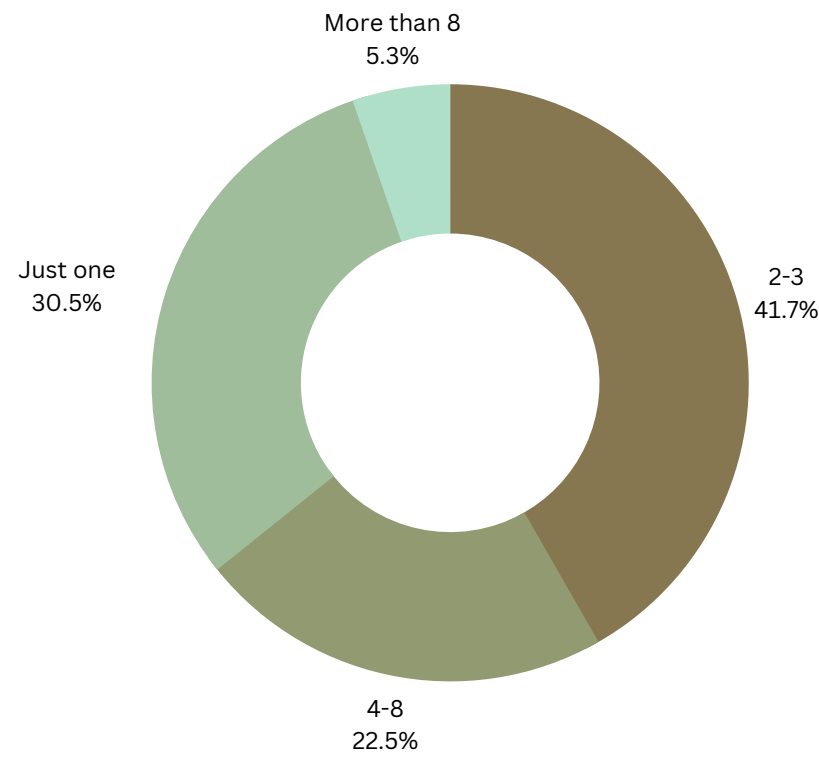
DESIGN
CANBERRA
FESTIVAL

ONE CITY
200+ EVENTS

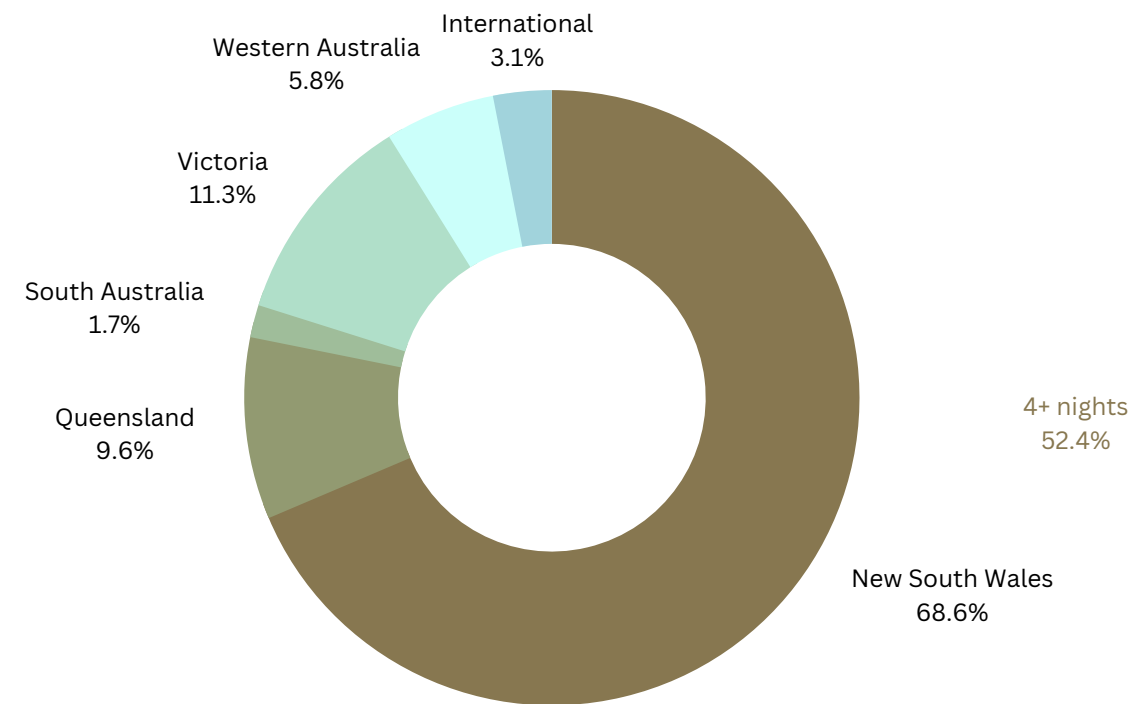
DESIGN CANBERRA FESTIVAL
TICKETS AND PROGRAM

2022 AUDIENCES

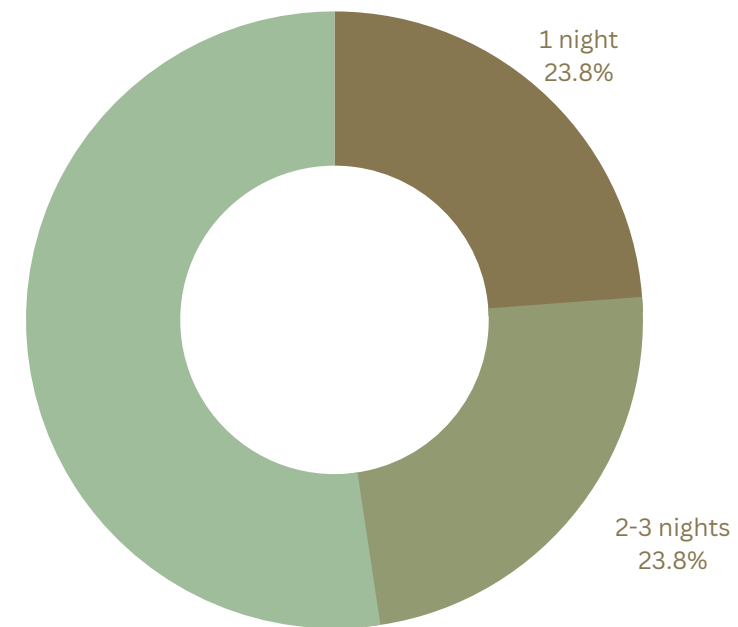
WHAT DO WE KNOW ABOUT OUR AUDIENCES?



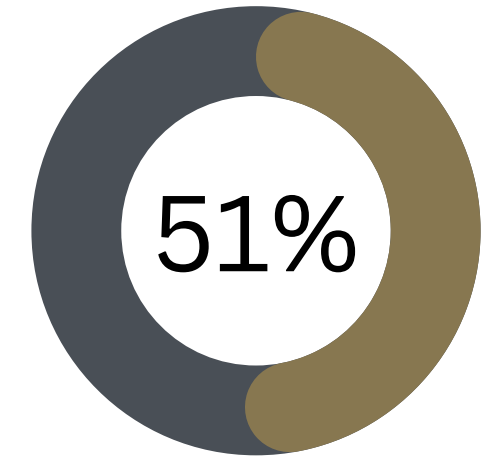
65% Attended multiple events



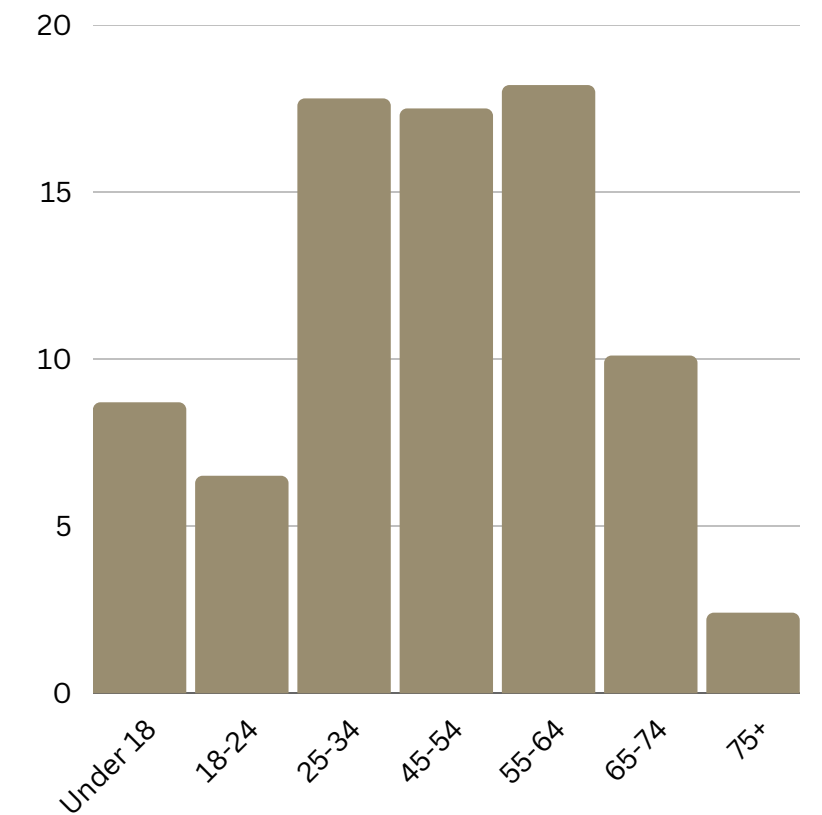
27 % Audiences from interstate (Up 35% from 2019)



Nights stayed in Canberra for interstate and overseas visitors



New audiences- first time visitors to the festival



Percentage of audience by age



COLLABORATION

SPONSORSHIP + STAKEHOLDERS



DESIGN CANBERRA FESTIVAL

\$440,157

cash support 21+22 combined

\$300,000

in-kind support

1400+

individual stakeholders

1061

artists + creatives

40+

partners & collaborating organisations

- 11 arts and design organisations
- 4 national cultural institutions
- 8 government partners
- 3 embassies
- 3 education institutions
- 26 business partners + sponsors

COLLABORATION

DESIGN CANBERRA FESTIVAL

GOVERNMENT PARTNERS



HOTEL PARTNER



EXCLUSIVE ART AND CRAFT RETAILER



PLATINUM PARTNERS



GOLD PARTNER



SILVER PARTNERS



EXCLUSIVE BEER



EXCLUSIVE WINE



EXCLUSIVE SPARKLING WINE



BRONZE PARTNERS

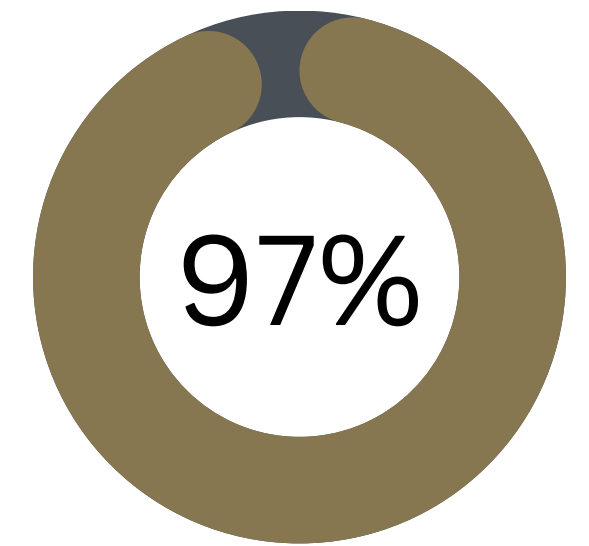
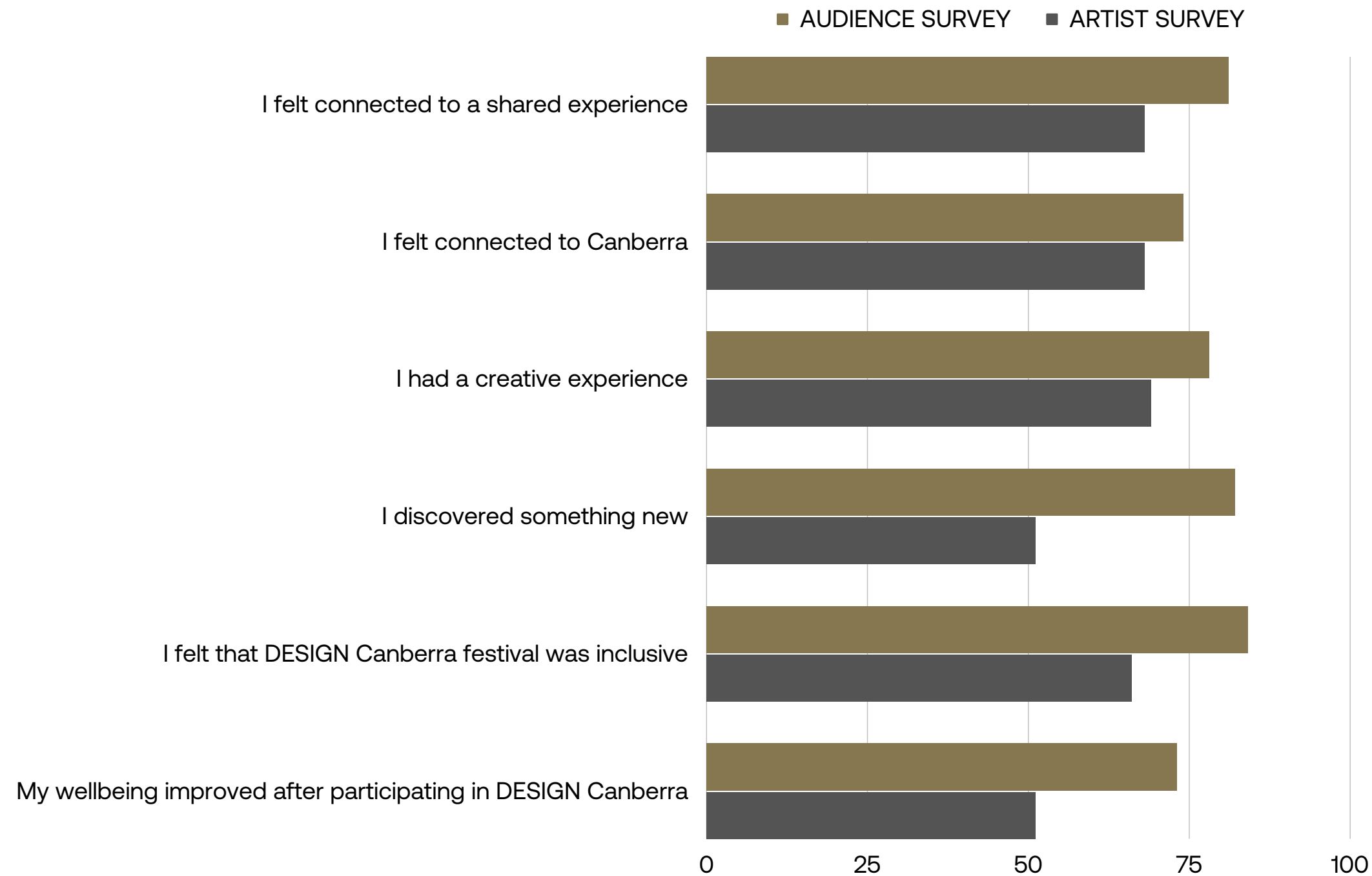




2022

AUDIENCE EXPERIENCE

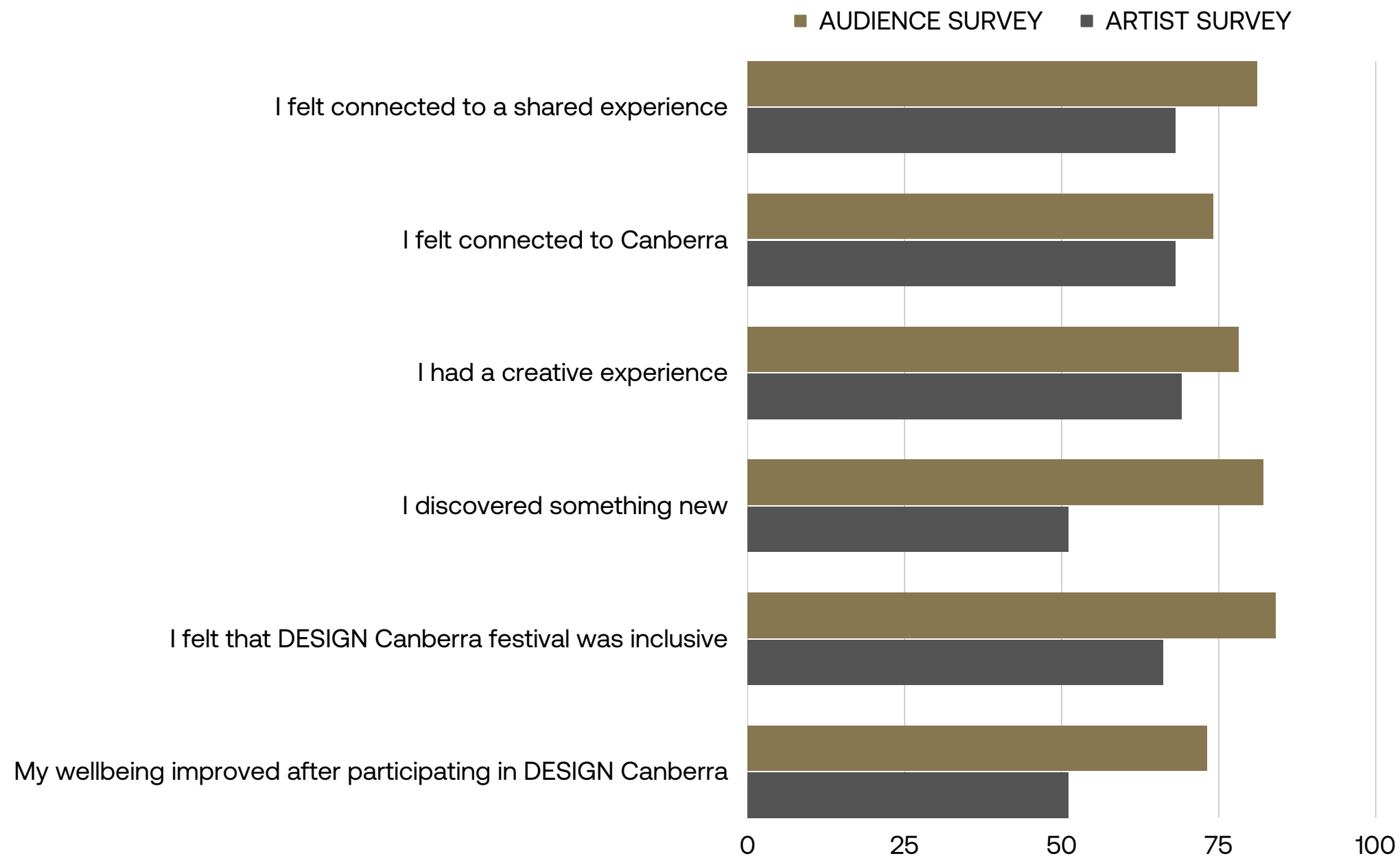
DESIGN CANBERRA FESTIVAL



Would attend
Design Canberra
in the future.

2022

AUDIENCE EXPERIENCE



In 2022, we commissioned two evaluation projects with DESIGN Canberra partners University of Canberra and Thinkplace to develop qualitative evaluation frameworks and methodologies to measure the impact of the Festival programming on our audiences, partners, artists and stakeholders based on our organisational values of connection, creativity, inclusivity and wellbeing.

We implemented evaluation tools including surveys, interviews, and focus groups to inform the continuation of high-quality participant experiences and inform the development of future sustainable festivals based on quality outcomes for both audiences and stakeholders.

‘Inclusivity’, was ranked highest by our audiences and we were delighted to discover from the results that more than 78% of attendees felt connected to a shared creative experience in an inclusive environment, with more than 70% stating that after engaging in a DESIGN Canberra program their wellbeing had improved. The concept of ‘connection’ was readily recognised with participants sharing a sense of Canberra place-based relationships.

‘Creativity’ was powerfully felt through active participation in activities such as Nurture Making by Hand Workshops and the Creative Journaling Challenge as well as when attending more passive events like artists talks and symposiums. Other kinds of participation were also seen as creative, sometimes qualified as being ‘vicariously creative’ or ‘passively creative’, such as attending artists talks or producing events as a member of an affiliated organisation.

These learnings will be used to inform the structure and planning for future festivals in order to increase audience and artist satisfaction.

2022

FESTIVAL ATTENDANCE

A RECORD 470,660 PEOPLE ENGAGED WITH THE 20 DAY DESIGN CANBERRA FESTIVAL 2022.
UP 310% FROM 2019.

THE DESIGN CANBERRA FESTIVAL HAS ENJOYED CONTINUED GROWTH SINCE IT WAS ESTABLISHED IN 2014 WITH A DIP DURING THE PANDEMIC AND AMAZING RECOVERY IN 2022!



2022 Artists

THE FESTIVAL GENERATED \$327,443 INCOME FOR ARTISTS.
UP 71% FROM 2019.

A RECORD 1061 ARTISTS PARTICIPATED IN THE FESTIVAL.
UP ? % FROM



BRAND + MARKETING

CONCEPT + ARTIST IN RESIDENCE



IMAGES 5 FOOT PHOTOGRAPHY

TRANSFORMATION

DESIGN Canberra 2022 celebrates the theme of Transformation.

In the context of the challenges our community and our world have faced over the last few years including the global pandemic, the climate emergency, the fires, and the floods; we have a shared responsibility and an opportunity to achieve real transformation.

The ninth edition of the DESIGN Canberra Festival asks how can we and should we transform our world through design? Design thinking and creative enterprise have the capacity to solve the big issues of our time, improve our wellbeing; and to foster a vibrant, equitable, sustainable and innovative society.

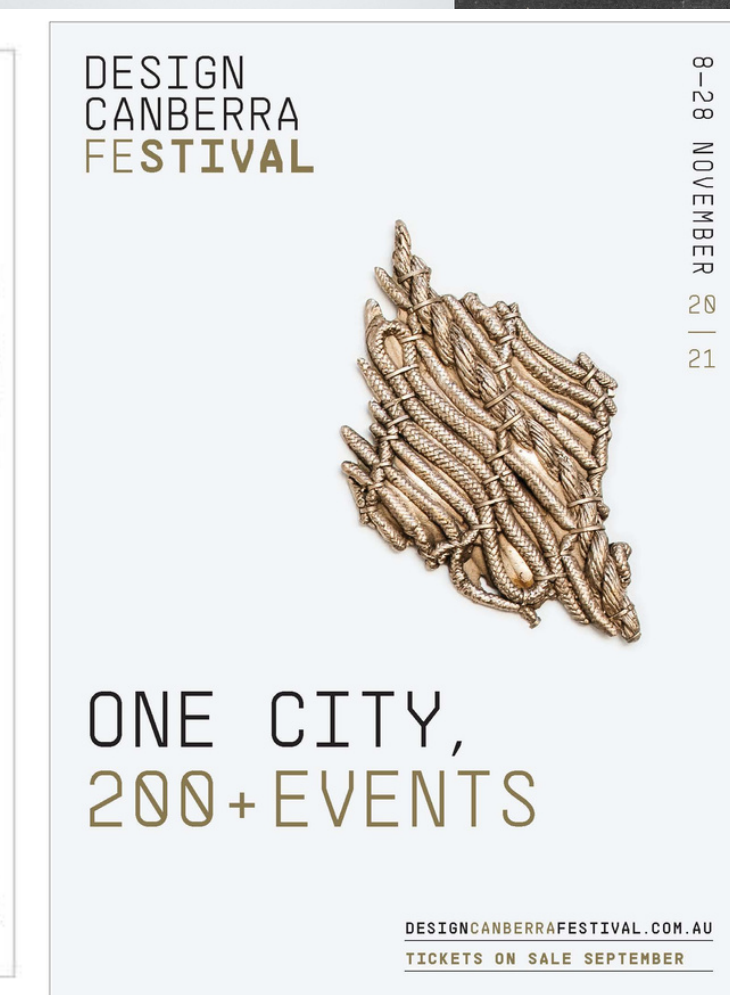
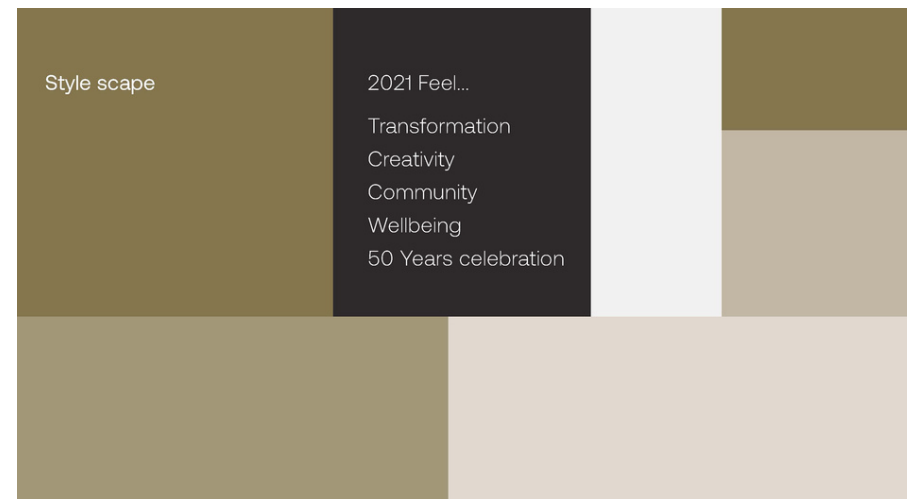
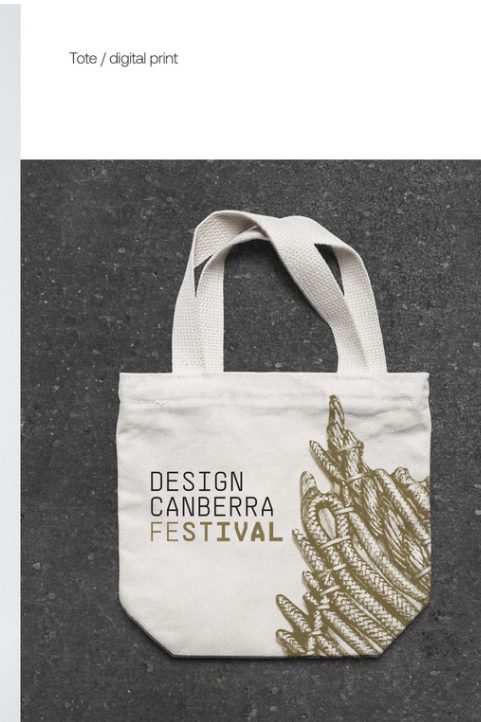
The Festival theme arose from planning for Craft ACT's 50th - golden - anniversary which took place in 2021. Inspired by the symbolism of gold and the ways that artists and designers, like alchemists, transform raw materials and ideas into objects, spaces buildings and concepts.

Since 1971 Craft ACT has played a vital role in sustaining Australia's high-quality studio practice and supporting craftspeople, designers and audiences. We are proudly one of Australia's longest continuous-running membership organisations in the visual arts and we celebrate the many ways our close-knit community has nurtured and transformed artists' practice for half a century.

BRAND + MARKETING

CONCEPT + ARTIST IN RESIDENCE

Lucy Irvine and local graphic design firm Foundry were commissioned to design the 2022s festival look reflecting on the theme 'Transformation'. The collateral was then developed further inhouse and distributed in the lead up and duration of the festival, both interstate and locally.



MEDIA COVERAGE

REACH + OUTPUT



MEDIA COVERAGE HIGHLIGHTS

Key pieces of media coverage featuring DESIGN Canberra are detailed below, with clippings of all published articles appearing in the following pages of this media report.

- Australian Financial Review: Life & Leisure - Interview with Jodie Cunningham in AFR's Life & Leisure Supplement, as part of a wider piece on Canberra as an arts destination. The interview appeared both in print and online and included mentions of open studios, symposiums, First Nations art and partnerships with Dairy Road Market and the Forage Festival.
- Art Collector - Preview feature from Rosy Leake following the delivery of a bespoke media trip to Canberra, praising the breadth of the festival and referencing highlights across exhibitions, symposiums and tours and a spotlight on Designer in Residence, Lucy Irvine. The festival was also included in the Collector's Lunch newsletter.
- Concrete Playground - Expansive preview feature on the festival following Ben Hansen's attendance for the October media famil. The piece was also shared on the Concrete Playground Facebook page (247k followers) and in the Concrete Playground Sydney newsletter as a destination recommendation.
- Canberra Times Panorama - Interviews with Artistic Director, Jodie Cunningham and Public Programs Manager, Moraig McKenna, discussing works from Sam Sheppard, Hannah Quinlivan, Lan Nguyen Hoan, Studiobud and S.A Adair, appearing both in print and online.
- Canberra Weekly - Interview with Jodie Cunningham appearing both in print and online, discussing highlights from the festival including symposiums, design installations and architecture tours.
- ABC Radio Canberra, Afternoons - Interview with Jodie Cunningham on Georgia Stynes' show sharing highlights from the festival.
- Australian Design Review - Article covering the announcement of Forage Festival and Robert F!nk National Metal Prize, Home Life and Shadow Lines exhibitions.
- Architecture & Design - Article announcing the commencement of the festival and sharing highlights from exhibitions and Forage Festival.
- Australian Traveller - DESIGN Canberra listed as lead ACT event for places to visit in Australia throughout November.
- InDesign Live - Article announcing the commencement of the festival and the partnership with The Forage as well as highlighting exhibitions to see, including Home Life and Seeing Seventies.
- Architecture AU - article announcing the full program of architecture tours and a solus event feature on the Canberra Low Carbon Housing Challenge talk.

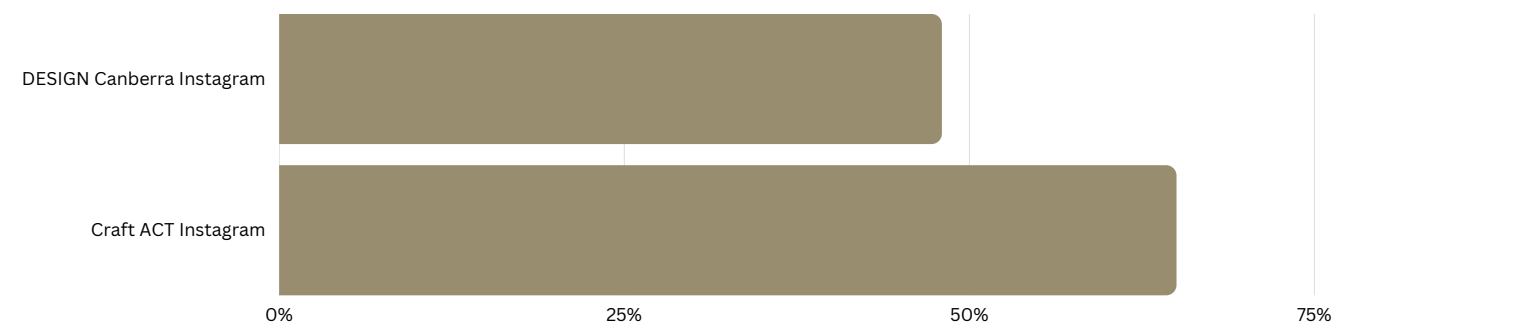
DIGITAL ENGAGEMENT

REACH + OUTPUT

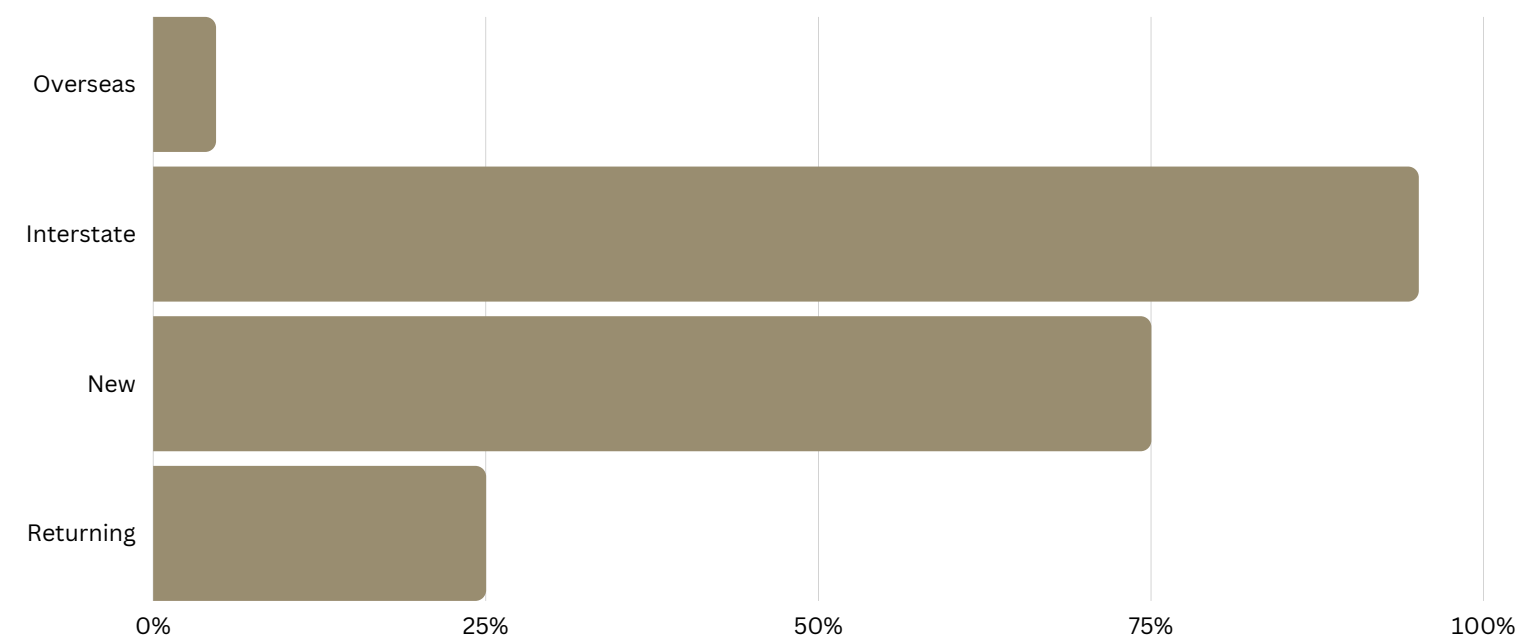
During the 2022 Festival we saw growth across the board.

- Our social media following reached higher levels of engagement and interaction than ever before.
- Our website saw a large percentage (95.1%) of engagement come from an interstate audience with 75% new audiences and 25% returning.

SOCIAL MEDIA GROWTH



WEBSITE GROWTH



Public Art Installations



FESTIVAL HIGHLIGHTS



OPEN STUDIOS

Our Open Studios program is the gem of the festival, an extraordinary opportunity for audiences to connect with artists, learn their stories and see behind the scenes of Canberra's creative spaces.



OPEN DAYS

For the first time we delivered a series of arts organisation Open Days which enabled audiences to engage with Canberra's unique key arts facilities including Canberra Glassworks, M16artspace and Megalo Print Studio.



EXHIBITIONS

The Festival presented 31 exhibitions across multiple venues that showcased the best in contemporary craft and design from local, national and international designers.



CREATIVE KIDS WORKSHOPS

Our new initiative the Creative Kids workshops targeted family audiences, received overwhelming positive feedback and built our community of supporting members the Craft and Design Lovers - sharing the benefits of design thinking and making by hand with our future generations.

FESTIVAL HIGHLIGHTS



ARTIST TALKS

DESIGN Canberra Artist talks gave creatives the opportunity to share their work with the wider community imbuing audiences with increased knowledge and understanding of the value of craft and design.



SYMPOSIUMS

This curated series of symposiums brought together diverse voices of artists, curators, designers and academics for important discussions on Craft, Design and Architecture legacies and futures.



MAKING BY HAND WORKSHOPS

This series of workshops offers a unique hands on experience from weaving, carving, ceramics and glass through to floristry and screen-printing, run by Craft ACT members. It is a program that we are very proud of and value.



CITY SESSIONS

Friday nights during the festival saw us enjoying public art installations, listening to live music by jazz trio Good Gosh, drinks by the Pop Inn Bar and shopping beautiful products from local designers. Our favourite part was the drop in family craft activities hosted by Jessika Spencer, Wiradjuri woman: teaching us to weave bracelets.

FESTIVAL HIGHLIGHTS



DESIGN CANBERRA DAIRY ROAD MARKETS

Showcasing more than 20 leading local crafts people and designers in a vibrant event in the Dairy Road Precinct



ARCHITECTURE TOURS

Specialist tours of the best in local residential and commercial architecture with architects and sustainability experts; celebrating architecture history and design excellence.



FESTIVAL HUB SHOP

In 2022 we introduced the Festival Hub Shop creating a vibrant activation in the heart for the festival in Civic Square. The Hub shop generated increased income for our makers and received positive feedback from stakeholders.



FORAGE

The iconic Canberra street food festival partnered with DESIGN Canberra in 2022. The Forage saw the fusion of food and design brought to the heart of Civic Square.



IMAGE 5 FOOT PHOTOGRAPHY