

# Design & Crafts Council of Ireland

ANNUAL REPORT

# 2013





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## **Our Vision**

That Irish design and craft is recognised and valued worldwide for its excellence in craftsmanship, innovation and marketing.

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## **Our Mission**

To promote and stimulate the creative and commercial potential of Irish design and craft and to work in collaboration with strategic partners in the ongoing development and growth of the sector.

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# Chairman's Report

## Laura Magahy



Ireland's existing and emerging craft and design talent deserves to be seen and appreciated worldwide. A key task throughout 2013 has been to increase the visibility of the work of our craftmakers and designers, so that the public can see and buy authentic Irish craft and design. Working with our member organisations and registered clients, this is done through trade shows, shops, galleries, craft and design trails, and through television, radio, print and social media channels, nationally and internationally. We are delighted that the buying public is continuing to recognise the value and beauty of products that are imagined, designed and made in Ireland.

We are very grateful to our colleagues in Enterprise Ireland and the Department of Jobs, Enterprise and Innovation, who fund our work and support us fully in all the new initiatives we have undertaken. We are very pleased to have the support of the Department of Social Protection in launching a JobBridge Pilot Scheme for 100 internships. We are indebted to our partners in the wider creative industries, in Ireland and abroad, for their ongoing collaboration and encouragement in helping us implement our remit.

A key strategic development during 2013 in the support and promotion of Irish craft and design was the signing of a three-year agreement with Enterprise Ireland. The agreement sets out our sectoral remit as the national development organisation for crafts and design in Ireland, trading as the Design & Crafts Council of Ireland. The continued development of accessibility to craft and design is central to the plan, securing a permanent gallery space in Dublin, developing online channels and leveraging tourism potential remain key areas of focus for 2014. In tandem with this, we will do all we can to encourage and support existing and new craft and design clusters all around the country. Developing opportunities for graduates to transition from education through to enterprise is a cornerstone of this objective.

2013 offered a timely opportunity to acknowledge a landmark initiative for Irish design – the year marked the 50th anniversary of the foundation of the Kilkenny Design Workshops (KDW). We were proud to celebrate the anniversary with an exhibition and series of events examining the enduring legacy of KDW. The Global Irish Economic Forum in October 2013 presented an opportunity to highlight the importance of design to our economy and suggest the idea of designating a year to promoting Irish design. Following the Government's acceptance and support of this proposal, 2015 has been designated *Year of Irish Design*. We look forward to collaborating with our member organisations and client enterprises and with design partners in Ireland and abroad on delivering this exciting initiative.

In conclusion I would like to thank our Board of Directors, together with Karen Hennessy and the entire team at DCCoI for their focus and dedication in working on behalf of the sector. It is a privilege to serve as your Chairman.

**Laura Magahy** Chairman



*Above; Showcase 2013: Yomiko wears 'Hummingbird' kimono by Jennifer Rothwell. 'Fig' and 'Allium' lightshades by Klickity.*

*Right; 'Aran Beag' Coat Hooks by Cillian Johnston*



## Chief Executive's Report

### Karen Hennessy



Sustaining jobs and enabling employment opportunities in Irish craft and design is at the forefront of the programmes and activities we deliver on behalf of our member organisations and client enterprises. Throughout 2013 we have been particularly focused on establishing new partnerships and furthering relationships with existing partners in order to ensure that relevant supports are in place to meet the needs of the craft and design sector and develop it further.

The amendment of our trading name to the Design & Crafts Council of Ireland (DCCoI) during 2013 has allowed us to more accurately reflect and formally acknowledge our existing remit which includes supporting and promoting Irish craft and product-related design enterprises. We believe that this strategic development will ultimately assist in growing domestic and international sales.

While we will face challenges in the delivery of the ambitious plans contained within our *Strategic Plan 2013–2015*, renewed consumer interest in Irish craft and design as well as the enthusiastic engagement of strategic partners nationally and internationally in our programmes is extremely encouraging.

During 2013 we were privileged to have many Government Departments involved in our initiatives for which we are very appreciative and we look forward to furthering relationships with the relevant teams in those Departments in the years to come. Following on from the celebrations throughout 2013 of the 50th anniversary of the foundation of Kilkenny Design Workshops, we are delighted that the Government is supporting the designation of 2015 as *Year of Irish Design*. The initiative has also been included in the Government's Action Plan for Jobs, reflecting the excellent opportunities which the sector represents for growth and further employment.

*Year of Irish Design 2015* is aligned with the goals contained within our current Strategic Plan which we launched in January 2013 and represents a unique opportunity for Irish designers to highlight the significant role and impact that design has in every facet of life. Throughout 2013 we made significant progress in increasing international awareness of Irish craft and design, most notably through the installation at the Justus Lipsius building in Brussels to coincide with Ireland's Presidency of the EU and through our exhibition at London Design Festival.

We continued to work closely with Enterprise Ireland during 2013, particularly in the promotion of *Showcase*, our annual tradeshow. The investment of the international attendees they bring to Ireland through their network of offices abroad is significant and developing exports is vital to ensure the long-term survival and growth of our craft and design industry.

Details of each of our programmes during the first year of our *Strategic Plan 2013–2015* are outlined over the following pages.

“Showcase is the country’s largest international trade fair, generating **€18 million in sales orders over four days** for 435 of the country’s leading designers, manufacturers and craftspeople.”

### 2.1 Market Development

DCCoI client companies design and make a myriad of different products for numerous Business to Business and Business to Consumer markets in Ireland and internationally. Based in both urban and rural areas all over the country, these client companies include small enterprises competing to sell bespoke furniture to corporate clients in London, tweed caps to Japanese department stores, diamond rings to Dublin couples, scented candles to German perfumeries or glassware to US websites. Across this very broad and challenging commercial landscape, there are many opportunities. The DCCoI Market Development team offers targeted programmes to create and leverage relevant opportunities to assist our clients in growing their brand reputations, revenue and employment.

The two key market development strands are *Imagined, Designed, Made in Ireland*, a trade and consumer marketing platform focused towards mainstream consumers in Ireland and abroad, and *Irish Craft Portfolio*, a programme that promotes work targeted at the high-end gallery and collector market nationally and internationally.

### Export Market

DCCoI works closely with Enterprise Ireland to expand its international market development programmes and funding streams. This is a crucial opportunity area for the craft and design sector which offers the most potential to deliver jobs and revenue growth into the future.

#### SHOWCASE, IRELAND’S INTERNATIONAL CREATIVE EXPO, 20TH – 23RD JANUARY 2013

Established by DCCoI 37 years ago, *Showcase* is the country’s largest international trade fair, generating €18 million in sales orders over four days for 435 of the country’s leading designers, manufacturers and craftspeople. Minister for Jobs, Enterprise & Innovation Richard Bruton T.D. opened Showcase 2013 and spoke of the importance of the craft and design sector to Ireland’s economic recovery.



*Showcase* is promoted internationally by Enterprise Ireland through its network of offices around the world and the 2013 show welcomed 4,975 buyers from Ireland and 17 countries. This strategically important trade fair gives Irish SMEs the opportunity to meet with international buyers at a fraction of the cost of travelling to fairs abroad. For many businesses it is their only conduit into the international market. DCCoI works very closely with its partners in *Showcase* and Enterprise Ireland to ensure that the show continues to grow and attract buyers from Ireland and abroad.

COLLECT 2013

Work shown in London at COLLECT 2013

The *Creative Island* area continues to gain interest from buyers looking for unique and exciting products that are designed and made in Ireland. The 86 DCCoI client companies in this area were selected from a large pool of applicants by an independent jury of retailers, based on their standards of product innovation, quality and brand presentation.

New for 2013 was the launch of *Showcase Home*, a curated strand of creative ideas focused on making homes more beautiful. Featuring great products from handcrafted textiles and ceramics to crystal and wall art, the new home section featured exciting and inspiring work from a host of emerging Irish brands.

The *Enterprise Zone* is a specialised area of the show organised by the County & City Enterprise Boards. This area is dedicated to up and coming businesses, many of which have never participated in a trade fair before. *Showcase* 2013 saw 73 micro enterprises from 19 counties presented under the umbrella of the County & City Enterprise Boards. This exposure to the real world of selling is an invaluable and critical step on their journey of development.

2.1 cont.

For the second year, *Showcase Fashion* celebrated the talent and creativity amongst established and emerging Irish designer-makers and manufacturers. Curated and produced by Sonia Reynolds, 2013 saw the inclusion of two daily runway shows in a purpose built exhibition space.

SHOWCASE 2013 HAD MANY OTHER EXCITING NEW FEATURES INCLUDING:

- 20-page 'A Short Guide to Craft and Design in Ireland' and an interiors-focused leaflet entitled 'Home' in *Creative Island*
- Seminars for retailers featuring expert speakers on topics such as business development, merchandising and trends forecasting
- One-to-one clinics offering advice to retailers
- Networking Events where buyers and exhibitors could meet and mingle in a friendly, informal environment

'SELECTED AT SHOWCASE' REPLACED THE 'TOP 50 NEW PRODUCTS'.

These awards were across four categories: Fashion, Jewellery, Home and Giftware. In each category the title of Best Product was awarded, with two other exhibitors also receiving Highly Commended status.

- Exporter of the Year Award  
*Fisherman Out of Ireland*
- Best Product Award  
*Claddagh Design*
- Design & Crafts Council of Ireland Creative Island Award  
*CarveOn*
- Design & Crafts Council of Ireland Craftsmanship Award  
*Jennifer Slattery Textiles*

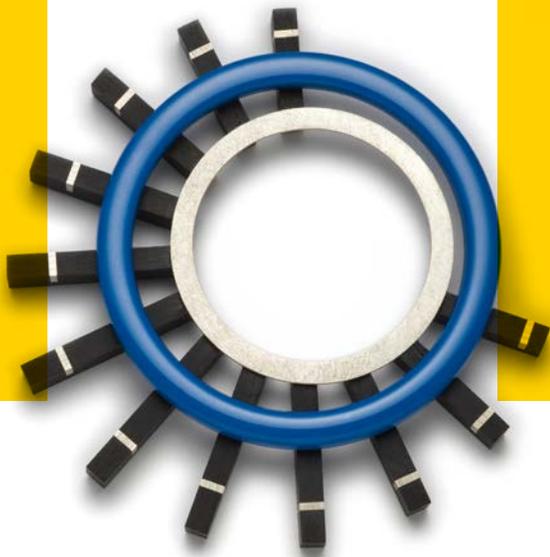
SELECTED AT SHOWCASE BEST PRODUCTS:

- Showcase Best Product – Fashion  
Winner: *Susannah Grogan Designs*,  
Highly Commended: *Jennifer Rothwell* and *SI+LU*
- Showcase Best Product – Jewellery  
Winner: *Claddagh Design*,  
Highly Commended: *TJH* and *Pluck & Devour*
- Showcase Best Product – Home  
Winner: *Avoca*,  
Highly Commended: *Caulfield Country Boards* and *Tom Callery Ceramics*
- Showcase Best Product – Giftware  
Winner: *Amanda Murphy Ceramics*,  
Highly Commended: *CarveOn* and *The Handmade Soap Company*

INTERNATIONAL FAIR FUND 2013

DCCol's *International Fair Fund* assists makers to exhibit at international trade fairs in order to grow their export sales. In its second year, the fund had a very high number of applicants and the standard of applications had improved significantly. 12 makers in 2013 were funded to participate in 19 fairs in four countries. Those makers were:

- Foxford Woollen Mills
- Martina Hamilton
- Molloy & Sons Weaving Ltd
- Meab Enamels
- Mucros Weavers
- Natalie B Coleman
- EssenC Knitwear
- The Claypipe Centre
- Lisibach Marble Products
- Barry Doyle Design Jewellers
- Danielle Romeril
- Irish Linen House



INHORGENTA, MUNICH, 22ND – 25TH FEBRUARY 2013  
2013 marked the second time that the Design & Crafts Council of Ireland brought a group of Irish jewellers to Inhorgenta in Munich. This annual fair attracts over 30,000 visitors from 80 countries and is one of Europe’s largest and most competitive fairs.

DCCoI worked closely with the show organisers to select a location in Hall C2 (the Designer Jewellery Hall) that would best suit the Irish stand. Three makers each had their own stand in the DCCoI space:

- Filip Vanas
- Rachel McKnight
- Martina Hamilton

Thanks to funding from Culture Ireland, DCCoI also brought an exhibition of contemporary Irish jewellery to the show. Entitled *ADORN*, the exhibition was curated by Angela O’Kelly and featured 70 pieces from 21 new and established Irish jewellery designers.

- Angela O’Keefe
- Anna Walsh
- Arturo Borrego
- Berina Kelly
- Claire McAlister
- Derek McGarry
- Eily O’Connell
- Eimear Conyard
- Filip Vanas
- Inga Reed
- Jackie Maurer
- Julie Connellan
- Martina Hamilton
- Muireann Walshe
- Niamh Mulligan
- Rachel McKnight
- Sabrina Meyns
- Sadhbh McCormack
- Sam Hamilton
- Seliena Coyle
- Suzanne Rogers

'DC Armchair', a collaboration between  
O'Driscoll Furniture and Molloy & Sons

'Zwartbles Travel Rug' by Cushendale  
Woollen Mills and Zwartbles Ireland

'Teepee' table by Woodenleg

Stone Bowl by Aileen Anne Brannigan

Water Pitcher by Derek Wilson Ceramics

Milk Bottle by The Irish Handmade  
Glass Company

All items were featured in the  
*Vernacular* exhibition





'Leaded Strand Lamp' by Andrew Clancy,  
*Vernacular* at London Design Festival

## 2.1 cont.

TENT LONDON, 19TH – 22ND SEPTEMBER 2013  
DCCoI, in association with the National Craft Gallery, presented *Vernacular*, an exhibition of Irish design and craft at Tent London as part of London Design Festival 2013.

This was the second year of DCCoI's participation in this international event and the show achieved significant interest from media including feature coverage in *London Evening Standard*, *Wallpaper\**, *Daily Telegraph*, *Elle Decoration* and *Architonic* amongst others.

Commercial highlights included the purchase of Andrew Clancy's 'Strand Lamp' by Conran Shop International and strong orders for Woodenleg from Dubai and Turkey for their innovative 'Module' table. Both the 'Strand Lamp' and the 'Module' table were selected out of over 10,000 products to win the prestigious Design25 award by Culture Label as one of the top 25 products in London Design Festival 2013. Winning 2 out of 25 is a significant result for the Irish show in light of the intense global competition at the annual festival.

*Vernacular* featured work from over 20 designers and makers including:

- Aileen Anne Brannigan
- Alison Fitzgerald
- Andrew Clancy
- Colm Moore
- Cushendale Woollen Mills
- Derek Wilson
- Designgoat
- Donna Bates Design
- Jack Doherty
- The Irish Handmade Glass Company
- Ovis Design
- Sasha Sykes
- Superfolk Design Studio
- 31 Chapel Lane
- Woodenleg
- Makers & Brothers / Jerpoint Glass
- O'Donnell + Tuomey
- Design Partners / Cathal Loughnane / Peter Sheehan / Thomas Berney
- O'Driscoll Furniture / Molloy & Sons
- Zwartbles Ireland

“DCCoI now has active engagement with **136 retail shops** in Ireland who are preferred stockists of Irish craft and the **Imagined, Designed, Made in Ireland** brand. These retailers bring huge value to the Irish craft and design sector and are critical to sustaining a vibrant and viable industry in Ireland.”

2.1 cont.

IRISH CRAFT AND DESIGN AT

THE JUSTUS LIPSIUS BUILDING, BRUSSELS

As part of Culture Connects, the cultural programme for the Irish Presidency of the European Union, DCCoI, in conjunction with Culture Ireland, presented a showcase of the best of Irish craft and design in the Justus Lipsius Building in Brussels, the headquarters of the Irish Presidency. Two installations, which were curated by Jonathan Legge, consisted of floor and wall coverings, tables and chairs, sofas and lighting, and many crafted objects in ceramics, glass and wood, all arranged for use. The pieces were designed and made by more than 30 craftspeople registered with the Design & Crafts Council of Ireland.

In the foyer, tall shelving filled with Irish literature and craft created a quiet space where visitors could select a book to read or chat with colleagues seated around a large white lacquered table by Nest Design. Several key cultural institutions including the Royal Dublin Society, the National Museum of Ireland and the Chester Beatty Library loaned the books that featured on the bookshelves in the foyer.

Key features in the furnishing of the Presidential Suite on Floor 50 included seating upholstered in Donegal Tweed, accessories in Irish Linen and a table topped with Kilkenny Marble. A broad selection of Irish craftspeople was presented across the two installation areas:

- Andrew Clancy
- Andrew Ludick
- Basketbarn
- Carmel Lyons
- Celtic Roots Studio
- Derek Wilson Ceramics
- Ed Byrne
- Etain Hickey Collections
- Glenn Lucas
- Helen Faulkner Ceramics
- Hennessy & Byrne Ltd
- Horizon Furniture
- Hugh Cummins Designs
- James Carroll
- Jennifer Slattery Textiles
- Jerpoint Glass Studio
- Karen Ebbs
- Liam Flynn
- Makers & Brothers
- Moth to a Flame
- Muriel Beckett
- Nest Design
- Nicholas Mosse Pottery
- O’Driscoll Furniture
- Rockerlane Workshop
- Róisín de Buitléar
- Sarah Wiegersma
- Studio Donegal
- Superfolk Design Studio
- UNLEADED

The showcase of Irish craft and design was at the Justus Lipsius building from January to June 2013. Many of the pieces on display in Brussels were subsequently included in the *Vernacular* exhibition during London Design Festival.

#### Retail Channels

##### RETAIL IN IRELAND

DCCoI now has active engagement with 136 retail shops in Ireland who are preferred stockists of Irish craft and the *Imagined, Designed, Made in Ireland* brand. These retailers bring huge value to the Irish craft and design sector and are critical to sustaining a vibrant and viable industry in Ireland. Throughout the year our partner shops actively promote Irish craft and design to their consumers. Some of the highlights from 2013 included:

March – June: LOVE IRISH DESIGN AT ARNOTTS  
The Design & Crafts Council of Ireland, in association with Arnotts, launched an installation of craft under the *Imagined, Designed, Made in Ireland* brand as part of Arnotts' *Love Irish Design* campaign. This initiative took place throughout March and April and as a result of consumer interest was extended until the end of June.

Designer Helen Steele launched the initiative and spent the day in the Arnotts' Henry Street window creating an original piece of artwork that formed the design for printed fabric for her clothing collection. This was the first in a series of live craft demonstrations that took place in the Henry Street windows throughout the initiative. Others who took part included Jennifer Slattery Textiles, Cushendale Woollen Mills, The Irish Handmade Glass Company and Button & Co. In total, five of the store's windows were dedicated to Irish craft, with a passing daily footfall of 80,000 on Henry Street.

Irish designed and made craft work was promoted in the *Irish Craft Collection* spaces throughout the store which included the home and gift, jewellery, ladies fashion and furniture departments. Arnotts further expanded the *Irish Craft Collection* with the opening of a dedicated installation on the furniture floor. Featured makers included Ceadogán Rugs, Horizon Furniture, Shane Holland Design Workshops, O'Driscoll Furniture, Anthony Clery and Designgoat.

New Irish fashion designers to Arnotts included Jennifer Rothwell and Helen Steele. The introduction of these internationally renowned fashion designer makers brought the total number of craftspeople participating in the *Irish Craft Collection* at Arnotts to 48.

2.1 cont.

May – June:

ICON AT BROWN THOMAS

In May 2013, Brown Thomas, in association with DCCoI, presented *ICON (Irish Craft Original Names)*, a curated selection of unique, innovative objects from *Irish Craft Portfolio: Critical Selection* in special feature windows on Grafton Street. An exhibition of work from both the publication and wider programme was also displayed throughout the Dublin store. This was the first time that an exhibition of work from the *Irish Craft Portfolio* programme was shown in a retail environment.

The exhibition opened on 16th May and continued until 15th June 2013. The concept was developed by John Redmond, Creative Director of the Brown Thomas Group. Curated by Angela O'Kelly, 16 makers were selected for inclusion in the exhibition: Jennifer Hickey, Róisín de Buitléar, Cóilín O'Dubhghaill, Nuala O'Donovan, Sonja Landweer, Catherine Keenan, John Lee, Michael McCrory, John Lee, Killian Schurmann, Derek Wilson, Paula Stokes, Stuart Cairns, Joe Hogan, Sasha Sykes and Jack Doherty. *ICON* received great press coverage and was featured on RTÉ TV's *Six One News* and *Morning Edition*.

September:

GIVE IRISH CRAFT WEBSITE

Work commenced on [www.giveirishcraft.com](http://www.giveirishcraft.com) to streamline consumer interaction and make the site's interface more user friendly. The site was segmented into four categories and featured the work, biographies, portraits and information on where to buy their work in store and online for 182 makers. Features and news stories were added, including a downloadable version of *A Short Guide to Craft and Design in Ireland* which was published by DCCoI earlier in the year. Coupled with a mini redesign, this gave a fresh new look to the site. The directory of preferred stockists of Irish craft and design and the *Imagined, Designed, Made in Ireland* brand was also updated to feature a total of 136 stores in the listing.

October:

IRISH CRAFT AND DESIGN WEEK AT KILKENNY GROUP

The Kilkenny Group's Irish Craft and Design Week, supported by a number of partnerships including DCCoI, ran from Monday 14th October to Sunday 20th October. Newstalk was the media partner and activity included advertising spots, competitions, live interviews and an outside broadcast. During the week DCCoI registered makers demonstrated their craft in the Nassau Street store and stores throughout the country. On the evening of the launch of the initiative, DCCoI presented an exhibition of work by winners and recipients of the *Future Makers Awards & Supports* in 2013.

## November:

## GIVE IRISH CRAFT CHRISTMAS CAMPAIGN

15th November saw the launch of the 2013 *Give Irish Craft* campaign for Christmas, which showcased a range of gift suggestions selected from the work of over 400 Irish designers and craft makers, both established names and emerging businesses. Prices ranged from under €10 to gifts of €50, €100 or more and the website guided shoppers to where these authentic Irish designed and made products could be purchased.

The participating designers and craft makers were represented through in-store point of sale material, and through radio, print and online advertising. Internationally recognised brands such as Max Benjamin, Alan Ardif, Nicholas Mosse Pottery and Jerpoint Glass as well as contemporary designer makers including Juvi, Klickity, The Handmade Soap Company, Jennifer Slattery Textiles, CarveOn and The Irish Handmade Glass Company were amongst those featured in the 2013 campaign. New to the selection of gift ideas were jewellery collections from Pierce Healy, Chupi, Christina Belle and Natasha Heaslip, candles by La Bougie, ceramics by Sliding Rock Ceramics and knitted accessories by Kennedy of Ardara.

Participating retailers amongst the 136 stores around the country included Arnotts, The Kilkenny Group, Blarney Woollen Mills, House of Ireland and Carraig Donn, as well as Designyard, The Irish Design Shop, The Design House and Cows Lane Designer Studio in Dublin, The Kilkenny Design Centre in Kilkenny, Leitrim Design House in Carrick-on-Shannon, The Cat & The Moon in Sligo town and Ardmore Pottery in Co. Waterford.

During the lead up to Christmas, pop-up shops around the country such as Coldlilies in the RHA and Makers&Brothers on Dame Lane in Dublin added to the growth in the buying of Irish craft gifts. Other stores such as House of Ireland increased product lines in Irish craft that resulted in positive sales for the group.

DCCoI published a gift guide aimed at providing consumers with gift ideas for family and friends at Christmas. This was distributed on 5th December with *The Gloss* magazine inside *The Irish Times* newspaper with a readership of 385,000.

## REGIONAL CRAFT OUTLETS

In 2013 DCCoI maintained its close strategic relationship with several regional craft retail outlets including CORE Crafted Design in Ballinahown and Leitrim Design House in Carrick-on-Shannon. These regional retail outlets continue to be important commercial and development platforms for makers in their localities.

In 2013 DCCoI provided retailing advice, point of sale materials and funds to assist with local marketing initiatives such as local radio and press campaigns, national public relations, journalists' events, tourism events and meet the designer events aimed at increasing visitor numbers and craft sales.

“DCCol is committed to **raising the profile and reputation of makers** and has developed partnerships with the National Museum of Ireland and the Department of Foreign Affairs & Trade to co-fund the purchase of Irish craft objects.”

2.1 cont.

Collector Market

IRISH CRAFT PORTFOLIO

*The Irish Craft Portfolio: Critical Selection 2013 – 2014* publication was released in January 2013, coinciding with the launch of the *Future Beauty?* exhibition at the National Craft Gallery. The publication featured 26 makers selected by an expert panel for achieving excellence in craftsmanship by comparative international standards. The members of the selection panel for this were Dr. Audrey Whitty, National Museum of Ireland; Amanda Game, contemporary craft curator and former Director of Craft of The Scottish Gallery, Edinburgh and Professor Simon Olding, Director of the Crafts Study Centre, Surrey. President Michael D. Higgins wrote a letter as the foreword to the publication and has been an advocate of Irish craft throughout the year.

The 26 makers featured in the *Irish Craft Portfolio: Critical Selection 2013 – 2014* publication are:

- Angela O’Kelly
- Cara Murphy
- C  il  n    Dubhghaill
- Deirdre McLoughlin
- Denis Brown
- Derek Wilson
- Eimear Conyard
- Frances Lambe
- Jack Doherty
- Jennifer Hickey
- Joe Hogan
- John Lee
- Joseph Walsh
- Liam Flynn
- Liz Nilsson
- Michael McCrory
- Nest Design
- Nuala Jamison
- Nuala O’Donovan
- Paula Stokes
- Roger Bennett
- R  is  n de Buitl  ar
- Sara Flynn
- Sasha Sykes
- Sonja Landweer
- Susan O’Byrne

The *Irish Craft Portfolio* wider programme, [www.irishcraftportfolio.ie](http://www.irishcraftportfolio.ie), continued to actively work to grow the reputation and potential of craft makers and designer makers across all major disciplines of contemporary craft. The website is organised by discipline and currently features almost 100 of Ireland's most renowned makers – including those in the *Critical Selection* publication. *Irish Craft Portfolio* is used as a resource for Irish and international curators and galleries in accessing the work of Irish makers for exhibition.

The publication was nominated for an Institute of Creative Advertising and Design (ICAD) Award and received special mention from President Michael D. Higgins in the opening speech for the Eileen Gray retrospective at the Irish Embassy in Paris.

Two major capsule exhibitions from the *Irish Craft Portfolio* programme took place in 2013.

In association with Brown Thomas, DCCoI presented *ICON (Irish Craft Original Names)*, a curated selection of work from *Irish Craft Portfolio: Critical Selection* in special feature windows on Grafton Street as well as an exhibition of work from both the publication and wider programme throughout the Dublin store. The third annual *Irish Craft Portfolio* selling show was held in the Royal Hibernian Academy (RHA) from 28th November to 2nd December 2013. Curated by Patricia Clyne-Kelly, this was a joint presentation from both DCCoI and the RHA and featured 27 makers. The show was very well received with almost 1,500 visitors and was covered on RTÉ TV's *Morning Edition* and featured in a number of press articles.

Nine makers were selected to exhibit at COLLECT, the annual art fair for contemporary objects at London's Saatchi Gallery, 9th – 13th May 2013. The fair is one of the premier gallery sales events in Europe. The selected makers were Angela O'Kelly, jewellery; Jack Doherty, ceramics; Michael McCrory, metals; Róisín de Buitléar, glass; John Lee, furniture; Jennifer Hickey, ceramics; Joe Hogan, basketry; Sonja Landweer, jewellery and Frances Lambe, ceramics.

#### NATIONAL CRAFT COLLECTIONS

DCCoI is committed to raising the profile and reputation of makers and has developed partnerships with the National Museum of Ireland and the Department of Foreign Affairs & Trade to co-fund the purchase of Irish craft objects. In 2013 the collection partners for the National Museum of Ireland purchased work from Zelouf + Bell, furniture; Úna Burke, leatherwork and Fiona Snow, lighting.

DCCoI and the Department of Foreign Affairs & Trade purchased work from the following makers for placement in the Irish Embassy in Beijing: Adam Frew, ceramics; Catherine Keenan, glass; Roger Bennett, wood; Denis Brown, calligraphy; Joe Hogan, wood; Liam Flynn, wood; Michael Ray, glass; Paula Stokes, glass and Sara Flynn, ceramics.



*above;* Woodturning demonstration  
at Bloom

*right;* Irish Craft Showcase at Bloom



**“Over 110,000 people visited Bloom over the five days – a record attendance – and exhibitors in the Irish Craft Village reported that sales were the highest achieved to date.”**

## 2.1 cont.

### IRISH CRAFT TOURISM

The *Irish Craft Studio Experience*, a partner initiative between Fáilte Ireland and DCCoI was launched on [www.craftinireland.com/explore](http://www.craftinireland.com/explore) in April to coincide with Meitheal, Ireland's largest travel trade fair which took place at the RDS Dublin. The initiative aims to identify the best of Ireland's craft experiences and present them to visitors in a compelling, coherent and user-friendly way. The website maps each of the selected 81 sites which comprise craft studios open to visitors on a full-time basis and craft galleries and retail spaces offering visitors the opportunity to meet or interact with the maker. 16 short films were commissioned as promotional material for the scheme. Fáilte Ireland commissioned Atkins, an engineering firm, to devise a signage analysis plan for all sites. The findings of this report will formulate the next steps of the signage plan.

#### Direct Selling

Selling directly to consumers remains a vitally important source of income for more than 80% of craftspeople. DCCoI participates in a number of high profile flagship consumer events and uses these shows to create a positive image for craft through demonstrations, workshops and direct selling stands.

#### BLOOM IN THE PARK, PHOENIX PARK, DUBLIN, 30TH MAY – 3RD JUNE 2013

Building on the success of previous shows, DCCoI presented the Irish Craft Village at Bloom 2013. This dynamic and inviting space consisted of 24 retail stands, two craft demonstration tents for woodturning and blacksmithing, two interactive craft installations for weaving and feltmaking and a children's workshop tent with an extensive daily programme for kids to try their hands at making.

Visitor reaction to the area was very positive with substantial retail sales for the makers involved. Additionally an estimated 10,000 visited the demonstrations, over 2,000 people took part in the installations and over 350 children took part in the educational workshops.

Over 110,000 people visited the show over the five days – a record attendance – and exhibitors in the *Irish Craft Village* reported that sales were the highest achieved to date.

#### NATIONAL CRAFTS & DESIGN FAIR, 4TH – 8TH DECEMBER 2013

As one of the key consumer craft events in the run up to Christmas, the National Crafts & Design Fair plays an important role for both consumers and craftspeople. 2013 saw the third year of the dedicated Irish craft display area at the centre of the show, featuring work from over 70 registered craftspeople.

The purpose of the display area was to highlight to visitors the quality, variety and range of Irish craft gifts available at the show and to encourage them to seek out and buy from DCCoI registered exhibitors. All 204 DCCoI registered craftspeople exhibiting at the show were also provided with the *Imagined, Designed, Made in Ireland* point of sale material so that consumers could easily identify stands selling genuine Irish work.

In addition to the curated display of gift ideas, there was a series of daily demonstrations, showing visitors the skills and techniques required to produce the products available to buy at the show.



#### Out of the Marvellous

Seamus Heaney at the National Craft Gallery for the opening of *Out of the Marvellous*, which subsequently toured to the Solstice Arts Centre, Meath in 2013

## 2.2 National Craft Gallery

During 2013, the National Craft Gallery activities were consolidated around the exhibition and touring programmes, a mini-festival and conference. There was a focus on evolving co-productions and touring partners, resulting in a total of 16 productions featuring 195 makers. Total visitor figures to National Craft Gallery exhibitions including both the gallery in Kilkenny and touring locations reached 139,099, an increase of 9,225 from 2012. Touring venues included Navan, Dublin, Galway, Paris, London and Scotland.

### 2013 Exhibitions Programme

#### FUTURE BEAUTY?

##### IRISH CRAFT PORTFOLIO: CRITICAL SELECTION

25th January – 18th March 2013

Curated by Amanda Game, *Future Beauty?* was an exhibition of work by the 26 makers who were originally selected as part of the *Irish Craft Portfolio: Critical Selection* process initiated and organised by DCCoI in January 2012. *Future Beauty?* subsequently toured to Farmleigh Gallery, Dublin from 2nd August to 29th September 2013.

#### THE NORDIC EFFECT

##### PARADIGM (NORWAY) AND VIEWS ON CLAY (FINLAND)

27th March – 15th May 2013

The National Craft Gallery presented two contemporary Nordic exhibitions under the title *The Nordic Effect*.

*Paradigm* was an exhibition of contemporary Norwegian craft commissioned by the Norwegian Ministry of Foreign Affairs and Norwegian Association for Arts and Crafts, and curated by Lars Sture.

*Views on Clay* was part of the Helsinki World Design Capital Program and was shown in the Design Museum, Helsinki in 2012. It was presented in collaboration with the Finnish Embassy in Ireland.

#### DESIGN INTELLIGENCE

##### LIVING WITH DESIGN AND MAKING THINGS BETTER

24th May – 9th July 2013

*Living with Design* was curated by Rosemary Ryan and produced with the Malthouse Design Centre. 19 Irish design professionals were invited to select a beautifully designed object that holds a personal significance for them. The selected objects ranged from the familiar to the unexpected; objects that had revolutionised ways of thinking or quietly enhanced everyday living and working. Each object had an individual story as told by the designer, encouraging us to think again about the objects we own and use.

*Making Things Better* revealed the process of creating an object. In partnership with the Royal Irish Academy, the National Craft Gallery invited Designgoat and Derek Wilson to each select an inspirational object from 'A History of Ireland in 100 Objects' and lead us through their design processes from initial selection – via trials, errors and sketches – to a finished prototype.

2.2 cont.

METAL MATTERS AND FOLK FICTION

13th July – 4th August 2013

*Metal Matters, the Jewellery and Goldsmithing Skills & Design Course Graduate Exhibition*, offered visitors to the gallery the opportunity to admire the work of the latest cohort graduating from DCCoI's internationally renowned two-year programme. The exhibition showcased the high level of craftsmanship and skills acquired by the graduates and featured exquisite pieces of jewellery in gold, palladium, silver and precious gem stones.

*Folk Fiction* was an Arts Council of Ireland-funded touring exhibition by visual artist Gareth Kennedy. The exhibition featured film, photographs and objects created over two years with the residents of Inis Oírr, on the Aran Islands and Gneeveguilla, Co. Kerry. The exhibition highlights material cultures both traditional and contemporary, exploring ideas around craft and social values, landscape and invented traditions.

COSTUME

BEHIND THE SCENES AND FUTURE FASHION

9th August – 16th October 2013

These exhibitions explored fashion, craft and the theatrical, both on the stage and on the catwalk. Curated by Angela O'Kelly, the exhibitions were a co-production with the Kilkenny Arts Festival as part of their annual craft strand.

*Behind the Scenes* was an exhibition of undergarments from the Abbey Theatre, Ireland's national theatre, and home to the only full-time costume production workshop in the country. Turning the traditional idea of a costume exhibition inside out, *Behind the Scenes* focused on the undergarment, demonstrating that these complex, functional pieces are beautiful objects in their own right.

*Future Fashion* focused on innovators of fashion and sculpture for the body. It explored the work of fashion, jewellery and shoe designers who are embracing – and transforming – craft skills and techniques through innovative design thinking, sculptural aesthetic and cutting-edge technology and materials.

VERNACULAR

26th October 2013 – 15th January 2014

*Vernacular* was produced by the National Craft Gallery and DCCoI to mark the 50th anniversary of the establishment of Kilkenny Design Workshops (KDW), which formed part of the Gathering Kilkenny 2013 Programme. The exhibition, which was curated by Ann Mulrooney with exhibition design by Steven McNamara, was presented at the National Craft Gallery following its run at London Design Festival 2013.

'Phases of Motion' by Jemma Crosbie,  
Metal Matters



2.2 cont.

Festivals and Conferences

IDEATE FESTIVAL

5th – 6th July 2013

*IDEATE* festival was devised and produced by the Design & Crafts Council of Ireland and the National Craft Gallery as a highlight of the programme of events marking the 50th anniversary of the establishment of KDW and was part of the Gathering Kilkenny 2013 programme. The festival covered 32 events over two days and included talks and workshops in design thinking, innovation and technology. *Further detail is provided in the Education & Outreach section of this report.*

KDW@21C

26th October 2013

*KDW@21C*, a conference on the legacy of KDW and its influence on Irish craft practice and design culture, was hosted by the Design & Crafts Council of Ireland and the National Craft Gallery. *Further detail is provided in the Education & Outreach section of this report.*

Touring Exhibition Programme

In addition to *Future Beauty?* touring to Farmleigh Gallery, three exhibitions from the 2012 programme toured: Deirdre McLoughlin's solo show to Centre Culturel Irlandais, 17th January – 22nd February 2013; *Between Art and Industry* was shown in Galway City Museum, 28th November 2012 – 8th April 2013 and *Out of the Marvellous* was shown at Solstice, Navan, 9th February – 6th April 2013.

A number of exhibitions from the 2011 programme continued to tour, including *21st Century Icons*, which was shown in Dublin Castle, 19th December 2012 – 30th June 2013 and *Modern Languages*, which was a co-production between the National Craft Gallery and Galway Arts Festival and funded by Creative Scotland to tour to five Scottish venues in 2012 – 2013. The venues for 2013 were The Lighthouse, Glasgow, 5th January – 31st March 2013; Linlithgo Halls, West Lothian, 26th April – 28th July 2013 and An Tobar, Isle of Mull, Scotland, 5th September – 2nd November 2013.

Mick Minogue with his bear cutouts in the Phoenix Park at the launch of the IDEATE festival.



#### Other Activities

NATIONAL CRAFT GALLERY AT COLLECT LONDON 2013  
10th – 13th May 2013

The National Craft Gallery presented the work of nine contemporary Irish makers at COLLECT 2013, Europe's premier event for collectors of applied art. The event featured a juried selection of the world's finest international galleries. The nine Irish makers who were selected from *Irish Craft Portfolio: Critical Selection* were Róisín de Buitléar, Jack Doherty, Jennifer Hickey, Joe Hogan, Frances Lambe, Sonja Landweer, John Lee, Michael McCrory and Angela O'Kelly.

#### External Exhibitions Fund 2013

In 2013 a fund of €10,000 supported four exhibitions in Ireland and abroad:

Elaine Riordan – *Centred*, Farmleigh Gallery, Dublin (€3,000)

Debbie Dawson – *The Cold Light of Day*, Shengling Gallery, Shanghai, China (€3,000)

Limerick School of Art & Design and Hunt Museum – *Ceramic Exhibition* celebrating Limerick City of Culture, Hunt Museum (€1,000)

Oliver Sears – *Vase..Vesel..Void* Oliver Sears Gallery, Dublin (€3,000)



Work from the 'Breath' series by  
Róisín de Buitléar at COLLECT 2013

### 2.3 Innovation & Development Programmes

For many DCCoI clients, innovation and design are part and parcel of what they do. For others, innovation is employed on a more strategic basis – for implementing more efficient business processes, accessing new markets or new product development. In 2012 DCCoI established a team to specifically focus on developing the innovation and design capabilities of the craft and design sector. During 2013 the Innovation and Development Programmes team launched a number of key initiatives. Strategic actions focus on cultivating strong national and international partnerships that facilitate the development of clusters of excellence in order to promote exchange, learning and access to facilities and expertise.

This team is responsible for the continued development of craft enterprises through the provision of training and supports required for business growth, product design, increased export potential and controlling the cost of doing business in Ireland, to facilitate job creation and industry growth.

#### Innovation Programmes

##### FUSE PRODUCT DEVELOPMENT CLINICS

The *FUSE Product Development Clinics* provide advice and support to DCCoI clients who have developed products for consumer markets. Through the clinics we aim to:

- Develop an accessible model of support that will identify specific challenges in relation to design, product development, market research, trend-forecasting, production and manufacturing, export markets, merchandising, branding and PR, retailer and media relations.
- Provide a forum for design mentors and invited experts to develop relationships and identify how their expertise can provide solutions and contribute to the development of client enterprises.
- Enable DCCoI to identify and provide practical support to high potential clients to assist them to develop craft and design enterprises of scale.
- Invest in follow-on targeted one-to-one mentoring between clients and mentors who can work effectively together to realise a specific project or overcome an identified barrier.

In 2013 clinics were held in Dublin on 17th and 18th July with 33 client enterprises attending and on 6th and 7th November with 37 client enterprises attending. A further 22 enterprises attended a packaging design workshop on 8th November.

2.3 cont.

DIGITAL FABRICATION PROJECT

In this project, six designer makers – Martha Lynn, Caroline Schofield, Christopher Heltzel, Helen Conneely, Daniele Vesque and Sinead Cooke – were brought through the process of creating a product using digital fabrication techniques. In addition to being given access to mentors Paul Harrison, Gerry Nolan and Tara Whelan, the participants were offered a broad introduction to digital fabrication. Throughout the project participants had access to mentoring hours and fabrication facilities and were provided with supplementary support by both email and phone. Their outputs used a range of materials and technologies including waterjet cutting, laser cutting and 3D printing. The project will conclude in 2014.

FACILITIES SUPPORT FUNDING

In 2013 the *Facilities Support Scheme* funded studio-based facilities by providing services, equipment, advice and studio or incubation space to craft enterprises. In addition to funding, Business to Arts worked with three of the organisations to develop their strategic plans with a view to securing future funding and investment.

The following organisations were allocated funding:

- Malthouse Design Centre  
€8,000 plus strategic planning
- Workhouse Studios  
€6,000 plus strategic planning
- Moxie Studios  
€3,000
- Print Block  
€3,000 plus strategic planning

Print Block, who completed their strategic plans with Business to Arts, raised €3,000 through a Fund it campaign and have applied for the 2014 David Manley Awards.

MATER HOSPITAL INNOVATION CHALLENGE

In January 2013 Andrea Cleary, Rachel Duffy and Andrew Campbell won the tender to develop the textile elements of one of the rooms in the new Mater Campus Hospital Development. The initiative was an ambitious undertaking which brought together inter-disciplinary teams of craftspeople, artists and designers, in consultation with health professionals, to examine the whole patient experience while in hospital, including what patients wear and how the design of material elements affects their recovery and overall well-being. The project aimed to explore the potential to open new routes to market for creatives.

In consultation with the medical team at the Mater Campus, the team created a range of high quality, well designed theatre gowns, blankets and towels. During the development phase a number of challenges were encountered and lessons learned including: difficulty in access to production facilities, minimum order quantities, cost competitiveness and the ability to influence change in a complex organisational structure. The initiative received €10,000 under the Mater Hospital Per Cent for Art Scheme and was supported by both DCCoI and MCO Projects on behalf of the Mater Campus Hospital Development.

Seamus Barrett, intern; Kevin O'Neill, Oncraft; Laura Magahy, Chairman DCCoI and Joan Burton T.D., Minister for Social Protection at the announcement of an extension of the JobBridge Scheme for the craft and design sector.



#### NDRC CLICKTAILING

DCCoI worked with National Digital Research Centre (NDRC) to select nine craft retailers and enterprises to participate in the Clicktailing e-commerce programme which commenced in May 2013. Clicktailing is an intensive retail accelerator scheme that runs over a five-week period. It brings together online retailing experts to provide hands-on support for participating businesses with web design services, payments systems, product photography, logistics advice and marketing skills at no cost to the participants. Inventorium, the Irish Internet Association, An Post and the Design & Crafts Council of Ireland supported Clicktailing.

#### PALLET TO PRODUCT DESIGN CHALLENGE

20 pieces of work were selected from a range of disciplines to take part in the *Pallet to Product Design Challenge* exhibition held during the IDEATE festival on 5th and 6th July 2013. The challenge asked designers and makers to create an innovative new product from a simple everyday wooden pallet. The overall winner was Anthony Horrigan who designed and made a freestanding cabinet.

#### PARTNERSHIPS

DCCoI is aware of the critical importance of strategic partnerships in building the network and infrastructure of supports for the development of Ireland's design and craft industry. Significant partnerships throughout 2013 led to additional funding, an increased number of programmes and access to expertise and advice nationally.

#### COUNTY & CITY ENTERPRISE BOARDS

The partnership with the network of County & City Enterprise Boards (CEBs) was developed throughout 2013 with the rollout of 'Continuing Professional Development' (CPD) workshops throughout the country. The ability to work closely with the Enterprise Boards extended the reach of DCCoI and helped to maximise resources and supports for the sector. During 2013 DCCoI and the CEBs provided mentoring, continued professional development and business supports to further develop client enterprise skills and to enable growth. *(Full details of DCCoI and CEBs initiatives are listed under the Enterprise Development section).*

#### LOCAL DEVELOPMENT COMPANIES

Following the appointment in 2012 of Indecon International Economic Consultants and Willie Miller Urban Design to undertake research into the potential for the development of the craft sector, two significant reports were finalised at the end of 2013.

*'Creative Clusters – An economic analysis of the current status and future clustering potential for the crafts industry in Ireland'* by Indecon International Economic Consultants examines the economic value of the craft sector. It outlines the sector's contribution towards prosperous and sustainable rural economies through job creation, tourism and quality of life and highlights their potential to benefit from economies of scale through clusters.

“In 2013 DCCoI worked in partnership with CEBs to deliver CPD workshops for craftspeople which provided key enterprise, business and design skills to registered clients...with **262 businesses participating**. Product design and development were a key focus of this programme.”

2.3 cont.

*‘Mapping the Craft Sectors in Southern Ireland’* by Willie Miller Urban Design examines the environmental, economic and infrastructural conditions that have led to the development of craft clusters in specific regions. It provides a model that underpins the rationale for Local Development Companies (LDC) support for the crafts sector and other creative/cultural industries.

The reports were commissioned by The West Cork Development Partnership on behalf of a consortium of Local Development Companies

- Ballyhoura Development Ltd, Wexford Local Development, Kilkenny LEADER Partnership and South Tipperary Development Company
- in association with DCCoI. A submission to government for inclusion in the Rural Development Programme Strategy 2014 – 2020 was prepared for January 2014.

WESTERN DEVELOPMENT COMMISSION

As a strategic partner with an interest in the development and growth of the craft and related creative industries, the Western Development Commission (WDC) agreed to provide funding of €10,000 per year for 3 years to the International Fair Fund to support makers in the Western Region to participate in international trade fairs. DCCoI is represented on the advisory panel for the WDC’s Creative Edge Programme, which has received funding through the EU Northern Peripheries Programme. (The WDC’s area of operation is the Western Region counties Donegal, Leitrim, Sligo, Roscommon, Mayo, Galway and Clare.)

ENTERPRISE DEVELOPMENT

The Innovation & Development Programmes and Market Development teams work closely on enterprise development initiatives to provide supports that assist in the ongoing development of DCCoI clients.

CONTINUING PROFESSIONAL DEVELOPMENT

During 2013 new training programmes were developed and delivered through 12 partnerships with the network of County & City Enterprise Boards (CEBs), Local Development Companies (LDCs), and Visual Artists Ireland (VAI).

In 2013 DCCoI worked in partnership with CEBs to deliver CPD workshops for craftspeople which provided key enterprise, business and design skills to registered clients. Workshops were offered in Galway, Dublin, Sligo, Carlow, Kilkenny, Westmeath, Dun Laoghaire – Rathdown and Fingal, with 262 businesses participating. Product design and development were a key focus of this programme and training was delivered under the following themes:

- Product design and branding
- Costing and pricing for retail and gallery
- Effective use of social media for craft and design
- Photography to present your product to its best potential
- Merchandising for craft and design enterprise
- Exporting my craft and design product
- Branding & PR for my craft & design enterprise
- Craft design & new technologies

DCCoI worked with Mayo North East LDC on a seminar and mentoring programme 'Craft and the Rural Economy' for Mayo Ideas Week which was attended by 42 businesses. DCCoI also worked with Tipperary South Leader Craft & Design Business Development to deliver a programme of eight workshops and individual mentoring for 12 participating businesses.

**CONTINUING PROFESSIONAL DEVELOPMENT FUND**  
DCCoI's *Continuing Professional Development (CPD)* Fund provided financial assistance to 44 clients. The total funding allocated in 2013 was €11,582. The fund is open to all registered clients who wish to apply to pursue CPD training in their respective craft discipline. Applications were accepted for participation in workshops, short training courses, master classes, conferences or to research trade fairs.

**BUILDING CRAFT AND DESIGN ENTERPRISE PROGRAMME DELIVERED IN PARTNERSHIP WITH DUBLIN CITY ENTERPRISE BOARD**  
12 businesses in jewellery and accessories participated in this high-calibre programme in 2013. The objective is to optimise sales in the retail and collector markets. Delivered over a 10-month period, the programme concentrated on excellent product design, development and production, business development, social media and appropriate sales channels, with the programme's cohort finishing in April 2014.

#### MENTORING PROGRAMME

Mentoring provides craft businesses with tailored professional development support in design, production, business, marketing and branding. This takes place through one-to-one mentoring sessions. During 2013 mentoring focused on design, product development, production capacity and optimisation of social media as a development tool. A total of 35 clients benefited from one-to-one mentoring during the year. 24 clients were allocated mentors from the DCCoI mentoring panel and a further 11 received mentoring from the DCCoI Enterprise Development Programme Manager. All DCCoI mentors received training in December 2013, facilitated through Enterprise Ireland.

#### SHOWCASE CREATIVE ISLAND

##### MENTORING & WORKSHOPS

Workshops and mentoring sessions are provided to client companies participating in *Creative Island* at *Showcase*. These sessions have proved successful in assisting *Creative Island* participants to display their full commercial potential at the trade show. In 2013, 63 businesses participated and received advice on Product Development, Merchandising, Branding, PR, Sales, Costing & Pricing and Business Acumen. Due to the introduction of an enhanced stand structure in *Creative Island* for *Showcase 2014*, one-on-one merchandising clinics were offered to exhibitors and exhibiting clients were offered the support of a team of merchandisers to assist with their visual display at the show.

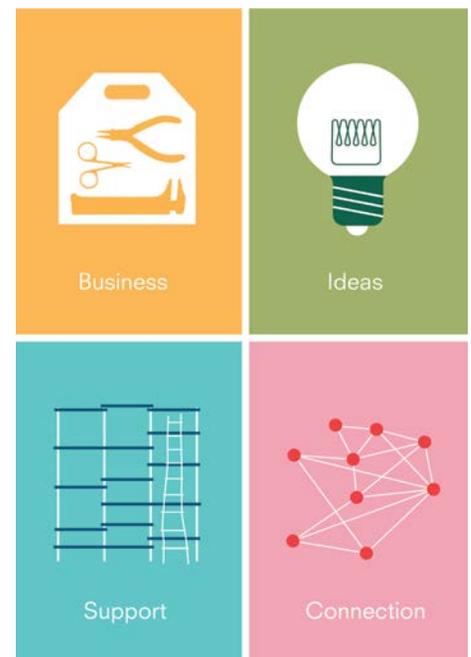
2.3 cont.

ENTERPRISE WEBSITE

In January 2013, DCCoI launched a new online resource for start-up, emerging or established craft and design enterprises. This dedicated website – [www.dccoi.ie/enterprise](http://www.dccoi.ie/enterprise) – contains valuable resources for anyone starting or growing their business. The site is categorised into four areas:

- The Business area provides a toolkit of information and answers to get a business up and running and keep it healthy
- The Ideas area helps established and emerging businesses keep in touch with trends and ideas
- The Support area outlines DCCoI programmes and initiatives such as the *Continuing Professional Development (CPD)* programme and Mentoring Panel as well as highlighting upcoming seminars, awards and funding opportunities nationally and internationally
- The Connection area contains a wealth of resources to assist in selling, sourcing and promoting craft enterprise locally and globally

The enterprise site was very well received and DCCoI continues to grow and develop the resources it contains.





### International Programmes

#### INNOCRAFTS

The overall objective of the INNOCRAFTS project is to promote entrepreneurship and business creation in the artistic and contemporary crafts sector by improving the effectiveness of regional and local development policies. The programme helps cities and regions of Europe work together in sharing experience and good practice in the areas of innovation, knowledge economy, the environment and risk prevention. The 15 partners involved in INNOCRAFTS are from 11 countries – Italy, Finland, Hungary, Slovakia, Latvia, Lithuania, Bulgaria, Spain, Romania, France and Ireland – and represent a mix of Enterprise Boards, Chambers of Commerce and Crafts Councils.

The project, which runs until the end of 2014, examines experiences, knowledge and the potential to transfer practices in the following policy areas:

- Business models and business support services, including business incubators and business parks and other related facilities
- Access to innovation design and financial assistance to SMEs
- SMEs internationalisation, professional networking and information exchange
- Promotion of entrepreneurship among specific target groups such as young and female entrepreneurs

In 2013 INNOCRAFTS Joint Inter-Regional Seminars and Training sessions took place in Budapest, Hungary on 16th and 17th April; in Turku, Finland on 26th and 27th June; in Vilnius, Lithuania on 2nd and 3rd October and in Kilkenny on 26th and 27th November. The INNOCRAFTS conference in Kilkenny was on the theme of ‘Internationalisation, Professional Networking and Information Exchange’. It hosted over 60 delegates from across the EU, enabling politicians, mayors and policy makers engage with their Irish counterparts. Through a series of workshops, the meeting in Kilkenny facilitated the sharing of experience from partners’ most successful initiatives in terms of methodologies, projects, processes, techniques and tools, and examined together with policy makers how they can be embedded in local and regional development strategies.

The meeting was followed by the official signing of the Charter for Artistic Craftsmanship by Artex, the Centre for Artistic and Traditional Handcrafts of Tuscany and by DCCoI. The Charter defines the craft sector in accordance with the European classification of economic activities.

2.3 cont.

LEONARDO DREAM II

As part of the European Leonardo da Vinci programme, the INMA (Institut National des Métiers d'Art – French Institute of Arts and Craft) organised a series of crafts and design masterclasses in partnership with DCCoI, the Slovakian Centre of Folk Art Production (ULUV), Fundesarte (Fundación Española para la Innovación de la Artesanía – Spanish Foundation for Innovation in Crafts) and France's APCI (Agence pour la Promotion de la Création Industrielle – Agency for the Promotion of Industrial Design).

MASTERCLASSES DURING 2013 INCLUDED:

- Bergerie Nationale, Rambouillet, France on the theme of wool, 8th – 14th April. 16 young professional craftspeople and designers (five from Ireland and others from Spain and Slovakia) participated in a seven-day workshop.
- Applied Arts School of Ruomberok, Slovakia on the theme of wood, 1st – 7th July. 16 young professional craftspeople and designers (five from Ireland and others from France and Spain) participated in a seven-day workshop.
- Design & Crafts Council of Ireland Ceramics Skills & Design Course in Thomastown, Kilkenny on the theme of ceramics, 19th – 26th August. 16 young professional craftspeople and designers from Spain, France and Slovakia participated in a seven-day workshop.

Information is available from the dedicated website at [www.dreamcraftgallery.eu](http://www.dreamcraftgallery.eu). DCCoI was awarded funding under the Leonardo da Vinci programme to participate.

WORLD CRAFTS COUNCIL – EUROPE

The World Crafts Council (WCC) – Europe General Assembly took place in Eindhoven during Design Week in October 2013. The General Assembly proposed a three-year strategy for WCC – Europe and introduced a new membership model.

“The 2013 programme involved **93 schools** nationwide, including **135 teachers** and **81 trained craftspeople** from DCCoI’s Craft Education Panel, enabling over **2,500 primary school children** to practice skills necessary for creative expression and to learn through hands-on participation in different craft forms.”

#### 2.4 Education, Training & Development

Developing the appropriate knowledge and skills of emerging and existing makers through a diverse range of targeted education and training initiatives is vital in ensuring the ongoing development of quality design and craftsmanship. At DCCoI we have been strengthening strategic relationships to increase the profile of craft and design in order to influence the policies of those developing national education strategy. Through education and training programme for children, students of all levels, teachers and craft and design practitioners, we also strive to increase awareness of craft and design as a career choice. By instilling an awareness of craft and design from a young age with the next generation of makers or consumers, we can pave the way for a strong and vibrant sector into the future.

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##### FIRST LEVEL

The *CRAFTed: Learning Skills for Life Primary Schools Programme* 2012 – 2013 was delivered in partnership with 19 full-time Education Centres in Ireland. The programme is based on developing good collaborative practice between craftspeople and teachers and focuses on how craft and design skills support integrated learning methodologies, with an emphasis on underpinning numeracy and literacy skills. The 2013 programme involved 93 schools nationwide, including 135 teachers and 81 trained craftspeople from DCCoI’s Craft Education Panel, enabling over 2,500 primary school children to practice skills necessary for creative expression and to learn through hands-on participation in different craft forms. All craft projects were completed by June 2013 and the programme culminated with the majority of the 19 Education Centres holding exhibitions to showcase the creative process facilitated by the programme and the outstanding quality of the final pieces created by the children.

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*CRAFTed PLUS* is a new initiative planned for delivery in 2014 which includes an offering of a suite of Continuing Professional Development (CPD) evening workshops for teachers. The response from both teachers and education centres in the development of *CRAFTed PLUS* 2014 has been very positive.

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“The Design & Crafts Council of Ireland’s **Future Makers** programme continues to represent an investment by DCCoI in the future development of the next generation of makers in Ireland. Independently assessed, the **overall prize fund** in 2013 was **€23,000.**”

2.4 cont.

The first national exhibition for children involved in *CRAFTed* took place in November 2013. Frances Fitzgerald, T.D., Minister for Children and Youth Affairs, officially launched the 2013 *CRAFTed* exhibition at the National Museum of Ireland (NMI), Collins Barracks. Entitled *Shaping our World Through Making*, the exhibition was organised by DCCoI in partnership with the National Museum of Ireland and the Teachers’ Education Centers in Ireland. It showcased a critical selection of process-led craft pieces and featured a total of 19 projects – one from each of the 19 Education Centres which participated in the *CRAFTed* programme. A suite of craft workshops for primary schools took place in conjunction with the duration of the exhibition, with all craft workshops filled to capacity. Workshops were led by Deidre Rogers, Jean Conroy, Carrie Lynam, Ciara O’Sullivan and Gabriella McGrath.

A short film on *CRAFTed* was premiered as part of the *Shaping our World Through Making* exhibition at Collins Barracks. The film communicates the ethos at the core of the *CRAFTed* programme and is available to view online at [www.learncraftdesign.ie](http://www.learncraftdesign.ie).

*Creative Crafts Skills CPD* training courses for Primary Teachers took place in July 2013 in partnership with six full-time Education Centres. Aimed at primary school teachers to support them in delivering the Visual Arts Curriculum, the courses took place in Kilkenny, Athlone, West Cork, Sligo, Monaghan and Carrick-on-Shannon. The courses placed an emphasis on literacy and numeracy, demonstrating how Visual Arts can be used as an integrated learning tool to develop and enhance children’s creative writing and analytical skills. Primary Teachers, in collaboration with craftspeople, explored how 2D and 3D forms give an embedded understanding of mathematical concepts such as shape, lines and angles, form, pattern, measurement and problem solving. The summer courses focused on the opportunities for integrated learning and examined the potential for cross-curricular learning in other subject areas.

In advance of the July CPD courses, a training day for craftspeople took place in Kilkenny Education Centre in mid-June. This one-day training aimed to equip the craft tutors with the planning, communication and delivery skills they would need to roll out their CPD craft skills course to teachers in July 2013. This training was supported by the National *CRAFTed* Coordinator, Polly Minnett, and the Kilkenny Education Centre Director, Paul Fields.

**SECOND LEVEL**

*designED*, a DCCoI education pilot initiative at second level, took place to coincide with the *Future Makers* exhibition at the National College of Art & Design (NCAD) in March 2013. Over 40 secondary school pupils from selected schools around Ireland, including a mix of urban, rural and DEIS schools, took part in craft and design workshops in the NCAD studios, working with recent *Future Makers Awards & Supports* recipients and NCAD design residents. The *designED* programme ran in partnership with NCAD and enabled participating students to explore craft and design experiences in a third level setting, investigating problem solving and creative expression in making. The aim of *designED* is to encourage career progression for students in the creative sector.

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**THIRD LEVEL**

DCCoI continued funding support for the successful Irish Ceramics in Education (ICE) master class lecture series throughout 2013. ICE is a collaborative initiative between DCCoI and the Schools of Art & Design in Belfast, Galway, Limerick, Dublin, Kilkenny and Cork. It aims to facilitate access to international expertise in a range of craft disciplines through a series of public lectures, demonstrations and master classes. Those selected must be practicing contemporary artists with an international reputation and proven exhibition profile, to be exceptional in their field and have a broad appeal. ICE in partnership with DCCoI provided an international programme of speakers for the 2013 access programme of master classes at third level colleges in Ireland. The 2013 programme included recognised and influential makers such as leading ceramicists, makers and thinkers, Annie Turner, Tanya Harrod, Walter Keeler and Susanne Hangaard.

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**FUTURE MAKERS AWARDS & SUPPORTS**

The Design & Crafts Council of Ireland's *Future Makers* programme continues to represent an investment by DCCoI in the future development of the next generation of makers in Ireland. Independently assessed, the overall prize fund in 2013 was €23,000. The *Future Makers* fund is used for research, training, residencies, materials, exhibitions and much more, providing a platform for students and recent graduates to compete for prestigious awards and supports. The annual awards are assessed on the basis of design, creativity, innovation, skill and craftsmanship, and are intended to reward and benchmark excellence.

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2.4 cont.

All student applicants for the *Future Makers Awards & Supports* 2013 were assessed by an international selection panel featuring curator Daniel Charny, Professor of Design at Kingston University and creative director Peter Sheehan. Georgina Sweetnam from Dun Laoghaire-Rathdown County Enterprise Boards assisted in selecting the CEB Future Makers Entrepreneurs Award 2013, which was a new award for the year.

*Future Makers Practitioner Supports* were awarded to successful applicants to assist them in the showcasing of their work at international fairs, to undertake specialised training and to purchase equipment to help them in the development of studio space and exhibitions.

STUDENT AWARDS & SUPPORTS WINNERS AND RECIPIENTS:

- The *Future Makers Student Award* winner for 2013 was Meadhbh McIlgorm, a student in the glass department at NCAD, who received €2,500.
- *Student Innovation Award* went to Anthony Horrigan, ceramics student, for his laser etched bone china canisters.
- *Materials Supports* were awarded to Marta Wanczyk (Ceramics), Anastasija Pjatnicka (Ceramics), Clare Conway (Fine & Applied Art) and Kevin Callaghan (Ceramics).
- *Residency and Training Supports* were awarded to Simon Doyle (Furniture), Kate Quinlan (Ceramics) and Ciara Ní Chualáin (Ceramics).

PRACTITIONER AWARDS & SUPPORTS WINNERS AND RECIPIENTS:

- The *Future Makers Practitioner Award* winner was fashion designer Alison Conneely, who received €4,000.
- The *Future Makers Innovation Award* winner was ceramicist Owen Quinlan, who received €2,500.
- The *Future Makers Design Award* of €1,200 was won by fashion designer Rebecca Marsden.
- *Practitioners Residencies and Training Support* was awarded to leatherworker Garvan de Bruir.
- *Practitioners Networking Support* was awarded to Orla Reynolds (Interiors and Furniture).
- *Practitioners Studio Supports* were awarded to Eoin Lyons (Metals) and Sorcha O'Raghallaigh (Fashion).
- *Practitioners Exhibitions Support* was awarded to Print Block (Printed Textiles).
- The *County & City Enterprise Boards Future Makers Entrepreneurs Award* winner, who received €4,000, was Lisa Ryder (Digital Printing).

*Future Makers* continues to be supported through a dedicated website [www.futuremakers.ie](http://www.futuremakers.ie) which is developed and enhanced on an ongoing basis to make it a valuable resource for students and recent graduates.

Irish models Sarah Morrissey and L'Or Mayo wear outfits from Rebecca Marsden's 'Cellular Collision' collection. Rebecca was awarded the Future Makers Design Award.



### Other Initiatives

#### RDS NATIONAL CRAFTS COMPETITION

In 2013 the RDS National Crafts Competition awarded a prize fund of €28,000 to some of Ireland's most talented and promising craft makers. An independent panel of judges selected by the RDS adjudicated the competition's categories. In 2013, the DCCoI purchase prize of €5,000 went to four prestigious makers: Adam Frew (ceramics), Tom Berney (dressage saddle) and Anne Kiely and Mary Palmer (quilt).

#### THE GATHERING IRELAND: KDW@21C

DCCoI education department was pleased to have been granted €10,000 in funding from IPB Insurance through Fáilte Ireland's The Gathering fund in 2013. This funding went towards a large programme of events organised across DCCoI departments on the theme of celebrating 50 years since the inception of the original Kilkenny Design Workshops (KDW). The main event was a key conference in Kilkenny Castle in October 2013 entitled *KDW@21C*. A key outcome of the conference was to build on the legacy of KDW, commencing with the convening by DCCoI of a *KDW Legacy Committee*. The purpose of the Committee will be to work towards defining and developing a relevant and comprehensive, permanent legacy that will preserve the history and celebrate the achievements of KDW going forward.

#### LILLY AND LOLLY CRAFTFEST

CraftFest Northwest, renamed as the Lilly and Lolly Craftfest to coincide with Yeats Day, took place from 13th to 22nd June. DCCoI continued to support the festival by organising a talk by leading craft writer, Dr. Nicola Gordon Bowe. Dr. Gordon Bowe delivered a master class lecture to a packed audience on the craftwork of Lilly and Lolly Yeats and their influence and impact on the development of Irish artisan craft during the last century.

#### Education And Outreach

Throughout 2013 the Education and Outreach team devised, coordinated and delivered a dynamic and engaging programme of events, developed resources and established partnerships. Educational and Outreach events and activities were programmed to explore and support the annual exhibitions programme at the National Craft Gallery while the team was also actively involved in delivering off-site initiatives.

#### NATIONAL CRAFT GALLERY EDUCATION PROGRAMMES

The varied programme of educational activity included gallery tours, artists' and curators' talks, seminars, children's workshops, public engagement events, continued professional development and the production of educational resource materials.

The legacy of Kilkenny Design Workshops (KDW) was a theme particularly considered during 2013. Three seminars/conferences were delivered in 2013, contextualising and investigating ideas raised within the National Craft Gallery exhibition programme.

2.4 cont.

In 1960/61, pre-KDW establishment, Córas Tráchtála commissioned the Scandinavian Report, a highly critical analysis of design and craft in Ireland at the time. In consideration of this and of the influence of the Norwegian model of the Plus Workshops, a day-long seminar was hosted in April 2013. *The Nordic Effect: Crafting Success* acknowledged the legacy and influence of Nordic design in Ireland, while examining current support frameworks and reflecting on recent symbiosis in practice, thinking and approaches. *The Nordic Effect: Crafting Success* brought together Irish, Norwegian, Finnish and Swedish designers, makers and consultants to discuss strategies, supports and models for success, whilst also exploring the current positioning and understanding of craft or 'kunsthåndverkere' in Nordic countries versus in Ireland.

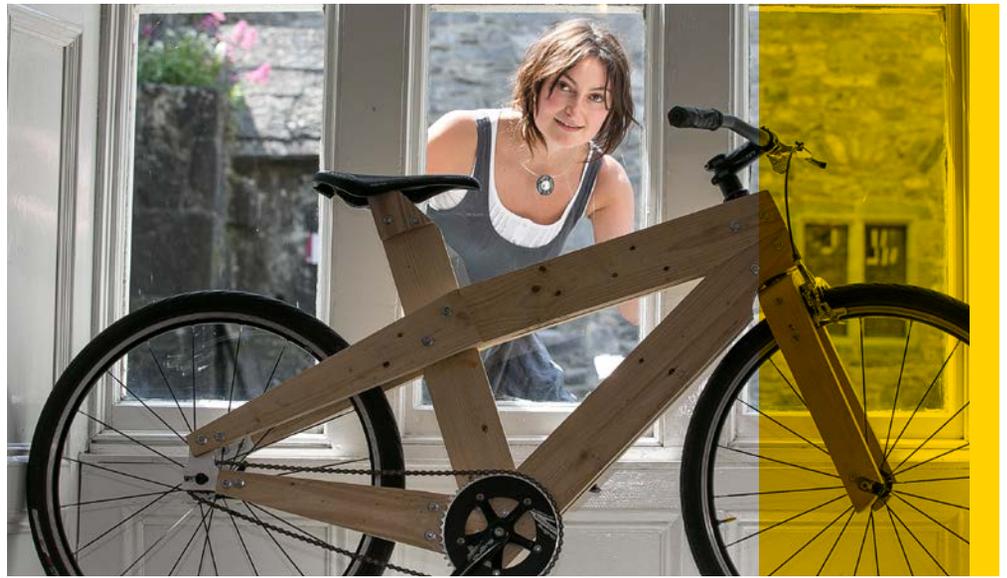
Invited contributors included: Suvi Saloniemi, Curator, Design Museum, Helsinki; Dr. Jorunn Veiteberg, Chair of Norwegian Crafts, Oslo; Lars Sture, Curator of Paradigm, London/Oslo; Jordan Ralph, Designer Maker, Dublin; Liz Nilsson, Designer Maker, Dublin/Sweden; Gearóid Muldowney, Director & Designer at Superfolk, Dublin; Tanja Silipä, Designer at Tonfisk & Member of Design Migration, Helsinki; and Patrick Daly, Management Consultant, OBS, Dublin. The seminar was held in Kilkenny Castle and was very well attended with over 90 delegates present on the day.

As part of DCCoI's programming for The Gathering, the Education Department also supported *IDEATE*, a multi-disciplinary festival held during July in the National Craft Gallery and venues throughout Kilkenny. The team contributed to the festival programme development, and supported the festival through planning and logistics as well as the facilitation of the *Creative Cities* strand of the programme which included 14 talks by creative practitioners from or based in Kilkenny.

In October, a conference weekend entitled *KDW@21C* was devised and delivered, inviting presentations from former KDW staff, designers and academic researchers to discuss ideas around the origins of KDW as pioneers of design promotion and the significance of Ireland as the first country to establish a state design service. *The KDW@21C Conference* explored key focuses of the workshops including good design for industry, growing an Irish aesthetic and developing international trade.



**KD<sup>21</sup>  
W**



In addition to the participation of the DCCoI team, contributors included Catriona Crowe, Head of Special Projects at the National Archives of Ireland; Mary Mullin, Key Note Speaker, Design Consultant, Dorset; Dr. Eleanor Flegg, freelance writer and researcher; Lorraine Egan, Former Senior Design Advisor, Enterprise Ireland; Rudolf Heltzel, Master Goldsmith; Dr. Linda King, Lecturer in Design, School of Creative Arts, Institute of Art & Design Technology; Séan McNulty, Design Consultant, Managing Director at Dolmen; Robert Tully, Lecturer, BA Furniture & Interior Design 4th Year Coordinator, Dublin Institute of Technology; Raymond Turner, MD Design Leadership and Dr. Una Walker, Principle Investigator for the KDW Demonstrator Project as part of the HEA funded Digital Repository of Ireland initiative. At full capacity, Kilkenny Castle Parade Tower welcomed over 120 delegates.

Programmed alongside the *KDW@21C Conference* was a celebratory reminiscence event and a reception in Butler House entitled *Remembering KDW*. This event sought to celebrate the experience and memories of KDW staff and designers. The day offered an informal reunion opportunity for KDW affiliates to chat and share their memories and experiences of KDW. This was a very special day for the attendees to cherish KDW's history and particularly to mark those who made KDW what it was. Many of the conversations of the day were recorded as a way of gathering the living oral histories of KDW and the recordings are available online as podcasts at [www.mixcloud.com/nationalcraftgallery](http://www.mixcloud.com/nationalcraftgallery).

The conference and events also coincided with the launch of the *Vernacular* exhibition at the National Craft Gallery.

In order to address a specifically identified need to support makers in representing themselves to their best advantage in applications and documentation, a maker seminar was delivered in January 2013 entitled *Communicating Your Craft*. This seminar was programmed in response to the applications to *Irish Craft Portfolio* and coincided with the *Future Beauty?* exhibition at the National Craft Gallery. The day consisted of presentations on photography, application compilation, supplying guidelines on writing clear artist statements and biographies as well as highlighting more conceptual approaches to communicating a craft practice. Presenters included Dr. Jessica Hemmings, Writer & Head of Visual Culture, NCAD; Dr. Eleanor Flegg, freelance writer and researcher, as well as members of the DCCoI team. The seminar was attended by over 60 makers and was well received.

“As part of the Schools Programme 2013, almost **1,400 students**, ranging from Primary to Third Level, took part in guided conversations in the gallery during school terms to complement classroom learning.”

2.4 cont.

In response to continued high demand, the ongoing outreach programme of free monthly crafty Family Days continued throughout 2013. Oriented to encourage parents and children to visit the National Craft Gallery and engage with the exhibitions as a learning resource, Family Days respond to engaging works in current gallery exhibitions. Each workshop is devised to introduce a new technique exploring a new material. Some 2013 highlights included *Clay Create* – making stunning porcelain bowls with Ciara O’Sullivan; *Tin-Treasures* – using skills of embossing on metal with Carrie Lynam and *Basket Making* – using willow with Cathy Hayden. Workshops facilitate children aged 4–13 with an average of 28 participants per month.

Throughout 2013 there was an active and engaging education presence within the National Craft Gallery. An inviting reading and response area was specifically devised and installed for each new exhibition of the year to facilitate reading, response, reflection and further learning about the works and makers in each exhibition. This resource allows visitors to enjoy a more thorough and sustained engagement in the gallery and features a selection of relevant reading materials along with a related response activity such as creative design challenges, memory documenting and clay responses. Our *Young Makers: Family Activities Worksheet* is another educational resource that has encouraged many families to explore the exhibitions, learn together about craft, design and how objects are made through the interactive guide.

As part of the *Schools Programme 2013*, almost 1,400 students, ranging from Primary to Third Level, took part in guided conversations in the gallery during school terms to complement classroom learning. A ‘Craft in Education’ evening was held on 18th September focusing on encouraging teachers to utilise the gallery and DCCoI resources to support the Visual Arts (VA) curriculum. The Education & Outreach team also delivered three ‘Primary School Craft Lesson Plans’, designed by Craft Education Panel members to assist teachers in facilitating exploration of craft materials and techniques in the classroom environment. A further five Craft Lesson Plans were commissioned in late 2013 for delivery in 2014.

Adult Engagement Events continued throughout 2013 with a series of ‘Late Date’ events complementing and extrapolating on ideas within the nine National Craft Gallery exhibitions. These informal monthly events attract a local audience who engage with the gallery and contribute to a critical dialogue around the exhibition programmes. Late Date highlights in 2013 included David Shaw-Smith in conversation with Gareth Kennedy, Nicholas Mosse’s *Crafting Success* talk and the *Hand to the Wheel* throwing workshop facilitated by DCCoI *Ceramics Skills & Design Course* students.

Maker/designer talks and curator's tours are also a key way of contextualising the exhibitions. In 2013, *Future Beauty?* curator Amanda Game, *Paradigm* curator Lars Sture, *Views On Clay* curator Tanja Sipilä, *Costume* curator Angela O'Kelly and *Vernacular* curator Ann Mulrooney each introduced and contextualised their exhibitions. 25 makers also spoke about their work in the gallery in 2013.

Building audience awareness of the National Craft Gallery and our programmes is key to the gallery's education and awareness strategy. In order to develop the audience for gallery programmes, targeted e-bulletins continued to be distributed throughout 2013. These monthly e-bulletins connect directly with National Craft Gallery visitors, relevant cultural organisations and DCCoI clients and member organisations to inform them of and entice them to attend exhibitions and events at the gallery.

#### Craft Education & Outreach Workshops

##### at Public Events

The Education & Outreach team coordinated a series of diverse and engaging workshops for children and adults at several large-scale public events throughout 2013. Highlights include the following:

##### BLOOM IN THE PARK, JUNE

A dynamic and varied programme of workshops took place in the *Irish Craft Showcase at Bloom*, engaging an estimated 845 children and 285 adults over the five-day festival. Workshops included *Leafy Clay Tiles* with Frances Kilcommins, *Felt Flutterbugs* with Vivienne Martin, *Hanami Blossoms* with Carrie Lynam and *Printing Gardens* with Adele Stanley. A number of our Guilds, Associations, Networks and Societies (GANS) were also invited to facilitate workshops for adults and children. These included Irish Basketmakers Association, Irish Artist Blacksmiths Association, Lettercarvers Guild of Ireland, Feltmakers Ireland, Irish Guild of Embroiderers, Irish Patchwork Society, Irish Guild of Weavers, Spinners and Dyers and the Irish Woodturners Guild, bringing the total number of people who participated in and engaged with craft activities at Bloom 2013 to 1,130.

2.4 cont.

KILKENNY ARTS FESTIVAL

An exciting and comprehensive Education & Outreach programme was delivered during the Kilkenny Arts Festival in response to the *Costume* exhibition in the National Craft Gallery. Over 800 children took part in workshops ranging from *T-shirt printing* with Victoria Cody, making *Clay Creatures* with Shona Flood and *Felting Badges* with Sheila Jordan to *Willow Weaving Installations* with Jean Conroy and *Paper Sculptures* in the gallery education space with Carrie Lynam. 406 adults participated in Kilkenny Arts Festival by joining drop-in workshops and attending the exhibition talks.

Education Programming Partnerships

In 2013 DCCoI's Education & Outreach team developed and built on a number of key programming partnerships with other national cultural organisations as part of the National Craft Gallery's ongoing audience development strategy.

TRADFEST, JANUARY

DCCoI supported a range of craft workshops at The Ark (a cultural centre for children) throughout Tradfest. Facilitated by DCCoI's Craft Education Panel, the two-days of workshops included willow-weaving, textile and metal crafting techniques inspired by the courts of the ancient high kings and queens of Ireland.

CULTURE NIGHT, SEPTEMBER

For the fourth year, the National Craft Gallery was central to Kilkenny activities for Culture Night, when cultural venues across the country open their doors late into the evening. The gallery had over 150 attendees, taking part in a dynamic programme including *Up-Cycling & Embellishment Workshops* with Deirdre Harte, creating *Fascinating Fascinators* with Rebekah Patterson, *Wood & Wire Sculptures* with Caroline Schofield as well as a *Crochet Circle* with local textile makers, *Shoe Glam Cam* and *Drawing Packs* in the gallery all inspired by the *Costume* exhibition.

BEALTAINÉ, MAY

Bealtaine, which celebrates creativity in older age, was marked at the gallery with almost 40 invited and drop-in visitors attending a 'Crafternoon Tea' event for a conversational guided gallery visit supporting older people and active retirement associations.

International Project Involvement

INTERNATIONAL ACADEMY OF CERAMICS

The International Academy of Ceramics General Assembly (IAC2014) is scheduled to take place in September 2014 along with a three-day international conference, international exhibition trail and fringe events. DCCoI has committed to supporting the event through a Project Manager and logistical, communications and advisory input from the DCCoI team. An exciting conference and exhibition programme was developed during 2013 with support from DCCoI, led by Education & Outreach Officer Susan Holland. Further details on the event are available at [www.iac2014.com](http://www.iac2014.com).

**TYPECAST – EUROPEAN RECOVERY  
OUTREACH PROJECT**

The Education team has been successful in an EU application for funding towards a cross European craft project for 2014 – 2015. In 2013 the team was awarded €18,000 through Grundtvig (funding programme that is part of the European Union's Lifelong Learning Programme) towards a partnership project based around the theme of ceramics and recovery within the area of addictions. Typecast, an EU ceramics and recovery outreach project, was devised to develop and share methodologies with key European partners around commissioning ceramic artists to work in collaborative contexts with communities in recovery from addictions. This innovative and highly targeted outreach research has funded cultural organisations from five EU countries. Partner organisations include Create, Ireland; European Ceramic Workcentre, Holland; British Ceramics Biennial, UK; Portraits of Recovery, UK; Dumlupinar University, Turkey and Adhoc Cultural Agency, Spain. An outcome for the completion of this EU project will be an exhibition at the 2015 British Ceramics Biennial.

**CERAMICS SKILLS & DESIGN COURSE 2013**  
DCCoI's *Ceramics Skills & Design Course* continues to deliver a unique and practical intensive two-year programme. The course covers all aspects of ceramic production from design to clay preparation and kiln firing as well as marketing and selling. It has established a national and international reputation as a centre of excellence.

In 2013 the facilities were upgraded to include a meeting and seminar room with audio-visual and internet access. The students carried out the design and planning as well as the majority of the work, giving them invaluable workshop development experience

Internationally-renowned potter Walter Keeler gave a two-day demonstration and lecture master class in February. Professional practitioners and students from other third level courses in Ireland also attended the workshop.

A study trip to Ceramic Art London in April allowed the students to see over 80 of Europe's top ceramic designers and makers. The opportunity was also taken to visit the ceramic collections of The British Museum, The V&A and contemporary galleries. The students also attended the three-day International Ceramics Festival at the University of Wales, Aberystwyth in July.

Throughout the year four weekend workshops were run in conjunction with Ceramics Ireland. These workshops are organised for professional practitioners, teachers and students and provide an invaluable service to the ceramics sector in Ireland. In August the facilities in Thomastown hosted an eight day Leonardo Ceramics Master Class with 16 professional designers, architects and artists from Spain, France and Slovakia.

2.4 cont.

An exhibition of work from the graduates of 2012 opened at the National University of Ireland, Maynooth (NUIM) in June and ran until the end of August. The exhibition was situated in the foyer of NUIM's John Paul II Library, offering the public an opportunity to admire the creativity and craftsmanship of the graduates. The display of final project work in each graduate's signature style reflected their individual technical ability and design aesthetic. The work had been previously shown at the National Craft Gallery as part of the 2012 Ceramics Graduate Exhibition *Through the Mill*.

Over 90% of the 2012 graduates are actively involved in the ceramics sector either running their own businesses, employed by existing workshops or on further education programmes.

JEWELLERY AND GOLDSMITHING SKILLS & DESIGN COURSE

DCCol's two-year *Jewellery and Goldsmithing Skills & Design Course* continues to maintain its international reputation through intense practical skills delivery and contemporary and innovative jewellery design. The context of this programme is at the top end of the market for well-designed and finely manufactured jewellery and related products made from precious metals and gemstones. With this target market in mind, the stated aims of the programme were successfully achieved through 2013 with the development of students in an appropriate range and level of knowledge, skills and competencies.

In July 2013 students graduated from the course with a final exhibition in the National Craft Gallery, presenting the culmination of two years of concentrated work and demonstrating the level of skills and design achieved by the outgoing cohort. Entitled *Metal Matters*, the exhibition was officially opened by Dr. Alison Fitzgerald, a lecturer in the history department at the National University of Ireland Maynooth and an expert in jewellery and silversmithing and allied trades in Ireland.

Running for three weeks, the exhibition offered visitors to the gallery an opportunity to admire the work of these emerging jewellery designers. The creations on display included:

- A collection of 12 clocks finely constructed from sheet metal, showcasing each student's technical ability and individual design aesthetics. They ranged from minimalist geometric hollow forms to decorative designs incorporating enamel.
- 12 brooches produced using advanced traditional fine jewellery techniques and the modern technology of laser welding. Each piece drew its inspiration from a different decade between 1880 and 1990.
- 12 rings in 18 carat gold or palladium set with a single coloured gemstone.

2013 graduates of the Jewellery and Goldsmithing Skills & Design Course.  
*Back row:* Hanna Tommola, Andy Comerford, Catherine Conroy, Patrick Finnegan, Alex Thiel, Jemma Crosbie, Angela O'Keefe, Eoghain O'Brien.

*Front row:* Miriam Wade, Yvonne Sheridan, Eimear Conyard (Course Manager), Sophie Broadhead, Eimear Cruise.



The 12 graduates were Sophie Broadhead, Andrew Comerford, Catherine Conroy, Jemma Crosbie, Eimear Cruise, Patrick Finnegan, Eoghain O'Brien, Angela O'Keefe, Yvonne Sheridan, Alex Thiel, Hanna Tommola and Miriam Wade.

Awards marking the completion of the course were presented at the opening of the graduate exhibition. Selected for their commitment to their studies and their contribution to the student cohort during the two-year programme, the *Student of the Course Award* was shared between Sophie Broadhead and Miriam Wade. The *Chief Executive's Award* went to Hanna Tommola whilst Jemma Crosbie received the *Chairman's Award*.

This cohort was the first group to complete the accredited programme through the National University of Ireland Maynooth and received their diplomas at the graduation ceremony in Kilkenny Castle in November.

The 2013 Jewellery graduates took part in an exhibition held at the Greenacres Gallery in Wexford during Wexford Opera Festival. This exhibition was well received with a high number of sales. All 12 graduates are now in full time employment within the jewellery industry in Ireland, reflecting the relevance of the intensive two-year programme. DCCoI focuses on ensuring that graduates emerge from the course not only with technical abilities but also with experience of the commercial realities of running a craft business such as working to deadlines and commissioning budgets.

Interviews for the new intake of students took place in April 2013. The standard and quality of applicants was high, making for very strong competition for the 12 available places. The new cohort commenced the course in September 2013.

DCCoI continues to invest in new technology and equipment to ensure the jewellery course runs in line with the jewellery industry. During 2013 a high tech stone setting workstation was installed in the jewellery workshop.

DCCoI continues to forge relationships with high profile enterprises within the jewellery industry across Europe ensuring students have an awareness of the sector. This cross-dissemination of experiences amongst the students is invaluable.



*above;* Irish Artist Blacksmiths Association demonstration at Bloom

*left;* Work by Maeve Coulter in the Pattern exhibition at the Knitting & Stitching Show

**“Demonstrations showcase the wealth of skills amongst craftspeople living and working in Ireland and are extremely popular with members of the public.”**

## 2.5 Member Organisations & Client Services

The Member organisations of the Design & Crafts Council of Ireland, both corporate bodies and GANS (Guilds, Associations, Networks and Societies), are an important part of DCCoI as they represent the backbone of our activities and supports in Ireland. The services we provide are reviewed on an ongoing basis in order to best meet the needs of the sector within our current resources.

### GANS Meeting

DCCoI facilitated three GANS meetings in 2013, providing a valuable forum to share best practice, to network, to discuss challenges and opportunities and to provide feedback and suggestions to DCCoI. The first meeting for 2013 took place in March at the Irish Countrywomen’s Association Headquarters in Dublin. Presentations covered a range of topics including an update on DCCoI’s strategy, an introduction to DCCoI’s enterprise website launched earlier in the year, advice on completing applications for *Network Support* funding and a discussion facilitated by Dara O’Leary regarding the RDS National Crafts Competition.

The second meeting took place in May in Galway. A presentation was made by Andrew Hetherington of Business to Arts and Fund it, Simon Dennehy gave advice on branding and a further update on DCCoI’s strategy was provided. The third meeting took place in October in Cork. Olga Tiernan and Ruth Doorley from Print Block discussed Business to Arts’ strategic planning programme. This was followed by a consultation session with Marie Brennan on the RDS National Crafts Competition and Travelling Exhibition Evaluation.

### Craft Demonstrations by GANS at Public Events

DCCoI was delighted to work with our member organisations in coordinating craft demonstrations at a number of high-profile events during 2013. Demonstrations showcase the wealth of skills amongst craftspeople living and working in Ireland and are extremely popular with members of the public.

BLOOM IN THE PARK, DUBLIN, 30TH MAY – 3RD JUNE 2013 *Live demonstrations were facilitated by:*

- Irish Basketmakers Association
- Irish Artist Blacksmiths Association
- Feltmakers Ireland
- Irish Guild of Embroiderers
- Irish Patchwork Society
- Irish Guild of Weavers, Spinners and Dyers
- Irish Woodturners Guild
- Lettercarvers Guild of Ireland

2.5 cont.

NATIONAL CRAFTS & DESIGN FAIR, DUBLIN, 4TH – 8TH DECEMBER 2013

Exhibitors who had the opportunity to demonstrate their craft included:

- Joe Laird, woodturning
- Christina Sanne, toymaking
- Terry O'Brien, woodcarving
- Liz Christy, weaving
- Colm de Rís, pottery
- Fred O'Mahony, woodturning
- Beth Moran, weaving
- Fergus Grant Stevenson, jewellery making
- Amanda Murphy, pottery

GANS Exhibitions

KNITTING & STITCHING SHOW, DUBLIN, 31ST OCTOBER – 3RD NOVEMBER 2013

DCCoI was delighted to coordinate the fourth exhibition of textiles in conjunction with our member organisations at The Knitting & Stitching Show, which attracted more than 24,000 visitors. Over 100 pieces of craft were submitted for the selection process following an open call to the member organisations. Entitled *Pattern*, the exhibition was curated by Angela O'Kelly and featured the work of 24 textile artists.

The exhibitions coordinated by DCCoI in conjunction with our member organisations for The Knitting & Stitching Show in previous years continued to tour during 2013. *Seascapes*, originally curated in 2011, was exhibited in Tallaght Library, 4th January – 15th February and in Powerscourt Townhouse Centre during March 2013. *Nature*, originally curated in 2012, was exhibited at Ballyroan Library from 22nd April for six weeks to celebrate the official opening of the new library.

TRAIN THE TRAINER

In 2013, the *Train the Trainer* course was delivered in Tipperary, Louth, Offaly and Dublin. 52 participants were awarded a QQI/FETAC Level 6 accredited qualification on successful completion of the course.

CRAFT HERITAGE TASKFORCE

Following the appointment of Francis Nevin in 2012 to undertake a lace audit on the island of Ireland, research was ongoing throughout 2013. The audit is being co-funded by DCCoI and the Heritage Council. It is expected that the finalised report will be published in 2014.

**NETWORK SUPPORT SCHEME**

The DCCoI *Network Support Scheme* part-funds marketing, exhibition and training initiatives by member organisations. In 2013 a total of €40,625 was allocated to 22 member organisations.

<b>Member Organisation</b>	<b>Allocation €</b>
Clare Crafts Association	1,000
Cork Craft & Design	6,000
Cork Textiles Network	3,500
Craftworks Mayo	2,500
The Design Tower	2,000
Donegal Designer Makers	2,000
Feltmakers Ireland	500
Fire Station Artists Studios	875
Glass Society of Ireland	3,000
Irish Basketmakers Association	1,000
Irish Guild of Embroiderers	500
Irish Patchwork Society	1,500
Irish Woodturners Guild	3,300
Made in Sligo	2,000
MADE in Kilkenny	1,000
Na Piobairí Uilleann	3,000
Original Kerry	2,500
Print Block	1,500
Society of Cork Potters	500
The South East Regional Craft Centre/Craft Granary	600
Ceardlann, Spiddal Craft & Design Studios	600
Workhouse Studios	1,250
<b>Total</b>	<b>40,625</b>

2.5 cont.

**JOBBRIDGE PILOT SCHEME**

DCCoI was delighted to introduce a pilot scheme for the craft and design sector of JobBridge, the National Internship Scheme, during 2013. The pilot scheme was launched for an initial 50 internships and Joan Burton, T.D., Minister for Social Protection, subsequently announced the expansion of the pilot to 100 internships at an event in Farmleigh in November. During the event the minister met with craft and design enterprises and interns from around the country currently participating in the pilot internship scheme.

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This scheme has created exciting opportunities for DCCoI's registered client enterprises and member organisations to bring in fresh talent, original ideas and new thinking to their business for a nine-month period. Interns gain valuable work experience and the relevant knowledge and skills required to enter a career in the craft sector. The scheme is being administered through DCCoI on behalf of JobBridge. By the end of 2013, 48 interns had been placed by DCCoI.

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**ONLINE SELF-SERVICE**

Following the launch in 2012 of DCCoI's updated online directory of craftspeople, the functionality of the directory was enhanced in May 2013 to enable registered clients edit and submit updated content themselves through a self-service tool. This new self-service capability was very well received by clients, with a total of 3,311 self-service updates made to our client database by the end of the year. Throughout 2013 clients and members continued to use an online self-service option for submitting information on their events for inclusion in the events listing on [www.craftinireland.com](http://www.craftinireland.com).

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## 2.6 Public Affairs & Communications

Raising awareness, understanding and appreciation of craft and design in Ireland plays a pivotal role in encouraging interest in and demand for Irish designed and made products. Consumer interest and awareness of Irish craft and design has significantly increased in recent years and remained strong during 2013. *DCCoI's Strategic Plan 2013 – 2015* aims to build on the successes of the previous Strategic Plan in order to ensure that purchasers can appreciate, find and buy Irish craft and design.

The Public Affairs & Communications team enables the delivery of DCCoI's programmes and activities across the organisation by collaborating with all internal teams as well as strategic partners both in Ireland and abroad. Throughout 2013, the team worked alongside DCCoI's client enterprises, member organisations, Government departments and agencies, partner organisations and the media in promoting and generating ongoing publicity for Irish craft and design.

As communications activities are integral to all DCCoI programmes, many of the achievements of the team have already been featured in the preceding sections of this report. Further information and additional programmes are outlined below.

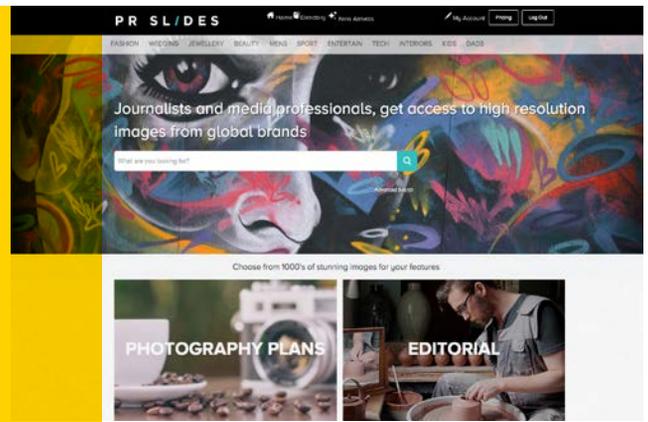
### Partnerships & Relationship Building

Many relationships and partnerships have been established and developed in recent years and during 2013 significant progress was made in building new partnerships as well as furthering existing collaborations. These included relationships with regional, national and international press and broadcast media, as well as with the communications teams in related Agencies and Government Departments and with other relevant organisations. The importance of these relationships is reflected in the notable increase in international coverage for Irish craft and design during 2013. A travel-related feature article in the lifestyle magazine *Next* in New Zealand published in May 2013 was a follow up to a media visit to Ireland during *Year of Craft 2011* and in the ongoing sharing of information since that visit two years earlier.

## 2.6 cont.

DCCoI coordinated two press visits to Ireland by high-profile media contacts from the UK in advance of London Design Festival (LDF) 2013. Each visit entailed a busy schedule of short meetings with several designers and makers in their studios and with retailers and galleries, as well as presentations from the DCCoI team on plans for London Design Festival. The first visit was by writer, curator and design expert Henrietta Thompson who is also editor-at-large of *Wallpaper\** magazine. Henrietta covered several Irish designers and makers in *Wallpaper\** before the end of the year and also wrote a piece for her column in *The Telegraph*. Corinne Julius, a freelance journalist and broadcaster with a special interest in contemporary craft and design, also travelled to Ireland during the summer. A feature by Corinne on the *Vernacular* exhibition was published in the *London Evening Standard* in the lead up to London Design Festival and she also wrote features for *Craft Arts International* and *Selvedge* magazine. The festival provided a unique opportunity for DCCoI to make a number of international media contacts with a view to developing relationships into the future.

Series 2 of *Craft Master* was first aired in a prime time slot on RTÉ One TV during September and October 2013. This was a follow up to DCCoI's collaboration with Big Mountain Productions on the first six-part TV series to celebrate *Year of Craft 2011*. Both series were commissioned by the RTÉ Lifestyle programming department and received funding through the Broadcasting Authority of Ireland (BAI). Each episode of series 2 was presented by Sonya Lennon and showcased work from up-and-coming Irish craft makers across the disciplines of basketry, millinery, knitting, furniture and jewellery. Each week, three apprentices were mentored by a professional craftsperson to design and produce a piece within the chosen discipline and competed to secure a place in the final episode. The overall winner of the prize of a stand at *Showcase, Ireland's International Creative Expo®* in 2014 was milliner Claire Hurley from Kinsale who received mentoring in order to prepare for unveiling her first collection at the trade show. Furthermore, series 1 of *Craft Master* was repeated on RTÉ One in 2013.



Once again, the RTÉ series *Nationwide* provided significant coverage of craft and design throughout 2013, especially for *Showcase*. As a result of the *Nationwide* team's visit to the trade show in January, features on several of the participating exhibitors such as Mamukko, the Kinsale-based designers and makers of a range of bags, were recorded and aired later in the year. Each year the Communications team works closely with *Nationwide* in providing feature suggestions on client enterprises and design and craft-related projects for inclusion in this extremely popular prime time show. This resulted in craft and design related coverage throughout the year including features on the ceramics exhibition *Bricks in the Rain* at Wandesford Quay Gallery in Cork and on Cushendale Woollen Mills in Graiguenamanagh, Co. Kilkenny which has been run by the Cushen family since 1880.

In order to recognise their achievements in celebrating and promoting Irish craft, DCCoI hosted a reception at the GANS meeting in Galway in May to celebrate the launch of David and Sally Shaw-Smith's new six-part TV series *In Good Hands* which was aired between May and July. Produced by GMarsh TV Productions, the inspirational new series was a follow up to the landmark *Hands* documentary series exploring the life and work of traditional Irish craft-workers throughout the 1970s and 1980s. For *In Good Hands*, David and Sally revisited six of the businesses and artisans filmed in the original series to see how they had weathered the last 30 years, focusing on this new generation of craft workers and bringing new relevance to the hugely popular *Hands* series.

During 2013 the Communications team also worked closely with their counterparts in a number of Government Departments including the Department of Jobs, Enterprise & Innovation and the Department of Social Protection in planning and developing media announcements with those departments on key collaborations. The inclusion of craft and design in the Government's Action Plan for Jobs and the JobBridge pilot scheme for the craft sector were amongst these collaborative projects. The team also worked closely with DCCoI's retail partners to secure coverage of key initiatives such as *Love Irish Design* at Arnotts, *ICON* at Brown Thomas and Irish Craft and Design Week at the Kilkenny Group. This also involved liaising with the County and City Enterprise Boards on communications for *Showcase* as well as on the announcement of their involvement in the *Future Makers Awards & Supports 2013*.

During 2013 DCCoI continued to work with PR Slides, an Irish company offering a valuable but inexpensive media tool, making it easier for members of the media to view images and press releases and share them in their features. This has proven to be a beneficial partnership over the course of the year, much of which was under a free trial of the service. It has created efficiency for journalists in downloading content directly from the site, while garnering additional audiences for Irish designers from several new titles.



'Natural Felt X Stitched Table' by Jamie Lewis and Ben Harris, OVIS Design

## 2.6 cont.

## Media Coverage

Ongoing media coverage of activities and developments in Irish craft and design was sustained throughout 2013. Coverage across all platforms – broadcast, print and online – for the calendar year 2013 was estimated to have generated an Advertising Value Equivalent (AVE) of over €4 million. This includes *Showcase 2013* and all DCCoI programmes, events and activities throughout the year.

Key achievements during 2013 included coverage in a number of high-profile international publications and on leading international websites as a result of DCCoI's efforts in establishing and maintaining relationships with key international media. Some selected highlights of coverage of DCCoI's programmes during 2013 are outlined below.

## SHOWCASE 2013:

- Coverage in advance of the tradeshow included a feature over several pages in *The Irish Times Magazine* on Irish fashion at *Showcase* and coverage of a range of Irish fashion designers in *The Sunday Independent 'Life'* magazine.
- Television exposure for *Showcase* during the show included features on RTÉ's *Six One News*, *Showcase Fashion* on TV3's *Xposé* and a dedicated episode of RTÉ's *Nationwide* programme.

## INITIATIVES WITH RETAIL PARTNERS

- Publications with articles on the *ICON* exhibition at Brown Thomas included *The Sunday Independent 'Living'*, *The Irish Times 'Weekend Review'*, *The Sunday Business Post* and *The Irish Daily Mail*. A significant TV segment was also broadcast on RTÉ One's *Morning Edition*, which was subsequently repeated on the *News at One*.
- Coverage of the *Arnotts Love Irish Design* initiative appeared in *The Irish Times* and *The Irish Independent* as well as in magazines including *Futura* and *Food & Wine*.

## VERNACULAR AT TENT LONDON

## AS PART OF LONDON DESIGN FESTIVAL

- The exhibition was featured in the first Tent London newsletter as part of the launch of the festival under the title 'Another Great Line up of Country Pavilions'. *Vernacular* was also featured in numerous LDF and Tent London ezines in the run up to and during the festival.
- Significant coverage was secured for *Vernacular* in the UK including features in the *London Evening Standard*, *The Irish Post*, the 'Ones to Watch' column in *FX Magazine* and *Selvedge* magazine.
- Follow up features appeared in *The Sunday Times*, *Wallpaper\**, *Elle Decoration*, *Architecture Ireland*, in the *Telegraph's* new digital channel 'Luxury', which was launched in 2013 and a two-page feature dedicated to the exhibition was published in the December 2013 issue of *Grand Design*, a leading Japanese design publication.

2.6 cont.

EXTENSION OF THE JOBBRIDGE PILOT SCHEME

The announcement of the extension of the JobBridge pilot scheme for the craft sector was covered on RTÉ One TV on both the *Six One* and *Nine News* on 14th November and a broadcast segment on [www.independent.ie](http://www.independent.ie). Pre-recorded interviews were also aired on Newstalk and the announcement was also covered on Today FM's *More Business News* and on *The Last Word*.

NATIONAL CRAFT GALLERY EXHIBITIONS

- A Review of *Out of the Marvellous* appeared in the March/April 2013 edition of Ceramic Review following a visit by Kimberley Chandler to the National Craft Gallery in January
- Coverage of *Future Beauty?* included key features in *The Irish Independent Review* and in *Ireland's Homes Interiors & Living*.
- Coverage of *The Nordic Effect* included a significant review by Mick Heaney in the arts pages of *The Irish Times*, a review on the RTÉ One TV show *The Works* and features in several publications including the *Irish Examiner Property* section.
- Following its unveiling at London Design Festival, *Vernacular* also achieved plenty of coverage during its run in Kilkenny from October 2013.

GIVE IRISH CRAFT CAMPAIGN

- DCCoI's annual *Give Irish Craft* campaign was covered in two individual segments on *Morning Edition* and on the *Six One News* on 4th December, recorded at the *National Crafts & Design Fair* at the RDS. Segments were also aired on *Nationwide* on 6th and 9th December on Winterval and on the *National Crafts & Design Fair*, encouraging consumers to seek out genuine Irish gifts for Christmas.
- Gifts featured on [www.giveirishcraft.com](http://www.giveirishcraft.com) were included in a wide range of gift guides published by *The Irish Times*, *The Irish Independent*, *The Gloss*, *The Sunday Business Post Magazine*, *U Magazine* and the *Farmers Journal*.
- *The Independent* (UK) published a feature in late November on retailers of contemporary Irish design and directed readers to [www.giveirishcraft.com](http://www.giveirishcraft.com).

OTHER KEY COVERAGE:

- Significant TV, national and regional print and radio coverage was achieved for the launch of *DCCoI's Strategic Plan 2013 – 2015*.
- As a follow up to DCCoI's *Give Irish Craft 2012* campaign, *Today with Pat Kenny* aired a pre-recorded segment with The Irish Handmade Glass Company and an in-studio interview with the Malthouse Design Centre in January 2013.
- Coverage of the exhibition of Irish craft and design at the Justus Lipsius building in Brussels appeared in *The Gloss Interiors* and in *Architonic*.

- The craft activities in the *Irish Craft Showcase* at Bloom were covered by publications including *The RTÉ Guide* and *The Irish Independent Weekend* in the lead up to the event.
- Print coverage of the *Metal Matters* jewellery graduate exhibition appeared in *The Irish Times* and *The Irish Independent* as well as significant regional coverage throughout the country in the graduates' local areas. An RTÉ feature on the jewellery course and the exhibition was published on the RTÉ NEWS NOW TV and internet channel and on YouTube.
- Coverage of *IDEATE* appeared in several publications in the lead up to the festival, including *The Irish Independent* and *The Sunday Business Post*, with the programme of events also attracting significant online coverage and securing an interview on RTÉ Radio One's *Arena*.
- A feature promoting craft trails and visits to makers studios was published in *The Irish Times* on 9th August.
- *Future Makers Awards and Supports 2013* secured coverage in national press including *The Sunday Business Post* and *Metro Herald*, as well as extensive regional coverage. A feature also appeared in *The Sunday Independent Living* on the *Future Makers* exhibition at NCAD.
- The *CRAFTed* photographic exhibition at The County Library, Tallaght secured widespread coverage in local area newspapers throughout Dublin. The *Shaping our World through Making* exhibition at the National Museum of Ireland Collins Barracks was also widely covered in both national and regional press.
- DCCoI supported the recording of a documentary on the KDW 50th anniversary which was aired on Lyric FM.

## Communications Tools

### WEBSITE

As part of DCCoI's ongoing developments of its online presence, preparations continued during 2013 for the redesign of the organisation's new corporate website [www.dccoi.ie](http://www.dccoi.ie). Planning took place throughout 2013 in order to ensure that the site would meet the immediate and long-term needs of the organisation across all teams. As DCCoI has multiple and varied stakeholder audiences, each with their own specific requirements, several approaches were considered. Ultimately, it was decided that the site would be developed by segmenting defined audience groups to allow visitors to the site to self-select from the navigation and be directed to information that is relevant to them. This approach also ties in with DCCoI's long-term strategy in addressing content management, traffic generation and search engine optimisation for DCCoI's overall web presence. Work progressed throughout 2013 on generating web content and in designing the site, in preparation for go-live in 2014.

As a follow up to the launch of an updated public directory of craftspeople on the corporate site in 2012, the functionality of the site was expanded during 2013 in order to allow registered clients to edit and submit updated content themselves through a self-service tool. The ease of use and efficiency of this new functionality led to a high usage rate of the self-service tool amongst clients before the end of the year. The [www.craftinireland.com](http://www.craftinireland.com) site was also maintained and updated throughout the year as a go-to directory of craft events and activities around the country for the general public.

2.6 cont.

SOCIAL NETWORKING AND E-COMMUNICATIONS

Throughout 2013 DCCoI continued the organisation's ongoing social networking activities on Facebook, Twitter and Pinterest, collectively expanding the number of fans and followers of Irish craft to a combined audience of almost 20,000. Notable re-tweets during the year included Irish celebrity chef Donal Skeehan to his 21,500 followers regarding his *Feast* magazine which featured Rosemarie Durr's pottery on the cover. Fashion designer JW Anderson also re-tweeted to his 14,700 followers on the pairing of pieces from his collection with ceramics by Derek Wilson in the Brown Thomas high street windows dedicated to the *Irish Craft Original Names (ICON)* exhibition. DCCoI's social networking was particularly active during London Design Festival when the *Vernacular* exhibition attracted significant international attention.

During 2013 DCCoI continued to issue the organisation's monthly ezine, *CRAFTlink*. This interactive online newsletter was distributed to opted-in clients, members, self-subscribers, board members and staff. During the year *CRAFTlink* was given a design re-refresh to present information in a very visual manner. Throughout the year the *CraftinIreland.com Newsletter*, a bi-monthly ezine was also distributed to promote craft events and activities throughout Ireland. This ezine is aimed at the general public and those who visit the [www.craftinireland.com](http://www.craftinireland.com) website have the option to subscribe.

KEY CORPORATE PUBLICATIONS

In addition to supporting other teams in the publication of documents such as exhibition catalogues and consumer gift guides, the Public Affairs & Communications team is responsible for DCCoI's corporate publications. During 2013, these included the online publication of the organisation's *Strategic Plan 2013–2015* and the *Annual Report* for 2012. The latter was produced in both Irish and English in compliance with DCCoI's obligations under the Official Languages Act 2003.

In 2013 DCCoI significantly built up the organisation's online archive of published materials on *ISSUU*, a digital publishing site that allows publication of digital material such as magazines, catalogues, newspapers and books. The site simulates the experience of reading a print publication by allowing users to 'turn' the pages as they browse within the site or publications can be downloaded to the users' computer. Using the 'Stacks' feature in *ISSUU* allowed DCCoI to store publications in accessible categories such as corporate reports and National Craft Gallery catalogues.

In advance of the *KDW@21C Conference* in 2013 to mark the 50 years since the establishment of the Kilkenny Design Workshops, the much sought after and no longer in print version of *Designing Ireland: A retrospective exhibition of Kilkenny Design Workshops 1963–1988* was made available on *ISSUU*. Researched and curated by Joanna Quinn for the Design & Crafts Council of Ireland in 2005, this publication also includes the *Design in Ireland 1961 Report* (Scandinavian Report). The book was digitised and uploaded so that it can be read online and made available as a resource for those wishing to find out more about the Kilkenny Design Workshops and its legacy.

Storing digital copies of published materials on *ISSUU* ensures ease of distribution of DCCoI materials and has resulted in an online archive of published materials which DCCoI will be continually expanding.

#### EVENTS

DCCoI were the recipients of funding from The Gathering initiative during 2013 and communications support was provided to all teams in the planning and delivering of all three key projects in order to promote the events and encourage attendance. The projects included the *Nordic Effect* seminar and events in April, the *IDEATE* festival in July and joint planning along with the education team on the *KDW@21C Conference* and reminiscence event in October.

A database was developed following investigative research into the Kilkenny Design Workshop's (KDW) alumni, which involved making contact with as many former workers as possible in order to make them aware of the events and to invite them to attend, resulting in a capacity crowd at the *KDW@21C Conference* in Kilkenny Castle with a host of visitors from Ireland and further afield. Many original products designed at KDW were displayed in the lead up to and during the conference.

During a reminiscence event held in Butler House on the day following the conference, remembrances and accounts from their time at KDW were recorded with visitors. This material rich with memory has been made available online on the National Craft Gallery website, along with photographs from both events. During the events former alumni also submitted archive material for documentation and storage and this has been digitally stored. DCCoI welcomes any further submissions of KDW material at [kdw21c@dccoi.ie](mailto:kdw21c@dccoi.ie).

Following on from these events, the *IDEATE* festival was nominated and shortlisted for a Kilkenny Chamber of Commerce Award in 2013 under the Culture & Heritage/Tourism category and a *Kilkenny Design Workshop Legacy Committee* has since been established. The *KDW Legacy Committee* includes participants from a range of backgrounds and sectors including KDW alumni, all of whom will work towards defining and developing a relevant and comprehensive permanent legacy, which will accurately preserve the history and celebrate the achievements of KDW. They will also seek to devise and present a relevant representation of KDW's legacy throughout *Year of Irish Design 2015* and support the continued development of a comprehensive database of names of those who worked with KDW.

2.6 cont.

CONSUMER PERCEPTIONS RESEARCH

DCCoI commissions a survey in December of each year to gather information on public perceptions and awareness of Irish craft and design. The outcomes of the survey allow us to measure the impacts of DCCoI's activities each year and to determine key messages about the sector to promote in our communications. *Year of Craft 2011* led to a significant boost for the craft and design sector and it is extremely positive to see that the level of interest in buying and owning Irish craft has remained strong.

The survey is conducted at the same time each year to coincide with a number of activities typically organised pre-Christmas such as the *Give Irish Craft* campaign and the presence of DCCoI registered clients at events such as the *National Crafts & Design Fair*.

THE KEY OBJECTIVES OF THE RESEARCH ARE TO UNDERSTAND:

- Which products are perceived as craft by the public
- The public's interest in buying and owning Irish craft products
- Perceptions of Irish craft
- Purchasing behaviour
- Barriers to purchasing
- Awareness of media activity

In 2013, the survey was conducted on DCCoI's behalf by Millward Brown and as the sixth consecutive wave of research, it enabled like-for-like comparison of results where relevant. The survey was conducted in early December when 800 telephone interviews were conducted among a nationally representative sample of the Irish population. Some of the key findings from the survey are presented in the Appendix to this publication.

SUMMARY OF FINDINGS:

- Interest in purchasing craft items remains steady since the increase in 2011 at the end of the *Year of Craft* programme, with interest among those aged 25 to 64 being higher than ever before.
- Those claiming that they generally don't think about crafts is at an all time low.
- The positive affiliations associated with crafts greatly outweigh the negative.
- Craft purchases have risen by 15 percentage points since 2009 and by 3 percentage points year on year.
- Over 6 in 10 have purchased a craft item in the past year, showing an increase from 2012 figures. Females, those aged 35 to 64 and those in the upper socio-economic groups are most likely to have purchased crafts in the past 12 months.
- Ceramics /pottery remain the most commonly purchased items.
- Crafts are predominantly bought as gifts, however almost 4 in 10 have bought craft items for themselves in the past year.
- Cost remained a barrier to craft purchases in 2013, although it was less of a barrier than in previous years, reflecting the success of DCCoI's communications around the availability of genuine Irish crafts at a variety of price points.



'Roots' by Sabrina Meyns, *CultureCRAFT*



## 2.6 cont.

### DCCoI Awards/Nominations in 2013

DCCoI programmes as well as some team members won or were nominated/shortlisted for a number of prestigious awards during 2013.

#### A PLACE TO GATHER

This short film, which was commissioned by the Design & Crafts Council of Ireland in 2012 to accompany the exhibition of the same name at London Design Festival 2012, won silver in the Digital (web content) category in the Institute of Creative Advertising and Design (ICAD) awards in 2013. The film was created by Antidote: Director Jamie Delaney, Creative Director Keith Nally.

#### EIMEAR CONYARD

DCCoI's *Jewellery and Goldsmithing Skills & Design Course* Manager Eimear Conyard won several awards in the RDS National Crafts Competition in 2013, one of Europe's leading independently adjudicated craft competitions. In addition to winning the RDS Award of Excellence & California Gold Medal, Eimear was also awarded first prize in the Gold, Silver & Alternative Materials category and first prize in the Jewellery category. Eimear was also shortlisted for The Golden Fleece Award in 2013.

#### GUS MABELSON

DCCoI's *Ceramics Skills & Design Course* Manager Gus Mabelson was awarded the Peter Brennan Pioneering Award from Ceramics Ireland in 2013.

#### IDEATE FESTIVAL IDENTITY

The programme and identity for DCCoI's *IDEATE* festival won an Institute of Designers in Ireland (IDI) award under the category 'Visual communication – brand identity' in 2013. The brochure was designed by David Smith and Sarah Fox of Atelier David Smith. Plus Print won the overall award in the category Small Printer of the Year at the Irish Print Awards in 2013 for their printing of the festival programme.

#### IDEATE FESTIVAL

The *IDEATE* festival was shortlisted for a Kilkenny Chamber of Commerce Award in 2013 under the category 'Culture & Heritage/Tourism'.

#### IRISH CRAFT PORTFOLIO:

##### CRITICAL SELECTION 2013–2014

DCCoI's printed publication *Irish Craft Portfolio: Critical Selection 2013 – 2014* was nominated for an Institute of Creative Advertising and Design (ICAD) award in 2013 under the Design (print design) category. The publication was designed by Oran Day of Atelier David Smith.

### **Closing comments**

Delivering all of the programmes outlined within this report would not have been possible without the commitment and professionalism of the team at DCCoI. I would like to thank each team member and acknowledge their individual contribution to our activities and achievements throughout 2013. I would like to express my sincere thanks to Ann Mulrooney and Breda English who left DCCoI in 2013. As a team, we remain focused on the professional and innovative implementation of practical and effective supports for the sector and the attainment of objectives and outputs, while striving for excellence and value for money.

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I would like to thank the Board of Directors and our Chairman, Laura Magahy for their support and dedication throughout 2013 and express my appreciation for their direction at Board level and through our various committees. I would especially like to thank our member organisations and client enterprises for their involvement in our programmes and activities and for their ongoing input on how we can best meet the needs of the sector.

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I look forward to continuing to work with our Board Members and team, member organisations, client enterprises and strategic partners in promoting craft and design in Ireland, especially as we prepare to celebrate this innovative sector both at home and abroad during *Year of Irish Design 2015*. Working together, we can ensure that Irish craft and design achieves the national and international awareness and appreciation it so richly deserves, paving the way for a strong and vibrant sector into the future.

**Karen Hennessy** Chief Executive

# A SHORT GUIDE TO CRAFT AND DESIGN IN IRELAND

*Réamhrá ar cheardaíocht agus  
ar dhearadh Éireannach*

*Featuring:*

Travel Guide  
Fashion  
Jewellery  
Shopping  
Home



Front cover of 'A Short Guide to Craft and Design in Ireland'

### 3.1 Our Clients

The Design & Crafts Council of Ireland's remit includes supporting and promoting Irish craft and product-related design enterprises in growing domestic and international sales. We represent both enterprises of scale and micro-enterprises which form an important part of rural and local economies and play a vital role in contributing to sustainable economic renewal throughout the country. Registration with DCCoI confers access to our services, programmes and activities as outlined in this report.

Our clients come from very diverse backgrounds and disciplines, designing and making everything from clothing to furniture, whether conceptual or functional work. In addition to those involved in traditional/heritage or contemporary mainstream and artistic-led making, we also have product/design-led registered client enterprises. The broad range of disciplines included in our client register reflects our commitment to supporting Ireland's craft and design heritage while encouraging design innovation in everything our clients do.

#### BREAKDOWN OF REGISTER OF CLIENT ENTERPRISES BY COUNTY AS AT 31ST DECEMBER 2013

##### Client Register by County

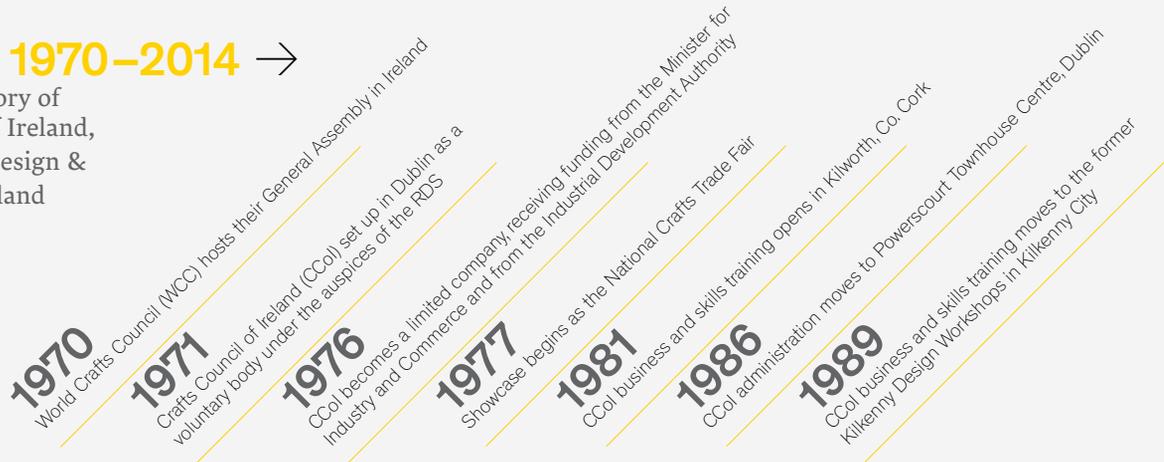
Dublin	562	Meath	67	<i>Northern Ireland</i>	
Cork	330	Louth	66	Down	92
Galway	151	Sligo	59	Antrim	63
Kilkenny	127	Limerick	57	Tyrone	34
Wicklow	125	Westmeath	49	Derry	18
Kerry	105	Carlow	49	Fermanagh	18
Wexford	102	Laois	43	Armagh	12
Mayo	99	Leitrim	43		
Kildare	95	Offaly	37		
Waterford	90	Monaghan	29		
Donegal	89	Cavan	21		
Clare	79	Roscommon	19		
Tipperary	71	Longford	14		
Island of Ireland Clients (Rep. of Ireland 2,578 / Northern Ireland 237)					2,815
International Clients					44
<b>Overall Total of Registered Clients*</b>					<b>2,859</b>

\*Updating of these figures is ongoing to keep current with the active client enterprises on our register.

3.2

## Our History 1970–2014 →

Key dates in the history of the Crafts Council of Ireland, now trading as the Design & Crafts Council of Ireland



3.1 cont.

### Client Register by Discipline

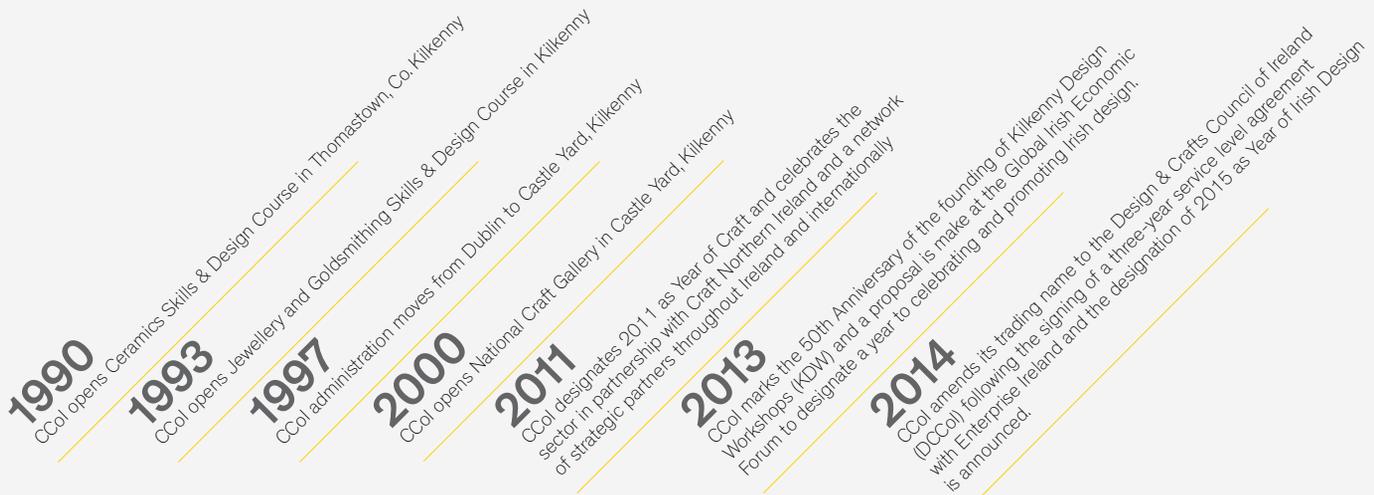
Textile Making	660	Leather Working	29
Ceramics	464	Musical Instrument Making	28
Jewellery	454	Soapmaking	26
Woodworking	256	Toymaking	23
Furniture Making	210	Silversmithing/ Holloware	14
Glass Making	192	Lettering	11
Metal Working including Blacksmithing	110	Bookmaking/ Bookbinding	8
Paper Working	89	Papermaking	8
Mixed Media	66	Spinning	8
Construction	59	<i>Other</i>	
Stoneworking	59	Slateworking/Mosaics/ Thatching/Fresco Painting/ Horology/Flytying	19
Basketry	44		
Candlemaking	43		
Printing	38		

**Overall Total of Registered Clients 2,859**

### Associate Register

Students	693
Hobbyists	525
Craft Lecturers	86
Associate Maker/Start-up	52
Temporarily Inactive/ Retired	39
Other	25
Partners	15

**Overall Total of Registered Associates 1,435**



### 3.3 Overview of Our Support and Development Programmes

Registered clients and member organisations of the Design & Crafts Council of Ireland (DCCoI) can apply to avail of the many support and development programmes that DCCoI has to offer.

Registration also allows designers/craftspeople to avail of DCCoI's group insurance schemes and to receive the monthly *CRAFTlink* industry ezine with news, opportunities and industry updates. Applications for DCCoI registration are assessed by the Registration Review Panel every three months.

#### Innovation & Development Programmes

##### CRAFT, DESIGN AND BUSINESS MENTORS

The DCCoI mentoring programme provides design/craft businesses with tailored support from a range of experts in design, production, business, marketing and branding and design/craft specific technical expertise. Mentoring is delivered one-to-one or in group settings. Registered client enterprises can apply for mentoring throughout the year.

##### CONTINUED PROFESSIONAL DEVELOPMENT (CPD) FUNDING

The CPD Fund is made available on a part-funding basis to all DCCoI registered clients who wish to apply to pursue continued professional development and training in their respective design/craft discipline. This includes the attendance of workshops, short training courses, masterclasses, conferences and symposiums, and to research trade events/fairs. This fund also covers group applications to bring expertise to Ireland to deliver masterclasses.

##### NETWORK SUPPORTS SCHEME

Financial support is available to member organisations of DCCoI. Funding is offered on an annual basis and those applying must be able to provide matchfunding. To access DCCoI's *Network Support Scheme* individuals can submit an application form on behalf of their network or association. It should be noted that the minimum number of designers/craftspeople required to form a network or association is six.

##### BUILDING CRAFT AND DESIGN

##### ENTERPRISE PROGRAMME

The *Building Craft and Design Enterprise Programme* is a premium package of support tailored for designer-makers to boost their product in the marketplace through a series of design-led workshops. During the programme participants undertake market research, engage in design-focused workshops and learn about branding, costing, promotion and strategies to expand existing market channels.

##### ENTERPRISE DEVELOPMENT WORKSHOPS

Enterprise Development Workshops cover topics that have been identified by DCCoI as relevant to the ongoing development of design/craft enterprises. These workshops are organised by DCCoI, often in partnership with County & City Enterprise Boards (CEBs), now Local Enterprise Offices (LEO), and advertised on specified dates and times in various locations in Ireland.

3.3 cont.

FUSE

*FUSE* is a series of experimental clinics to develop the design and innovation capabilities of the design/craft sector. The clinics have a number of elements that address product innovation and explore the potential to access new markets. Previous events have included one-to-one clinics with experts and product design challenges.

Market Development Programmes

IMAGINED, DESIGNED, MADE IN IRELAND

This is an initiative to help makers grow their share and reputation within the Irish market. Currently more than 400 Irish designers and craft makers are represented through the initiative by building retailer/3rd party partnerships, in-store point-of sale material, advertising, promotion on radio and TV, in print, online at [www.giveirishcraft.com](http://www.giveirishcraft.com), and in DCCoI campaigns.

DIRECT SELLING OPPORTUNITIES

DCCoI supports and promotes selected design/craft enterprises at direct selling events. These include key shows that are open to the public such as Bloom in the Park and the National Crafts & Design Fair.

SHOWCASE AND CREATIVE ISLAND

*Showcase, Ireland's International Creative Expo*<sup>®</sup> is now the foremost place for retailers to discover unique, design-led fashion and knitwear, jewellery, crafts, gifts and interiors. *Creative Island* is a dedicated space at *Showcase* promoting products imagined, designed and made in Ireland, providing a platform for quality Irish craft makers to meet retail buyers in a single contemporary and buyer-friendly area. *Showcase* is a partnership between DCCoI and Showcase Ireland Events Ltd. with support from Enterprise Ireland in promoting the show internationally.

IRISH CRAFT PORTFOLIO

*Irish Craft Portfolio* actively works to grow the reputations and potential of makers across all major disciplines of contemporary craft. Featured makers are those producing unique, innovative objects and working to high standards of design quality and technical skill. Selected by an international expert panel, *Irish Craft Portfolio* currently showcases contemporary work by almost 100 of Ireland's most renowned makers.

EXTERNAL EXHIBITIONS FUND

The *External Exhibitions Fund* has been established to assist the development of high-quality, independent exhibitions run by individuals, organisations or groups. This annual fund supports a small number of professionally produced exhibitions featuring Irish design/craft in Ireland or abroad.

INTERNATIONAL FAIR FUND

The *International Fair Fund* has been developed to financially assist designers/craftspeople in reaching key export markets. The fund provides limited match funding for wholesale trade fairs abroad.

IRISH CRAFT STUDIO EXPERIENCE

DCCoI and Fáilte Ireland have joined forces to help holidaymakers find the best studio experiences in Ireland. The selected sites are either craft studios open to visitors on a fulltime basis or craft galleries and retail spaces offering visitors the opportunity to meet or interact with the maker.

## NATIONAL CRAFT GALLERY

[www.nationalcraftgallery.ie](http://www.nationalcraftgallery.ie)

## CRAFTed

[www.learncraftdesign.com/learn/crafted](http://www.learncraftdesign.com/learn/crafted)

## FUTURE MAKERS AWARDS &amp; SUPPORTS

[www.futuremakers.ie](http://www.futuremakers.ie)

## SKILLS AND DESIGN COURSES

[www.jewellerycourse.ie](http://www.jewellerycourse.ie)[www.ceramicscourse.ie](http://www.ceramicscourse.ie)

## NATIONAL CRAFT GALLERY

Established by the Design & Crafts Council of Ireland in 2000, the National Craft Gallery is Ireland's leading centre for contemporary design and craft, inspiring appreciation, creativity and innovation through exhibition, event and education programmes and playing a critical role in building understanding of craft and material culture in Ireland. Programmes feature leading Irish and international designers, artists and makers across a variety of disciplines through in-house and touring exhibition.

## Education Training &amp; Development Programmes

The education and outreach programmes aim to develop public awareness of craft mediums, techniques and design process through workshops with professional makers, craft installations, making demonstrations, talks, discussion forums and object handling opportunities. Outreach programmes often form part of DCCoI's presence at national platforms or are devised as projects to connect with specific groups.

## CRAFTED

DCCoI's *CRAFTed* programme gives primary school children and teachers an exciting opportunity to explore their creativity and learn new skills by working with professional craftspeople. It provides collaborative training, access to highly skilled craftspeople and gives both teachers and students the opportunity to explore new materials such as clay, print, fabric and fibre, as well as metal, wood and willow construction.

## DESIGNED

DCCoI's pilot *designED* programme is aimed at second level students. It explores principles of design thinking and craft process through a series of workshops and tours at third level art and design colleges. Investigating design, experimenting with traditional making techniques, as well as new technologies, secondary school pupils get the chance to explore workshop facilities at third level, and also take part in dynamic crafting sessions.

## FUTURE MAKERS AWARDS &amp; SUPPORTS

DCCoI's *Future Makers Awards & Supports* programme rewards the next generation of creative makers, providing support for development of an exciting career in the craft and design industry. The programme funds research, training, residencies, exhibitions, studio development and more.

## DCCOI'S SKILLS &amp; DESIGN COURSES

Our *Jewellery and Goldsmithing Skills & Design Course* is the only programme in Ireland which specialises in the tradition of working with precious metals and gemstones, equipping graduates with the practical skills needed to develop careers in the jewellery industry in Ireland and internationally. This intensive two-year programme is uniquely located at the Design & Crafts Council of Ireland's headquarters in Kilkenny.

Our *Ceramics Skills & Design Course* is located at the beautiful Island Mill, Thomastown, Co. Kilkenny and is a two-year intensive skills-based programme. This extremely successful course has established an excellent reputation in the industry both nationally and internationally.

### 3.4 Key Programme Statistics 2013

The information below presents a summary of the involvement of member organisations, client, partners and others in DCCoI programmes and events during 2013.

#### PROGRAMME AREA

##### Market Development:

Clients participating at Showcase, Ireland's International Creative Expo®	182
Creative Island clients at Showcase	86
Buyers attending Showcase	4,975
Irish retailers participating in DCCoI's Imagined, Designed, Made in Ireland programme	136
Makers supported through consumer campaigns	400+
Makers supported through the International Fair Fund	12
Flagship direct-selling events with a key presence for Irish craft and design	2
Locations included in the Irish Craft Studio Experience programme	81

##### National Craft Gallery:

Exhibitions included in the 2013 programme (Kilkenny and touring)	16
Makers involved in the exhibitions programme	195
External exhibitions supported	4
Number of visitors to exhibitions (Kilkenny and touring)	139,099

##### Innovation & Development Programmes:

Clients participating in Continuing Professional Development programmes	262
Participants involved in Design Challenges and Product-related programmes	41
Participants involved in FUSE workshops and seminar	101
Recipients of Facilities Support Funding	4
Clients receiving mentoring from DCCoI	35
Participants on the Building Craft & Design Enterprise programme	12
Creative Island participants who attended workshops	63
Number of active European Funded Programmes	2
Number of Craft Research Reports completed	2

**PROGRAMME AREA****Public Affairs & Communications**

AVE of media coverage for all activities (including Showcase)	€4m+
% of public interested in buying & owning Irish craft measured through consumer perceptions research	54%

**Education, Training & Development**

Regional Education Centres (EdC)	19
Individual Primary Schools participating in the CRAFTed programme	93
Pupils participating in the CRAFTed programme	2,511
Train The Trainer courses offered for craft-workers	3
DCCol Skills Courses embedded with L7 standards achieved	2
Students and general public participating in outreach programmes	3,378
Strategic partnerships in place with educational bodies	3

**Member Organisations & Client Services**

Total number of Member Organisations	70
GANS meetings hosted by DCCol	3
Clients availing of Network Support Scheme funding	22
Clients availing of Continuing Professional Development funding	44
Clients awarded QQI Fetac Level 6 Train the Trainer Certificates	52
GANS assisted with strategic planning	3
JobBridge internships placed through pilot scheme	48
Number of Registered Clients	2,859
Number of Registered Associates	1,435



'We all Contain Things'  
by Derek Wilson Ceramics

“Plans have been put in place for **Year of Irish Design 2015** (YOID 2015). This year long initiative will be instrumental in supporting and promoting the Irish craft and design sector.”

### 3.5 Summary of Our Strategic Plan 2013 – 2015

In January 2013, the Design & Crafts Council of Ireland published the organisation’s latest Strategic Plan outlining DCCoI’s goals for the period 2013 – 2015. The Plan sets out priorities for the development of the sector with a particular emphasis on growing sales of Irish craft and developing international opportunities for Irish craft and design through the export market.

In developing the Strategic Plan, DCCoI consulted widely with member organisations, client enterprises, the DCCoI Board Members and staff, strategic partners and other key stakeholders. The information gathered throughout this process, together with the continuing challenging economic times, nationally and internationally, all informed the key themes and high-level actions within the Plan. DCCoI is very grateful for the suggestions and comments received which were reflected in the final document. The resulting themes build on the previous Strategic Plan (2010 – 2012) and are based on current levels of funding.

The *Strategic Plan 2013 – 2015* has five main themes which are summarised over the following pages. Activities and achievements during 2013 under each of these themes are outlined in the Chief Executive’s Report contained within this Annual Report. All activities across the organisation are planned and implemented in line with the objectives of the Strategic Plan. Therefore all proposals and opportunities are evaluated on a case-by-case basis and only proceed if an event or activity will assist in the delivery of DCCoI’s strategic goals and can be implemented through existing programmes.

Since the publication of the *Strategic Plan 2013 – 2015*, plans have been put in place for *Year of Irish Design 2015 (YOID 2015)*. This year-long initiative will be instrumental in supporting and promoting the Irish craft and design sector. All DCCoI programmes across the organisation are being aligned with the objectives of *YOID 2015* and significant activity will take place throughout 2014 in implementing the ambitious plans for *Year of Irish Design 2015*.

The measurement of DCCoI’s activities and the attainment of targets is carried out on a quarterly basis. In addition, a final review will be undertaken in 2015 to ensure the organisation’s goal of fostering the commercial strength and growth of the design and crafts industry in Ireland is sustained. Measurement will be carried out regarding the achievement of key deliverables, targets and lessons learnt. Research conducted during the term of the Strategic Plan will be a key indicator of performance of the industry. This will also be evaluated in the context of DCCoI’s strategic aim of working with other organisations in Ireland in order to further the awareness of craft and design both in Ireland and internationally.



3.5 cont.

**Key Themes of Strategic Plan 2013–2015**

**Theme 1**

**Developing the Market for Irish Craft and Design.** *High-level actions within this theme include:*

- 
- 1 Grow the market share of Irish craft and design within the retail channel in Ireland**
  - 1.1 Develop stronger relationships with DCCoI’s network of Irish retail partners that are committed to promoting and selling products designed and made in Ireland

---

  - 1.2 Utilise customer relationship management (CRM) to enhance interactions with new and potential retail partners

---

  - 1.3 Use DCCoI resources and competencies to partner with important retailers in order to establish and maintain flagship locations for Irish craft products in major cities

---

  - 1.4 Grow the consumer sell-through of Irish craft and design products through:
    - Facilitating professional merchandising and presentation in-store
    - Having improved products and stronger branding from makers that compete based on the unique selling proposition of Irish craft
    - Working with retailers to facilitate staff training delivered by DCCoI
    - Creating higher consumer awareness levels through DCCoI consumer campaign activities

---

  - 2 Grow the opportunity for Irish craft and design internationally**
  - 2.1 Continue to develop the international reach of *Showcase, Ireland’s International Creative Expo®* and the country’s largest international fair

---

  - 2.2 Develop an export strategy including presenting selected Irish craft and design annually at important international trade fairs in the product categories of jewellery, home and interiors, gift and fashion

---

  - 2.3 Grow relationships with relevant international retail customers and work to support them with merchandising, point of sale and marketing

---

  - 2.4 Work to build international awareness of selected Irish craft brands and the umbrella message of *Imagined, Designed, Made in Ireland*

---

  - 2.5 Leverage the Department of Foreign Affairs’ embassy network to promote Irish craft and design to potential customers

---

- 3 Continue to develop direct selling opportunities for Irish craft makers**
- 3.1 Support the presentation of Irish craft and design at flagship consumer events to enable makers to sell products and also to enhance the image of Irish craft and design
- 
- 3.2 Support innovative and high profile pop-up shops and utilise internal expertise and experience to improve quality
- 
- 3.3 Communicate and share information about direct selling opportunities
- 
- 4 Partner with Fáilte Ireland and Tourism Ireland to leverage the potential of Irish craft studios to deliver an excellent tourism product to inbound and domestic tourists**
- 4.1 Deliver an above the line and below the line communications plan that includes strong web presence and on the ground directional signage, in line with Fáilte Ireland's new national strategy
- 
- 4.2 Support selected makers in the promotion of their products in order to gain studio sales
- 
- 4.3 Support private tour operators with information on bespoke tours to craft studios
- 
- 5 Develop an online channel of Irish craft and design to consumers in Ireland and internationally**
- 5.1 Grow web sales of Irish craft to consumers in Ireland and internationally based around:
- High quality images for craft and design
  - Strong network of merchant partners
  - Direct selling by quality makers to targeted audiences
  - Effective email, Search Engine Optimisation (SEO), Search Engine Marketing (SEM) and affiliate programmes
- 
- 5.2 Develop appropriate and nuanced web solutions across mainstream, contemporary fine craft and design target markets
- 
- 5.3 Develop effective international links to ensure strong search positioning
- 
- 5.4 Develop corporate sales potential through relationship management and the web
-

*right*; Pictured at the launch of the *CRAFTed* exhibition at the National Museum of Ireland (Collins Barracks) are 4th class students from Drimmagh Castle National School, Dublin.

*far right*; 'Shogun Stool' by Sasha Sykes

3.5 cont.

Theme 1

- 6 Further develop the National Craft Gallery as the flagship institution working to grow recognition that craft and design is a vehicle for economic growth, innovation and creativity, and cultural identity**
- 6.1 Leverage the reputation of the National Craft Gallery to enhance the individual reputations of Irish makers at home and abroad

---

- 6.2 Present the highest standard of craft and design across a variety of disciplines, from makers who push the boundaries of their chosen materials and techniques in their engagement with the making process, to Irish audiences and media

---

- 6.3 Grow the national and international audience for the National Craft Gallery through a more effective tourism plan for Kilkenny, a strong touring programme and a National Craft Gallery presence in Dublin

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- 6.4 Broaden the education and outreach programme to ensure that the National Craft Gallery assists in the delivery of broader education objectives

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- 6.5 Provide support for selected external exhibitions as part of the DCCoI and National Craft Gallery exhibitions' policy

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- 6.6 Support galleries who wish to promote Irish makers through knowledge and contributory funding of travel, shipping and marketing activity

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- 6.7 Build relationships and communications with collectors directly and through social media

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- 6.8 Relaunch *Irish Craft Portfolio* to enhance commercial and reputational opportunities for Irish makers

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- 6.9 Further develop relationships with partners such as Culture Ireland, the Arts Council, National Museum of Ireland and the Office of Public Works in order to promote the relevance of Irish craft and design

---



## Theme 2

### Developing Knowledge & Skills in Craft for Emerging and Existing Craftmakers

*High-level actions within this theme include:*

- 1 Enhance the mainstream education offering for school pupils**
  - 1.1 Broaden the range of craft related inputs in primary and secondary level schools
  - 1.2 Consolidate the *CRAFTed* primary level programme nationwide, supporting craft makers, learners, teachers and staff in Teacher Education Centres
  - 1.3 Deliver curriculum support training for craft makers and teachers in partnership with the Professional Development Service for Teachers (PDST) to increase the delivery of craft in the secondary school curriculum
- 2 Consolidate the range of 3rd level training opportunities**
  - 2.1 Continue to develop DCCoI Ceramics and Jewellery skills accredited curriculum in order to maintain the 90% + employment record for graduates
  - 2.2 Forge strong ongoing relationships with all key third level crafts/arts providers to encourage and promote a range of craft specific curriculum initiatives
  - 2.3 Develop the DCCoI/National University Ireland Maynooth (NUIM) quality assurance partnership via joint 'Academic Board' processes
  - 2.4 In partnership with other relevant organisations, develop and co-ordinate craft related 'Train the Trainer' courses for craft makers who want to gain Level 6 accreditation
  - 2.5 Strategically enhance the *Future Makers Awards & Supports Programme*, with a particular emphasis on raising the standard of craft related design across the third level college sector

3.5 cont.

Theme 2

**3 Extend outreach services and curriculum support materials**

3.1 Revise DCCoI's 'Outreach Policy' and activities, incorporating the DCCoI *Code of Practice* for safe craft training practices in school and community settings

---

3.2 Extend the 'Outreach Programme' for primary, secondary, third level students and others attending the National Craft Gallery, with the piloting of new outreach services in other locations leading to increased exposure to crafts, and increased appreciation and understanding of craft training and career options

---

3.3 Extend the resource base of craft related educational materials available via [www.learncraftdesign.com](http://www.learncraftdesign.com) to position it as the preferred craft based web-resource for educators and craft makers in Ireland and further afield

---

**4 Strengthen strategic relationships to influence craft related policy**

4.1 Strengthen strategic relationships to increase the profile of craft, by influencing the craft related policies of those developing national education strategy

---

4.2 Partner as appropriate with national education bodies and agencies, particularly with the Department of Education & Skills

---

4.3 Initiate and consolidate 'Further Education' alliances in 16 regional areas through the new 'Education Training Boards' to embed craft as a key subject area in 'Lifelong Learning' strategy development

---

4.4 Strengthen formal strategic alliances with third level colleges, including the National College of Art & Design (NCAD), Waterford Institute of Technology (WIT) and Dublin Institute of Technology (DIT)

---

4.5 Scope the potential development of a nationwide 'craft training strategy' in partnership with SOLAS, to explore training pathways for craft disciplines

---



### Theme 3

#### Raising Awareness, Understanding & Appreciation of Irish Craft and Design

*High-level actions within this theme include:*

- 
- 1 Develop strategic partnerships with media and other organisations for the promotion of Irish craft and design**
    - 1.1 Maximise opportunities for national and international media coverage by developing new and deepening existing partnerships through DCCol's involvement in events/ activities during the term of the Strategic Plan. This will include Ireland's Presidency of the EU, The Gathering and *Kilkenny Design Workshops' 50th Anniversary* in 2013; International Academy of Ceramics Biennale, Dublin in 2014; and ongoing opportunities World Crafts Council – Europe and *Showcase, Ireland's International Creative Expo*®
    - 1.2 Maintain communications and leverage promotional opportunities with contacts from *Year of Craft 2011* initiatives in order to ensure an enduring legacy
- 
- 2 Promote Irish craft and design to specific audiences through targeted communications**
    - 2.1 Customise messaging for specific audiences through various media
    - 2.2 Seek out new potential opportunities through existing communications vehicles
    - 2.3 Educate specific targets on craft offerings around Ireland e.g. tour guides and hotel owners with regard to craft related experiences
    - 2.4 Comply with the Official Languages Act and explore opportunities for targeting Irish language media
- 
- 3 Empower clients and members to promote themselves and reach new audiences**
    - 3.1 Leverage DCCol's clients and member organisations' experience with regard to sharing and expertise
    - 3.2 Develop resource materials to assist clients and member organisations in promoting themselves
    - 3.3 Utilise new technologies for maintaining regular two-way communications with registered clients and member organisations
-

## 3.5 cont.

## Theme 3

- 4 Develop the organisation's online capabilities through the use of new technologies**
- 4.1 Continually develop DCCoI's online presence and features in line with best practice standards
- 
- 4.2 Utilise current and emerging applications for promoting opportunities, activities and events through social media
- 
- 4.3 Continually expand DCCoI's offering of online information for specific audiences
- Registered client and member organisation resources
  - Archive of images, materials and information
  - Online publications
- 
- 5 Maintain and develop knowledge of the Irish craft and design sector through research and archiving of information and materials**
- 5.1 Conduct research on the craft sector in Ireland such as an annual consumer perceptions survey in order to maintain market intelligence for use in the development of strategic policies and to promote the sector
- 
- 5.2 Maintain current and accurate data in the organisation's customer relationship management (CRM) application on client craft enterprises
- 
- 5.3 Create an archive of national and international studies on the creative sector by other organisations
- 
- 5.4 Maintain DCCoI's library and archive on the Irish craft sector
-



#### Theme 4

##### Supporting Member Organisations in the Development of the Craft Sector

*High-level actions within this theme include:*

- 
- 1 Develop the knowledge and skills of the member organisations, and facilitate networking**
    - 1.1 Provide information and training for member organisations in line with identified requirements
    - 1.2 Facilitate member organisations' meetings to enable regular communications between the member organisations and with DCCoI
    - 1.3 Provide part-funding for member organisations related events and activities through the *Network Support Scheme*
- 
- 2 Raise awareness of the member organisations' activities**
    - 2.1 Profile each member organisation on DCCoI's website
    - 2.2 Promote demonstrations of craft disciplines at key public events
- 
- 3 Coordinate efforts to preserve Ireland's craft heritage through the member organisations**
    - 3.1 Continue to work in partnership with the member organisations and the Heritage Council to preserve Ireland's craft heritage
    - 3.2 Agree a heritage craft strategy in consultation with relevant partners
    - 3.3 Identify heritage crafts that are at risk of decline and develop plans to protect these disciplines
-



3.5 cont.

**Theme 5**

**Developing the Innovation, Enterprise & Design Capability of the Crafts Sector**

*High-level actions within this theme include:*

- 
- 1      Develop Craft Enterprise Skills**
  - 1.1      Partner with relevant organisations to deliver and develop relevant programmes

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  - 1.2      Work with Enterprise Ireland and other appropriate partners to develop the export capabilities of the craft and design sector

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  - 1.3      Deliver a comprehensive DCCoI mentoring service with emphasis on product design, scalability in craft terms, manufacturing, production and export markets

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  - 1.4      Deliver a series of high quality targeted workshops that respond to current and future sectoral needs

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  - 1.5      Provide a Continuing Professional Development (CPD) fund for clients

---

  - 1.6      Develop an online resource with information on business support, training, national and international links, funding opportunities and export markets

---

  - 2      Develop a network of clusters with relevant partners to support growth and development of the craft and design sector**
  - 2.1      Develop strategic partnerships with partners such as County & City Enterprise Boards (CEBs) / Local Enterprise Offices (LEOs), Irish Leader Development Network (ILDN) and the Western Development Commission (WDC)

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  - 2.2      Undertake cultural mapping on a regional basis in partnership with a committee of Leader Companies

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  - 2.3      Develop an infrastructure of creative hubs that provide facilities, networks and services for existing and emerging craft collectives

---

## Theme 5

- 3 Develop links to industry and expertise that will foster the innovative development and potential of the crafts sector**
- 3.1 Undertake research to identify industry expertise, equipment and facilities
- 
- 3.2 Engage in partnerships with industry, third level partners and organisations to develop cross-sectoral projects
- 
- 3.3 Develop the sector's potential to access finance for research and development (R&D) through innovation vouchers
- 
- 4 Develop a mechanism for DCCoI that will assist in building the organisation's capacity to access EU funding for the benefit of clients and the craft and design sector**
- 4.1 Develop links through existing EU programmes and the World Crafts Council (WCC) that will enable greater mobility, access to information and development of export markets for Irish craft and design
- 
- 4.2 Manage current and future EU programmes such as INNOCRAFTS and Leonardo Partnership programmes
- 
- 4.3 Drive policy research in the area of SME internationalisation and networking
- 
- 4.4 Gather EU data and links on new technology and innovation relevant to the sector
- 

Working with existing partners and developing strategic partnerships with organisations, agencies and other bodies here in Ireland and internationally is key to the success of the Strategic Plan. The implementation of the Plan in cooperation with key public and private partners in education, enterprise, tourism, culture, and at local and government level will ensure that the craft and design sector can continue to assist in growing our economy. The term of DCCoI's *Strategic Plan* will culminate in *Year of Irish Design 2015* which will play a key role in profiling Irish design and in ensuring that relevant and accessible supports are in place to sustain and develop the sector for future generations to enjoy.

## Our Board Members

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### MINISTERIAL APPOINTEES

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**Laura Magahy** Chairman



**Pat Hughes**



**Stephen Hughes**



**Dermott Rowan**

### ELECTED REPRESENTATIVES

---



**Sheila Ahern**



**Tina Byrne**



**Carmel Creaner**



**Michael Hanley**



**Sonya Lennon**



**Derek McGarry**



**Alison Ospina**



**Ray Power**

#### 4.1 Corporate Governance Update

The Board of the Design & Crafts Council of Ireland is responsible for the systems of internal financial control in the company and for putting in place processes and procedures for the purpose of ensuring that the systems are effective. The Board is responsible for the governance of the body in line with best practice and for adhering to the obligations of the body as set out in the Code of Practice for the Governance of State Bodies, the Ethics in Public Office Act 1995 and the Standards in Public Office Act 2001.

#### 4.2 Our Board Members

##### MINISTERIAL APPOINTEES

Laura Magahy <i>Chairman</i>	Pat Hughes
Stephen Hughes	Dermott Rowan

##### ELECTED REPRESENTATIVES

Sheila Ahern	Tina Byrne
Carmel Creaner	Michael Hanley
Sonya Lennon	Derek McGarry
Alison Ospina	Ray Power

#### 4.3 Our Team

Karen Hennessy <i>Chief Executive</i>	
Mary Dunphy <sup>1</sup> <i>Executive Assistant</i>	Mary Dunne <sup>2</sup> <i>Executive Assistant</i>

##### EDUCATION, TRAINING & DEVELOPMENT

John Tynan *Head of Education, Training & Development*  
 Muireann Charleton *Education & Innovation Manager*  
 Susan Holland *Education & Outreach Officer*  
 Amanda Walsh *Education, Training & Development Administrator*  
 Eimear Conyard *Jewellery Skills & Design Manager*  
 Gus Mabelson *(Independent Contractor) Ceramic Skills Course Manager*

##### INNOVATION & DEVELOPMENT PROGRAMMES

Louise Allen *Head of Innovation & Development Programmes*  
 Emer Ferran *Business Development Programme Manager*  
 Mary Whelan *Client Liaison Officer*  
 Mary Rhatigan <sup>3</sup> *Client Services Administrator*  
 Audrey Kelly <sup>4</sup> *Client Services Administrator*

4.3 cont.

MARKET DEVELOPMENT

Brian McGee *Head of Market Development*

Nicola Doran *Retail Programme Manager*

Emma McGrath *Trade Development Manager*

Ciara Garvey *Development Manager, Collector & Tourism Programmes*

NATIONAL CRAFT GALLERY

Ann Mulrooney <sup>5</sup> *Manager & Curator*

Angela O'Kelly <sup>6</sup> *(Independent Contractor) Manager & Curator*

Brian Byrne *Exhibitions Assistant*

PUBLIC AFFAIRS

Susan Brindley *Head of Public Affairs & Communications*

Catherine Phibbs *Communications Manager*

Emma Briscoe <sup>7</sup> *Communications Assistant*

Ciara Gannon <sup>8</sup> *Communications Assistant*

OPERATIONS

Mary Blanchfield *Finance & Operations Manager and Company Secretary*

Julie Jackman *Finance Assistant*

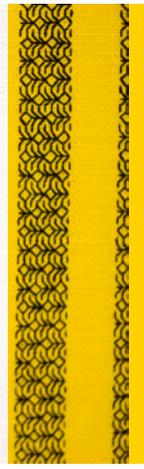
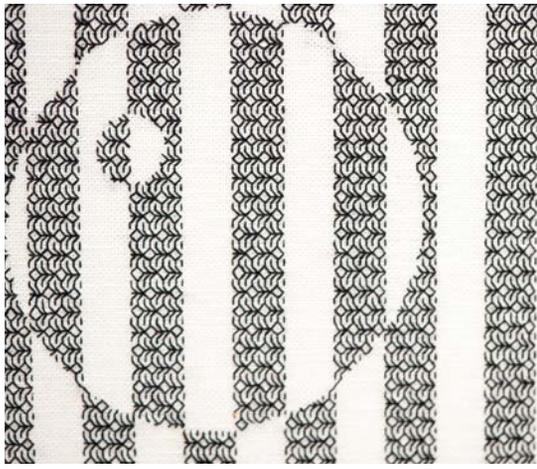
Nuala McGrath *HR & Corporate Services Manager*

Breda English *(Part-time) Customer Service Assistant*

DCCoI would also like to acknowledge the valuable contribution of the following to our team during 2013: Claire Quigley, Ciara Gannon, Carrie Lynam, Jane Pearson and Oisín Byrne who worked with us as interns through the JobBridge pilot scheme for the craft sector; Polly Minett, National Coordinator, *CRAFTed* Programme; Ann Dack, Project Manager, *Vernacular* at London Design Festival 2013; Kate Simpson, Market Development Assistant and Evelyn McNamara, Project Manager, *IDEATE*.

Notes

- 1 maternity leave up to 18th November
- 2 maternity leave cover
- 3 part-time, carer's leave up to 2nd September
- 4 carer's leave cover
- 5 up to 25th October
- 6 part-time from 21st October
- 7 maternity leave from 18th November
- 8 maternity cover from 11th November



#### 4.4 Our Member Organisations

The Crafts Council of Ireland is a limited company, trading as the Design & Crafts Council of Ireland. It comprises member organisations and institutions that share DCCoI's aims and objectives and are involved in the promotion of contemporary and traditional crafts and design.

##### MEMBERS

- Four subscribers to the Memorandum of Association (founders)
- 52 persons nominated by the Board of the Design & Crafts Council of Ireland to represent unincorporated associations upon which the Board may wish to confer the benefit of membership (Guilds, Associations, Networks & Societies – GANS)
- 14 corporate bodies (institutions, partners)
- Individual persons whom the Board of the Design & Crafts Council of Ireland shall from time to time decide to admit to membership

##### CHANGES TO MEMBERSHIP IN 2013

The Design & Crafts Council of Ireland was delighted to welcome The Design Corner who joined as a member organisation during 2013. The membership list was also adjusted to reflect that six member organisations were no longer active in 2013: Irish Paper Artists Association (Irish Network of Papermakers & Paper Artists), Donegal Craft Village Network Group, Network of Craft Development Officers, West Kerry Craft Guild, Crawford Art Gallery and Groundworks Studios, Co. Galway.

##### MEMBERS IN 2013

The total number of members as at 31st December 2013 was 70.

##### 26 GANS MEMBERS – BY CRAFT DISCIPLINE

- Blackstack Studio
- Ceramics Ireland
- Contemporary Tapestry Artists
- Design Island – The Cream of Irish Design
- DLR Jewellery Designers
- Dunbrody Textile Academy
- Federation of Jewellery Manufacturers in Ireland (FJMI)
- Feltmakers Ireland
- Filament Fibre Artists
- Glass Society of Ireland
- Guild of Irish Lacemakers
- Handweavers' Guild of Cork
- Institute of Designers in Ireland (IDI)
- Irish Artist Blacksmiths Association (IABA)
- Irish Basketmakers Association (IBA)
- Irish Chairmakers
- Irish Guild of Embroiders
- Irish Guild of Weavers, Spinners & Dyers
- Irish Patchwork Society
- Irish Woodturners' Guild
- Lettercarvers Guild of Ireland
- Peannairí
- Print Block
- Society of Cork Potters
- The Quilters Guild of Ireland
- Traditional Lace Makers of Ireland



*left;* County & City Enterprise Boards at Showcase 2013

*below;* Bricks in the Rain exhibition by Irish ceramic artists at Wandesford Quay Gallery, 2013



## 4.4 cont.

## 26 GANS MEMBERS – BY REGION

- Association of CEOs of County & City Enterprise Boards
  - Bridge Street Studios, Dundalk
  - Cavan Monaghan Art & Craft Network
  - Ceardlann, Spiddal Craft & Design Studios
  - Clare Crafts
  - CORE Offaly & Westmeath Crafted Design
  - Cork Art & Design (CAD)
  - Cork Textiles Network Group
  - Craft & Design Collective (Northern Ireland)
  - Craft Granary, Co. Tipperary
  - Craftworks Mayo
  - Donegal Designer Makers
  - Louth Craftmark Designers Network
  - MADE in Kilkenny
  - Made in Sligo
  - Made in Westmeath
  - Offaly Crafty
  - Original Kerry
  - South Wexford Craft Network
  - The Design Tower, Dublin
  - The Design Corner
  - The Leitrim Design House
  - The Malthouse Design Centre, Dublin
  - West Cork Arts Centre
  - West Cork Craft & Design Guild
  - Workhouse Studios, Co. Waterford
- 

## 14 CORPORATE MEMBERS

- CIT, Crawford College of Art and Design
- Country Markets Limited
- Fire Station Artists' Studios, Dublin
- Irish Countrywomen's Association
- Irish Local Development Network
- Limerick School of Art & Design
- Na Píobairí Uilleann
- National College of Art & Design (NCAD)
- National University of Ireland, Maynooth (NUIM)
- Ros Tapestry
- Royal Dublin Society (RDS)
- School of Art, Design & Printing at Dublin Institute of Technology
- St. Angela's College, Sligo
- University of Ulster

## 4 FOUNDING MEMBERS

- Patsy Duignan
  - Mary V. Mullin
  - Blanaid Reddin
  - Betty Searson
-



#### 4.5 Our Committee & Taskforce Members

##### AUDIT & FINANCE COMMITTEE

Michael Hanley *Committee Chairman and DCCoI Board Member*  
Mary Blanchfield *DCCoI Finance & Operations Manager and Company Secretary*  
Karen Hennessy *DCCoI Chief Executive*  
Pat Hughes *DCCoI Board Member*  
Stephen Hughes *DCCoI Board Member*

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##### NOMINATIONS COMMITTEE

Carmel Creaner *Committee Chairman and DCCoI Board Member*  
Sheila Ahern *DCCoI Board Member*  
Tina Byrne *DCCoI Board Member*  
Laura Magahy *DCCoI Chairman*  
Ray Power *DCCoI Board Member*

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##### CRAFT HERITAGE TASKFORCE

Sheila Ahern *Taskforce Chairman and DCCoI Board Member*  
Carmel Creaner *DCCoI Board Member*

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##### DESIGN & INNOVATION TASKFORCE

Derek McGarry *Committee Chairman and DCCoI Board Member*  
Sonya Lennon *DCCoI Board Member*  
Laura Magahy *DCCoI Chairman*  
Alison Ospina *DCCoI Board Member*  
Dermott Rowan *DCCoI Board Member*

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##### OUR JOINT VENTURE COMPANY SHOWCASE IRELAND EVENTS LTD. BOARD

Laura Magahy *Showcase Ireland Events Ltd. Chairman and DCCoI Chairman*  
Tony Donegan *Showcase Ireland Events Ltd. Director*  
Karen Hennessy *Showcase Ireland Events Ltd. Director (from 30th September, 2013), Showcase Ireland Events Ltd. Company Secretary and DCCoI Chief Executive*  
Sonya Lennon *Showcase Ireland Events Ltd. Director (up to 30th September, 2013) and DCCoI Board Member*  
Gerry Murphy *Showcase Ireland Events Ltd. Director*

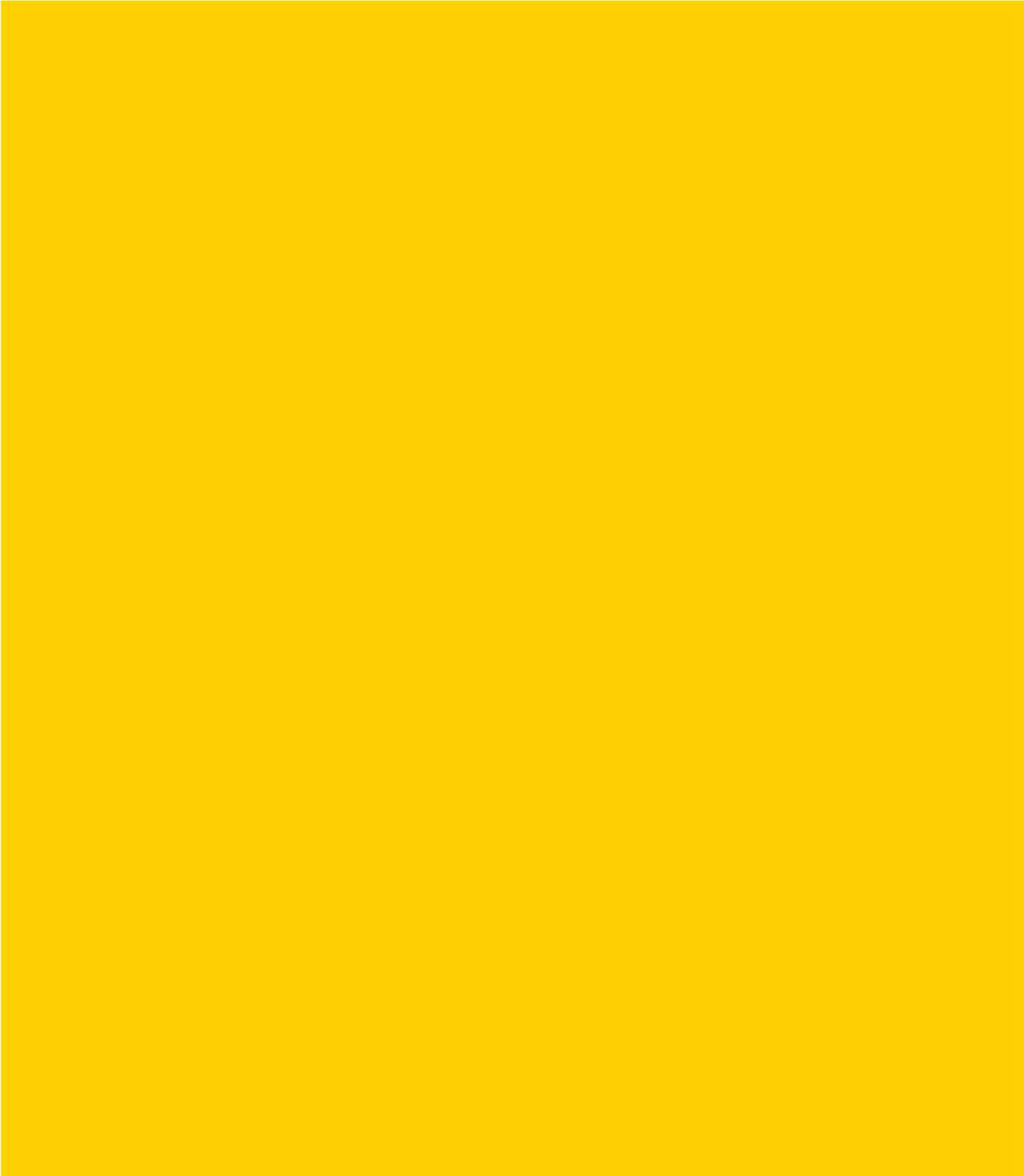
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## Our Accounts for Year Ended 31st December 2013

Crafts Council of Ireland Ltd t/a Design & Crafts Council of Ireland  
(a company limited by guarantee)

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## Officers and Professional Advisers

### Board of Directors

Alison Ospina  
 Carmel Creaner  
 Derek McGarry  
 Dermott Rowan  
 Laura Magahy *Chairman*  
 Michael Hanley

Patrick Hughes  
 Ray Power  
 Sheila Ahern  
 Sonya Lennon  
 Stephen Hughes  
 Tina Byrne

### Company Secretary

Mary Blanchfield

### Auditor

Grant Thornton  
 Chartered Accountants & Registered  
 Auditor  
 24 – 26 City Quay  
 Dublin 2  
 Ireland

### Bankers

Allied Irish Bank  
 St Helens 1 Undershaft  
 London  
 EC3A 8AB

Bank of Ireland  
 Parliament Street  
 Kilkenny

Allied Irish Banks plc  
 Bankcentre  
 Ballsbridge  
 Dublin 4

### Solicitors

Beauchamps  
 Riverside Two  
 Sir John Rogerson's Quay  
 Dublin 2



The directors have pleasure in presenting their report and the financial statements of the company for the year ended 31st December 2013.

During the year the business registered the name 'Design & Crafts Council of Ireland'.

### **Principal activities and business review**

The Crafts Council of Ireland Limited, which is headquartered in Kilkenny, is the national development organisation for the crafts and design industry in Ireland. The Crafts Council of Ireland is responsible for fostering the growth and commercial strength of the craft and design industry in Ireland, communicating its unique identity and stimulating quality design, innovation and competitiveness. Crafts Council of Ireland's activities are funded by the Department of Jobs, Enterprise and Innovation via Enterprise Ireland.

### **Results**

The results for the year are set out in the company income and expenditure account on page 107. The directors have not recommended a dividend.

### **Important events since the year end**

There have been no significant events affecting the company since the year end.

### **Directors**

The directors who served the company during the year were as follows:

- Alison Ospina
- Carmel Creaner
- Derek McGarry
- Dermott Rowan
- Laura Magahy *Chairman*
- Michael Hanley
- Patrick Hughes
- Ray Power
- Sheila Ahern
- Sonya Lennon
- Stephen Hughes
- Tina Byrne

### **Directors Responsibilities**

The directors are responsible for preparing the financial statements in accordance with applicable Irish law and Generally Accepted Accounting Practice in Ireland including the accounting standards issued by the Accounting Standards Board and published by The Institute of Chartered Accountants in Ireland.

Irish Company Law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period.

In preparing those financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; *and*
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

Directors Responsibilities *cont.*

The directors confirm that they have complied with the above requirements in preparing the financial statements.

The directors are responsible for keeping proper books of account that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements are prepared in accordance with accounting standards generally accepted in Ireland and comply with the Companies Acts, 1963 to 2013. The directors are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Books of Account**

The directors believe that they have complied with the requirements of Section 202 of the Companies Act, 1990 with regard to books of account by employing a person with appropriate expertise and by providing adequate resources to the financial function. The books of account are held at the company's premises Castle Yard, Kilkenny.

**Auditor**

The auditor, Grant Thornton, will continue in office in accordance with section 160(2) of the Companies Act 1963.

on behalf of the Directors

**Michael Hanley** Director

**Laura Magahy** Director

Approved by the directors on 14th May 2014.

## Statement of System of Internal Financial Controls

for Year Ended 31st December 2013

The board of directors acknowledges its responsibility for the Crafts Council of Ireland Limited's system of financial control. It also recognises that any system of financial control can only give a reasonable and not absolute assurance against any material errors. The internal financial controls in operation within the Crafts Council of Ireland Limited during 2013 are detailed as follows.

The key procedures, which have been put in place by the executive management team, designed to provide effective financial control are:

### **Control Environment**

All staff members have been supplied with a financial procedures manual, including procurement, debtor and creditor procedures.

### **Identification of business risk and financial implications**

The Crafts Council of Ireland Limited is primarily grant funded by the Department of Jobs, Enterprise and Innovation through Enterprise Ireland. Any major change to this funding is a business risk.

### **Information systems**

The Crafts Council of Ireland Limited's information systems include an integrated professional financial and management accounting package, AccountEdge. These are integrated financial control modules for income, expenditure, debtors, creditors and fixed assets on the system. The Crafts Council of Ireland Limited uses a computerised payroll package.

### **Procedures for monitoring effectiveness of financial control**

- The finance team monitor income and expenditure transactions to ensure compliance for accuracy, validity and appropriate programme attribution. Monthly management accounts are prepared, comparing budgeted income and expenditure with that actually incurred.
- The Board of Directors have established an Audit and Finance Committee. The terms of reference of this Committee are agreed by the Board of Directors.
- The Audit and Finance Committee reviews the management accounts, with an examination of the underlying transactions and activities to ensure completeness and accuracy. A financial update from the Audit and Finance Committee is given at each Crafts Council of Ireland board meeting.
- There is an annual budgetary process whereby each process team produces a detailed direct income and expenditure budget, which is then reviewed by the Audit and Finance Committee and approved by the Board of Directors.
- The Board of Directors monitoring and review of the effectiveness of the system of internal financial control is informed by the work of the Internal Auditor, the Audit and Finance Committee, the External Financial Auditor and the Executive Management Team within the Crafts Council of Ireland.

Approved by the directors on 14th May 2014.

## Independent Auditors Report to the Members of Crafts Council of Ireland Limited

for Year Ended 31st December 2013

We have audited the financial statements of Crafts Council of Ireland Limited for the year ended 31st December 2013 which comprise of the Income and Expenditure Account, the Balance Sheet, the Cash Flow Statement, Accounting Policies and the related notes. The financial reporting framework that has been applied in their preparation is Irish law and accounting standards issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland (Generally Accepted Accounting Practice in Ireland).

### **Respective responsibilities of directors and auditor**

As explained more fully in the Directors' Responsibilities Statement set out on page 101 the directors are responsible for the preparation of the financial statements giving a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with Irish law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's [APB's] Ethical Standards for Auditors.

This report is made solely to the company's members, as a body, in accordance with Section 193 of the Companies Act, 1990. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

### **Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Directors' report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

**Opinion on financial statements**

**In our opinion the financial statements:**

- give a true and fair view in accordance with Generally Accepted Accounting Practice in Ireland of the state of the company's affairs as at 31st December 2013 and of its surplus and cash flows for the year then ended; *and*
- have been properly prepared in accordance with the requirements of the Companies Act, 1963 to 2013.

**Matters on which we are required to report by the Companies Acts, 1963 to 2013**

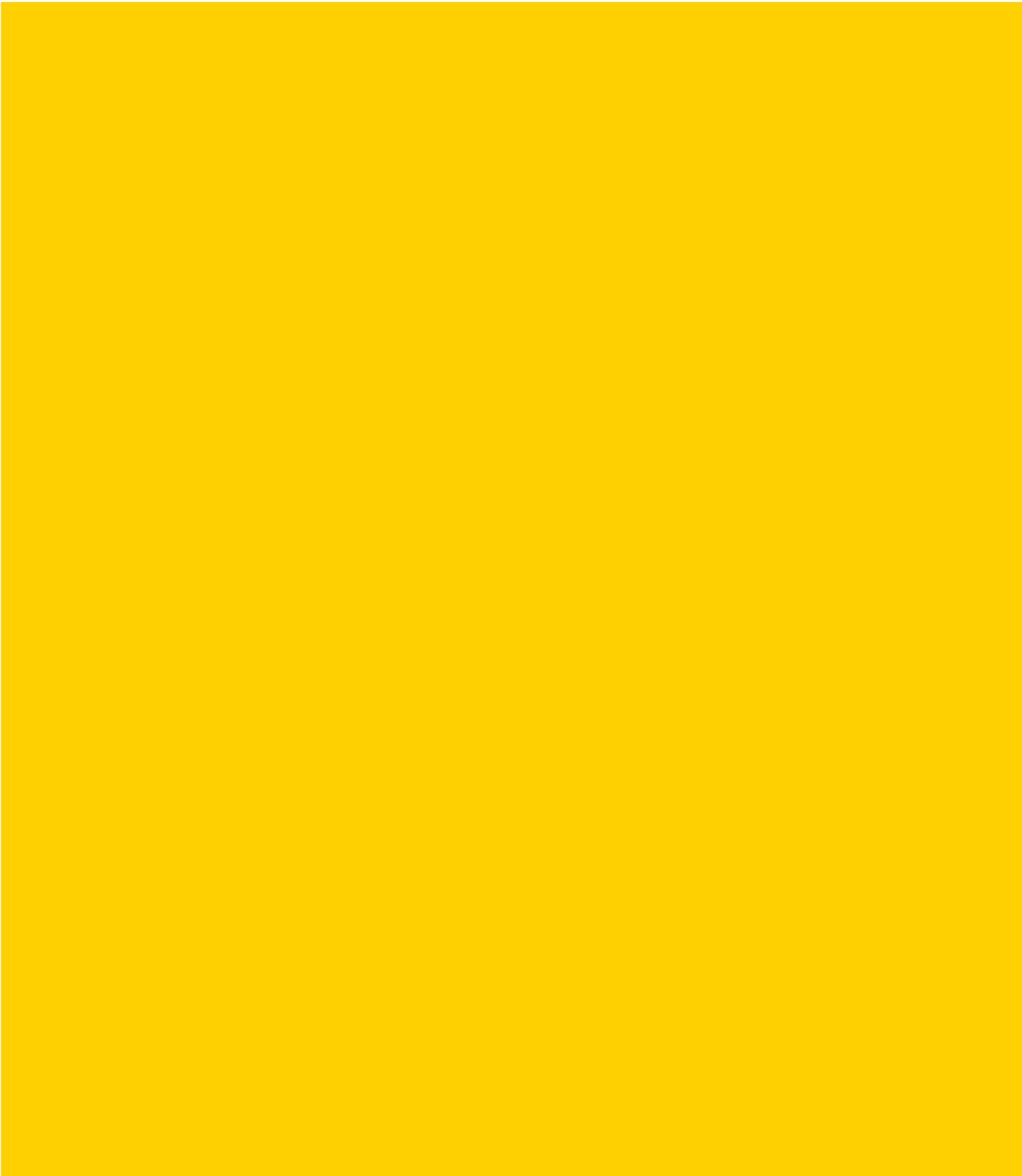
- We have obtained all the information and explanations which we consider necessary for the purposes of our audit.
- In our opinion proper books of account have been kept by the company.
- The financial statements are in agreement with the books of account.
- In our opinion the information given in the directors' report is consistent with the financial statements.

**Matters on which we are required to report by exception**

We have nothing to report in respect of the provisions in the Companies Acts, 1963 to 2013 which require us to report to you if, in our opinion the disclosures of directors' remuneration and transactions specified by law are not made.

**Turlough Mullen FCA**

For and on behalf of  
**Grant Thornton**  
Chartered Accountants  
& Registered Auditor  
24 – 26 City Quay  
Dublin 2  
Ireland



## Income and Expenditure Account

for Year Ended 31st December 2013

Notes	2013 €	2012 €
<b>Income</b>	3,359,143	3,395,604
Administrative expenses	3,351,389	3,455,487
<b>Surplus /(Deficit) on ordinary activities before Taxation</b>	7,754	(59,883)
Tax on loss on ordinary activities <sup>4</sup>	—	1,412
<b>Surplus /(Deficit) for the Financial Period</b>	<b>7,754</b>	<b>(61,295)</b>
<p>All of the activities of the company are classed as continuing. The company has no recognised gains or losses other than the results for the period as set out above. These financial statements were approved by the directors on 14th May 2014 and signed on their behalf by:</p> <p><b>Michael Hanley</b> Director                      <b>Laura Magahy</b> Director</p>		
<p>The accounting policies and notes form part of these financial statements.</p>		

## Balance Sheet

for Year Ended 31st December 2013

	Notes	2013 €	2012 €
<b>Fixed Assets</b>			
Tangible assets	5	256,981	264,166
Financial assets	6	1	1
		256,982	264,167
<b>Current Assets</b>			
Debtors	7	179,775	99,186
Cash at bank and in hand		286,284	225,869
		466,059	325,055
<b>Creditors:</b> Amounts falling due within one year	8	528,376	395,127
<b>Net Current Liabilities</b>		(62,317)	(70,072)
<b>Total Assets Less Current Liabilities</b>		194,665	194,095
<b>Reserves</b>			
Income and expenditure account	13	(62,318)	(70,072)
Capital account	14	256,983	264,167
<b>Members' Funds</b>		194,665	194,095
<p>These financial statements were approved by the directors on 14th May 2014, and are signed on their behalf by:</p> <p><b>Michael Hanley</b> Director                      <b>Laura Magahy</b> Director</p>			
<p>The accounting policies and notes form part of these financial statements.</p>			

## Cash Flow Statement

for Year Ended 31st December 2013

	Notes	2013 €	2012 €
<b>Net cash inflow /(outflow) from operating activities</b>	15	138,316	(24,172)
<b>Taxation</b>		618	1,669
<b>Capital expenditure</b>			
Payments to acquire tangible fixed assets		(78,519)	(79,365)
<b>Net cash outflow from capital expenditure</b>		(78,519)	(79,365)
<b>Increase /(decrease) in cash</b>	16	<b>60,415</b>	<b>(101,868)</b>

The accounting policies and notes form part of these financial statements.

## Statement of Accounting Policies

for Year Ended 31st December 2013

### Basis of accounting

The financial statements are prepared in accordance with generally accepted accounting principles under the historical cost convention and comply with financial reporting standards of the Accounting Standards Board, as promulgated by the Institute of Chartered Accountants in Ireland, and Irish statute comprising the Companies Acts, 1963 to 2013.

### Income

The income shown in the income and expenditure account represents amounts invoiced during the period, exclusive of Value Added Tax.

### Fixed assets

All fixed assets are initially recorded at cost.

### Depreciation

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Leasehold Improvements	16.67%	Straight Line 6 years
Equipment and Machinery	20.00%	Straight Line 5 years
Office Equipment and Computers	33.33%	Straight Line 3 years

### Deferred taxation

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more tax, with the following exceptions:

Provision is made for tax on gains arising from the revaluation (and similar fair value adjustments) of fixed assets, and gains on disposal of fixed assets that have been rolled over into replacement assets, only to the extent that, at the balance sheet date, there is a binding agreement to dispose of the assets concerned. However, no provision is made where, on the basis of all available evidence at the balance sheet date, it is more likely than not that the taxable gain will be rolled over into replacement assets and charged to tax only where the replacement assets are sold.

Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

### Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

## Notes to the Financial Statements

for Year Ended 31st December 2013

		2013 €	2012 €
1	<b>Operating surplus</b> Operating surplus is stated after charging:  Depreciation of owned fixed assets Auditor's fees	85,704 7,000	70,029 7,000
		2013 No.	2012 No.
2	<b>Particulars of Employees</b> The average number of staff employed by the company during the financial period amounted to:  Number of Staff Number of Directors	27 12 39	26 12 38
		2013 €	2012 €
	The aggregate payroll costs of the above were: Wages and salaries Social welfare costs Other pension costs	1,374,927 123,324 10,415 1,508,666	1,343,891 118,827 7,949 1,470,667
	The average number of persons employed above includes both full time and part time staff. The average number of full time equivalent staff employed during the financial year was 24 (2012: 23).		
3	<b>Directors' Remuneration</b> The Directors' aggregate remuneration in respect of qualifying services were:  Aggregate remuneration	55,404	49,126

## Notes to the Financial Statements

for Year Ended 31st December 2013

	2013 €	2012 €
4	<b>Taxation on Ordinary Activities</b>	
	<b>(a) Analysis of charge in the period</b>	
	Current tax:	
	Irish Corporation tax based on the results for the period at 12.50% (2012 – 12.50%)	
	—	3,081
	Over/under provision in prior year	
	—	(1,669)
	<b>Total Current Tax</b>	
	—	1,412
	<b>(b) Factors affecting current tax charge</b>	
	The tax assessed on the surplus / (deficit) on ordinary activities for the period is lower than the standard rate of corporation tax in Ireland of 12.50% (2012 – 12.50%)	
	Surplus / (Deficit) on ordinary activities before taxation	
	7,754	(59,883)
	Surplus / (Deficit) on ordinary activities by rate of tax	
	969	(7,479)
	Expenses not deductible	
	13	—
	Timing differences	
	5,668	1,423
	Utilisation of tax (losses) / gains	
	(6,650)	6,056
	Adjustments to tax charge in respect of previous periods	
	—	(1,669)
	Income tax withheld	
	—	3,081
	<b>Total Current Tax [note 4 (a)]</b>	
	—	1,412

## Notes to the Financial Statements

for Year Ended 31st December 2013

		Brought Forward 1 January 2013 €	Additions €	Carried Forward 31st December 2013 €
5	<b>Tangible Fixed Assets</b>			
	<b>Cost</b>			
	Equipment and Machinery	283,275	41,871	325,146
	Investment Collection	31,051	11,781	42,832
	Office Equipment and Computers	311,075	10,392	321,467
Leasehold Improvements	516,791	14,475	531,266	
		1,142,192	78,519	1,220,711
		Brought Forward 1 January 2013 €	Charges €	Carried Forward 31st December 2013 €
	<b>Depreciation</b>			
	Equipment and Machinery	213,925	24,642	238,567
	Investment Collection	—	—	—
	Office Equipment and Computers	239,934	25,073	265,007
	Leasehold Improvements	424,167	35,989	460,156
		878,026	85,704	963,730
			Brought Forward 1 January 2013 €	Carried Forward 31st December 2013 €
	<b>Net Book Value</b>			
	Equipment and Machinery		69,350	86,579
	Investment Collection		31,051	42,832
	Office Equipment and Computers		71,141	56,460
	Leasehold Improvements		92,624	71,110
			264,166	256,981

## Notes to the Financial Statements

for Year Ended 31st December 2013

			Associated Undertakings €
6	<b>Financial Fixed Assets</b>		
	<p><b>Cost</b> At 1st January 2013 and at 31st December 2013</p> <p><b>Net Book Value</b> At 31st December 2013 and at 31st December 2012</p>		1 1
		<b>% Shareholding</b>	<b>Nature of Business</b>
	<p><b>Associate Undertakings</b> Showcase Ireland Events Limited</p>	50%	Trade Fair
	<p><b>Country of Incorporation</b> Ireland</p> <p>Details of transactions and balances between Crafts Council of Ireland Limited and Showcase Ireland Events Limited are set out in note 11 to the financial statements.</p>		

## Notes to the Financial Statements

for Year Ended 31st December 2013

	2013 €	2012 €
<b>7 Debtors</b>		
Trade debtors	161,629	57,935
VAT recoverable	—	186
Other debtors	—	25,473
Prepayments and accrued income	18,146	15,592
	179,775	99,186
<i>All amounts are due within one year.</i>		
<b>8 Creditors:</b> Amounts falling due within one year		
Trade creditors	79,751	97,035
Other creditors including taxation and social welfare:		
Corporation tax	—	3,081
PAYE and social welfare	37,501	37,729
VAT	4,439	—
Other creditors	98,215	6,249
Accruals and deferred income	308,470	251,033
	528,376	395,127
<i>All amounts are payable within one year.</i>		

9

**Pensions**

On 15 December 1986 the then Minister for Industry and Commerce established the Crafts Council of Ireland Limited Staff Superannuation Scheme 1986 and on 11 April 1990 the then Minister for Industry and Commerce established the Crafts Council of Ireland Limited Spouses and Children's Contributory Pension Scheme 1990. These two pension schemes are now closed to new members. These two schemes are contributory unfunded defined benefit schemes. Contributions deducted from staff over the years are used to fund ongoing pension liabilities. The directors believe that the State has a responsibility to the company and the members of the scheme to meet the obligations of the Scheme as they arise. The directors believe that the company has an asset of an equal amount to any unfunded deferred liability for pensions on the basis of the assumptions detailed below and a number of past events. These events include the statutory basis for the establishment of the superannuation schemes and the policy and practice currently in place in relation to funding public service pensions including contributions by employees to the annual estimates process. The company has no evidence that this funding policy will not continue to meet such sums in accordance with current practice.

Based on the above the company has accounted for the contributions as if it were a defined contribution scheme.

Details of the pensions deducted from employees and the benefits paid to former employees during the year are as follows:

	2013 €	2012 €
Pension contributions deducted from employees during the year	17,734	18,071
Benefits paid to members of the schemes during the year	39,121	62,621

In addition to the above the company operates defined contribution pension schemes (PRSA) in respect of employees not eligible to enter the above scheme. The assets of the PRSA schemes are held separately from those of the company in independently administered funds. The pension costs represent contributions payable by the company to the fund and amounted to €10,415 (2012: €7,949).

## Notes to the Financial Statements

for Year Ended 31st December 2013

		2013 €	2012 €
10	<p><b>Deferred Taxation</b> There is a potential tax asset of €62,657 (2012: €63,993) arising from trading losses. These losses are offsettable against potential future taxable trading surpluses.</p>		
11	<p><b>Related Party Transactions</b> During the year ended 31st December 2013, Crafts Council of Ireland Limited received income of €186,069 (2012: €121,893) from Showcase Ireland Events Limited, an associated company. From time to time, directors of Crafts Council of Ireland Limited may be involved in other membership organisations that may have transactions with Crafts Council of Ireland with no benefit accruing to the directors.</p>		
12	<p><b>Company Limited by Guarantee</b> The Crafts Council of Ireland limited is a company limited by guarantee not having share capital.</p>		
13	<p><b>Income and Expenditure Account</b> Accumulated deficit at beginning of year Surplus / (Deficit) Accumulated deficit at end of year</p>	<p>(70,072) 7,754 (62,318)</p>	<p>(8,777) (61,295) (70,072)</p>
14	<p><b>Capital Account</b> Balance brought forward <i>Transfer from Income and Expenditure Account</i> Funds allocated to acquire fixed assets Amortised in line with depreciation Balance carried forward</p>	<p>264,167 78,520 (85,704) (7,184) 256,983</p>	<p>254,831 79,365 (70,029) 9,336 264,167</p>

## Notes to the Financial Statements

for Year Ended 31st December 2013

	2013 €	2012 €
<b>15</b>	<b>Reconciliation of Surplus/Deficit on Ordinary Activities before Taxation to Net Cash (Outflow)/Inflow from Operating Activities</b>	
	Surplus / (deficit) on ordinary activities before taxation	7,754
	(Decrease)/increase in capital account	(59,883)
	Depreciation	9,336
	Decrease/(increase) in debtors	85,704
	(Decrease)/increase in creditors	(80,589)
	<b>Net cash (outflow)/inflow from operating activities</b>	<b>132,631</b>
		<b>(24,172)</b>
<b>16</b>	<b>Reconciliation of Net Cash Flow to Movement in Net Funds (Decrease)/increase in cash in the period</b>	
	Movement in net funds in the period	60,415
	Net funds at 1st January 2013	(101,868)
	<b>Net funds at 31st December 2013</b>	<b>225,869</b>
		<b>327,737</b>
		<b>286,284</b>
		<b>225,869</b>

## Notes to the Financial Statements

for Year Ended 31st December 2013

	At 1st January 2013 €	Cash Flows €	At 31st December 2013 €
<b>17</b>	<b>Analysis of Changes in Net Funds</b>		
	<b>Net Cash:</b>		
	225,869	60,415	286,284
	225,869	60,415	286,284



## Detailed Income and Expenditure Account

for Year Ended 31st December 2013

The following pages do not form part of the statutory financial statements  
which are the subject of the Independent Auditor's report on pages 104 to 105

	2013 €	2012 €
<b>Income</b>		
Enterprise Ireland	2,961,500	2,919,000
Enterprise Ireland – Year Of Craft	—	138,368
Year Of Craft Sponsorship	—	19,395
<b>Operations</b>		
Sundry Revenue	6,341	577
Council Member Subscriptions	9,200	7,419
<b>Education, Training and Development</b>		
Training Courses	13,753	11,800
Seminars and Workshops	2,386	5,368
Leargas – Leonardo EU Programme	7,200	20,083
<b>Market Development</b>		
Programmes and Gallery Exhibitions	66,550	53,222
Showcase Trade Fair Income	186,069	121,893
Culture Ireland	24,000	80,000
<b>Innovation Programme</b>	74,960	27,815
<b>Transfer From (To) Capital Account</b>	7,184	(9,336)
	<b>3,359,143</b>	<b>3,395,604</b>

## Detailed Income and Expenditure Account

for Year Ended 31st December 2013

	2013 €	2012 €
<b>Expenditure</b>		
<b>Operations</b>		
IT Costs	52,792	46,652
Corporate Services	77,520	81,439
Depreciation	85,704	70,029
<b>Education Training and Development</b>		
Ceramics and Jewellery Schools (Skills Training)	195,630	225,589
Education and Awareness	140,439	155,417
Staff Costs	372,432	342,019
Administration Costs	75,176	99,298
<b>Market Development</b>		
Retail Channel For Irish Craft	344,285	398,388
Tourism Market	3,557	18,765
Commercial Gallery and Exhibitions Channel	244,170	243,529
Collector Programme	42,223	54,636
Staff Costs	744,866	719,013
Administration Costs	143,808	115,458
<b>Innovation Programme</b>		
Enterprise Development Programme	64,876	75,238
Membership and Registration	72,382	55,331
Innovation Programme	106,139	69,850
Staff Costs	223,460	188,527
Administration Costs	49,600	28,864
<b>Craft Awareness</b>		
Communications	130,106	199,879
Staff Costs	148,973	231,483
Administration Costs	33,251	36,083
	3,351,389	3,455,487
<b>Surplus/(Deficit) Before Taxation</b>	7,754	(59,883)





## Appendix

### Consumer Perceptions Survey 2013

In 2013, an annual consumer perceptions survey was conducted on DCCoI's behalf by Millward Brown. The survey is conducted each December to coincide with pre-Christmas activities such as DCCoI's annual *Give Irish Craft* campaign. As the sixth consecutive wave of research, the 2013 survey enabled like-for-like comparison of results where relevant.

This research is a valuable source of information regarding:

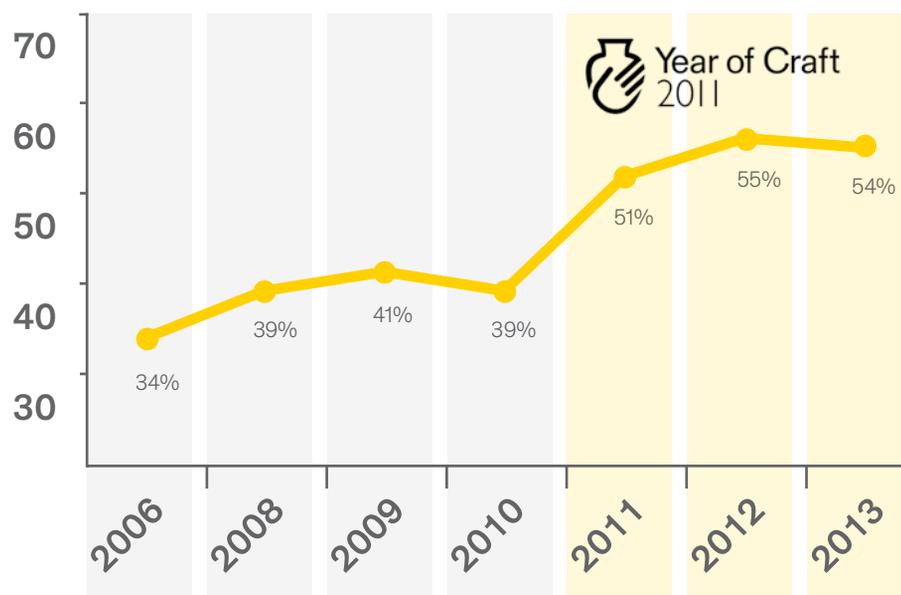
- Which products are perceived as craft by the public
- The public's interest in buying and owning Irish craft products
- Perceptions of Irish craft
- Purchasing behaviour
- Barriers to purchasing
- Awareness of media activity

The survey findings allow DCCoI to measure the impacts of the organisation's activities and to determine key messages to promote in communications regarding craft and design.

The 2013 research involved conducting 800 telephone interviews among a nationally representative sample of the Irish population. Some of the key findings from the survey are presented below.

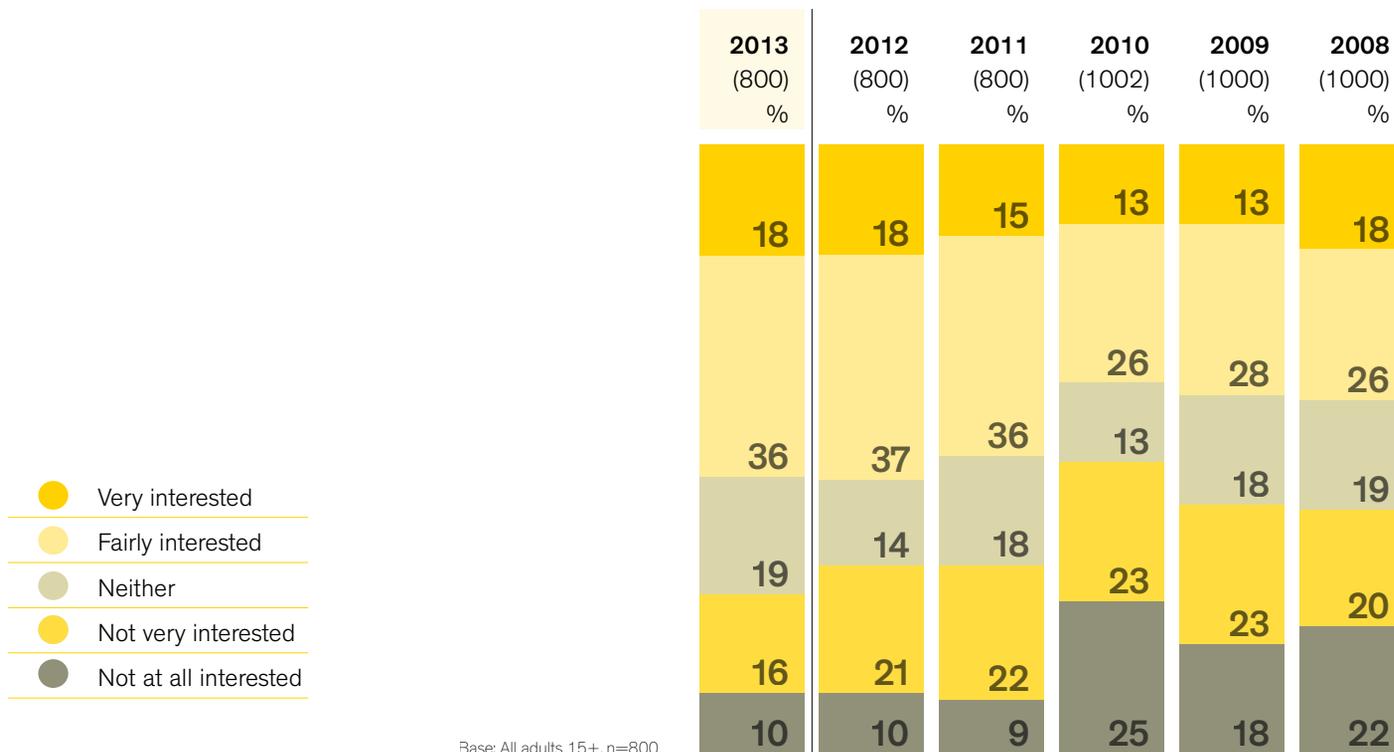
#### 1 Interest in buying and owning Irish craft remains steady since the increase during Year of Craft 2011

Q: To what extent would you say that you are personally interested in buying and owning craft products?



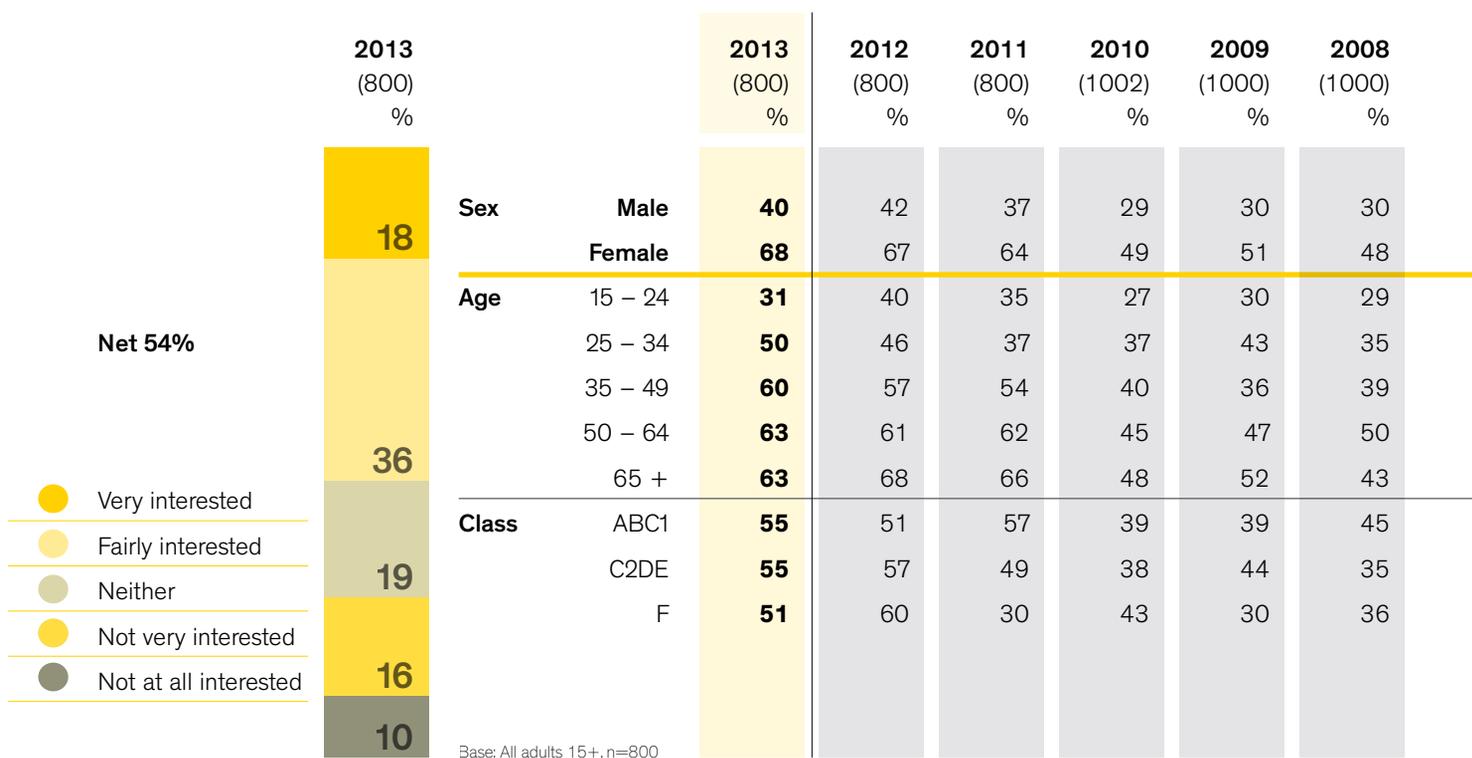
## 2 The results of the annual survey illustrate a positive shift in levels of consumer interest in buying and owning Irish craft in recent years

Q: To what extent would you say that you are personally interested in buying and owning craft products?



## 3 Interest in Irish craft among those aged 25 to 64 is higher than ever before

Q: To what extent would you say that you are personally interested in buying and owning craft products?



4

## Irish craft continues to be highly rated as an ideal gift

Irish-made is seen as being an important factor

Q: Thinking generally about crafts, on a scale of 1 to 5 (5 being Strongly Agree and 1 being Strongly Disagree) to what extent would you agree or disagree with the following statements?



Craft items make an ideal gift



To me, being hand-made is important when choosing crafts



Crafts use authentic skills & approaches throughout their construction



I consider craft items to be pieces of art



I think a lot of crafts are of excellent quality



Net agree=Strongly agree plus Agree  
Base: All adults 15+, n=800

5

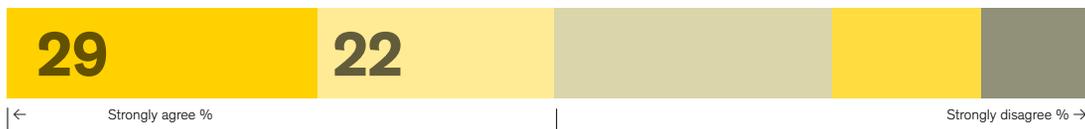
## Appeal and value for money have remained strong

The level of those claiming they generally do not think about craft is lower than ever before

Q: Thinking generally about crafts, on a scale of 1 to 5 (5 being Strongly Agree and 1 being Strongly Disagree) to what extent would you agree or disagree with the following statements?



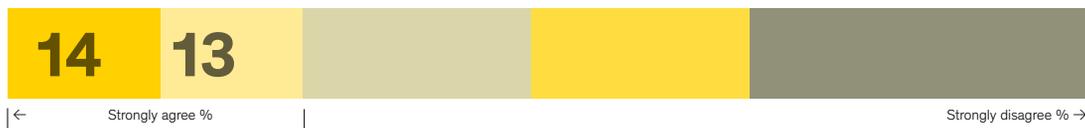
### Crafts really appeal to me



### I think Irish craft items are good value for money



### I generally don't think about crafts at all



### Crafts are really for people like me



### To me craft items are just souvenirs

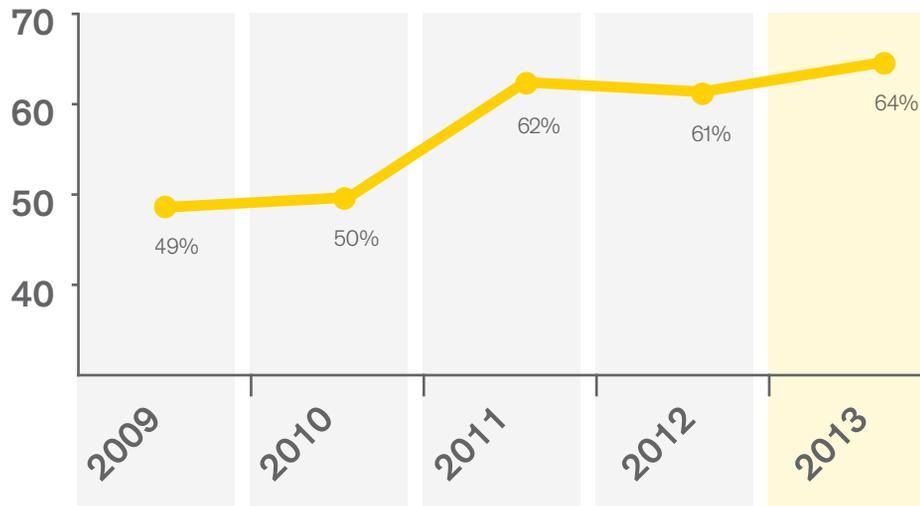


Net agree=Strongly agree plus Agree  
Base: All adults 15+, n=800

## 6 The historical trend of Irish craft purchasing is positive

Purchases have risen by 15 percentage points since 2009

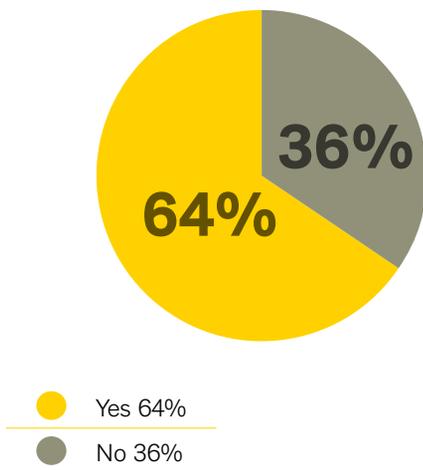
Q: Have you purchased a craft item (or items) in the past 12 months?



## 7 Over 6 in 10 have purchased craft in the past year

Females, ABC1s and those aged 35 – 64 are most likely to have made a purchase

Q: Have you purchased a craft item (or items) in the past 12 months?



		Answered Yes				
		2013 (800) %	2012 (800) %	2011 (800) %	2010 (1002) %	2009 (1000) %
<b>Sex</b>	<b>Male</b>	53	51	53	43	41
	<b>Female</b>	75	70	70	57	57
<b>Age</b>	15 – 24	46	48	55	38	40
	25 – 34	63	57	60	44	47
	35 – 49	70	66	65	57	53
	50 – 64	71	66	65	54	55
	65 +	66	60	60	55	46
<b>Class</b>	ABC1	66	60	68	52	56
	C2DE	64	61	60	49	45
	F	58	54	42	47	41
<b>Region</b>	Dublin	62	54	69	51	50
	Rest of Leinster	69	66	62	44	55
	Munster	64	62	60	53	40
	Conn/Ulster	62	59	53	52	52

Base: All adults 15+, n=800

## 8 Ceramics/pottery remain the most commonly purchased items

Q: If you did purchase a craft item, what specific item or items did you buy?

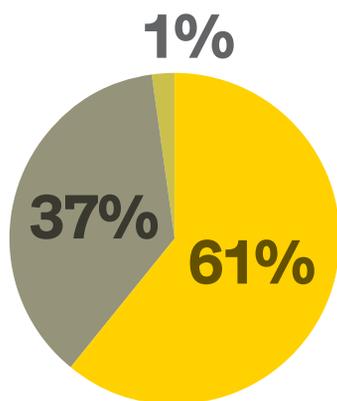
Top 10 items purchased in 2013	2013	2012	2011	2010	2009
	(533) %	(487) %	(495) %	(513) %	(488) %
Ceramics/pottery	18	16	17	21	17
Jewellery	13	12	14	15	14
Textiles/knitwear	12	13	13	8	6
Candles	11	9	12	10	11
Woodwork	9	6	5	6	9
Artwork, painting, sculptures	9	13	13	10	7
Glass	8	11	12	11	12
Furniture	6	6	5	12	9
Metalwork/stone	4	2	6	3	3
Toys	3	1	2	2	1

Base: All those who purchased a craft item in the past 12 months, n =533

## 9 Irish crafts are predominantly purchased as gifts

However, almost 4 in 10 respondents purchased for themselves

Q: Was your most recent craft purchase for yourself or was this a gift for someone else?



- As a gift 61% (59%)
- For myself 37% (39%)
- Other 1% (2%)

Figures in ( ) = 2012

Base: All those who purchased a craft item in the past 12 months, n =533

**For myself**  
Higher Among  
%

Purchasing at a department store	43
C1	36
Dublin	46
Those buying furniture	71

**As a gift**  
Higher Among  
%

Bought in a gift shop	74
Spend between €51 – €100	64
Purchasing glass	79

## 10 Awareness of media activity remains high

95% of respondents had seen, heard or read about Irish craft in one or more places

Q: Can you tell me if you have seen, heard or read anything about Irish craft in any of these places in the last year?

	2013 (800) %	2012 (800) %	2011 (800) %
In retail outlets selling Irish craft	72	73	72
Newspaper or magazine articles	66	67	64
Advertising on TV, radio or posters	60	59	56
TV programmes	56	59	58
At local festivals around the country	55	58	55
At craft fairs	50	51	49
At exhibitions around the country	43	46	42
Brochures about craft	43	45	39
Public events eg. Bloom in the Park, Tall Ships and Electric Picnic	38	41	39
Radio programmes	35	38	37
On the internet	35	34	29

Base: All adults 15+, n=800

The information presented in this Appendix is intended as an abridged version of the key findings from the annual survey. Some data has been excluded for clarity of presentation.

# Acknowledgements

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An Atelier project: [www.atelier.ie](http://www.atelier.ie)

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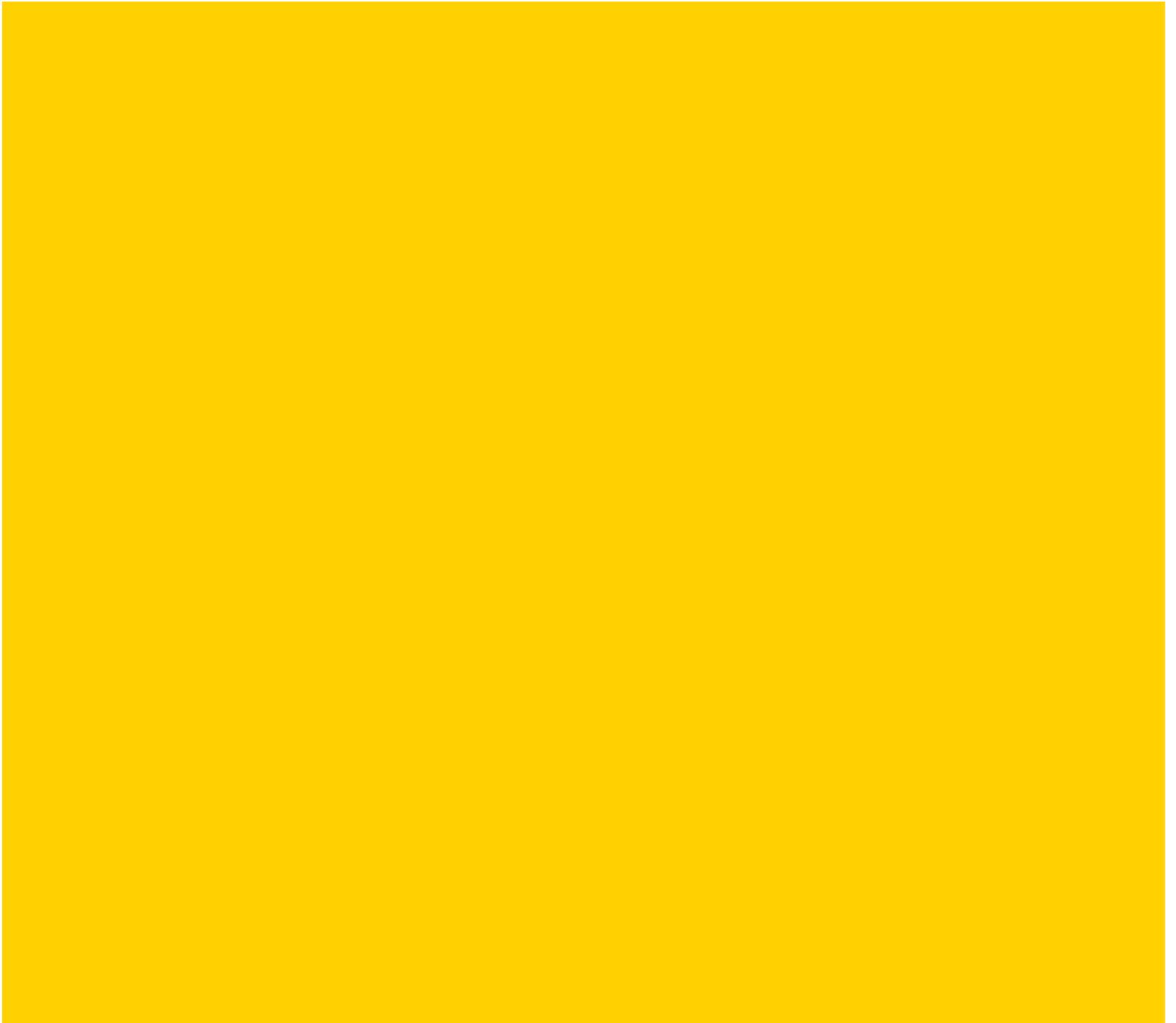
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**ISBN 978-1-906691-38-7**