

Design & Crafts Council of Ireland

ANNUAL REPORT

2014



Design & Crafts
Council Ireland

'Carvel Chair'
Windfelled Irish Larch,
copper rivets and roves, steel legs
850 x 950 x 650mm
Andrew Clancy for Déanta
with Mattie O'Malley

'Leaded Strand Lamp' – tall
Copper, brass tubing
1250 x 350mm
Andrew Clancy,
Clancy Moore Architects

Irish Wool Travel Blanket
100% pure new wool
1350 x 1800mm
Cushendale Woollen Mills

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Our Vision

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

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.

Chairman's Report

Laura Magahy



In line with our Strategic Plan 2013 – 2015, developing accessibility to Irish craft and design in domestic and international markets has been central to our activities during 2014. We have also remained focused on implementing programmes to encourage innovation and new product development and on devising supports for students and recent graduates in order to assist them in transitioning from education to enterprise. Working with our member organisations, client enterprise and partners, we strive to ensure that the work of talented Irish designers and craftspeople achieves the awareness and appreciation it so richly deserves.

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 in all the initiatives we undertake and deliver on behalf of the design and craft sector. We were also pleased to receive the support of many other Government Departments throughout 2014 and to have collaborated with numerous partners in the wider creative industries, both here in Ireland and internationally, which has greatly assisted us in implementing our remit.

Significant progress was made during 2014 in developing a comprehensive programme of events and activities for *Irish Design 2015 (ID2015)* which is being convened by the Design & Crafts Council of Ireland (DCCoI), in collaboration with partner organisations, on behalf of the Department of Jobs, Enterprise and Innovation, the Department of Foreign Affairs & Trade and Enterprise Ireland. I would like to thank the members of the *Irish Design 2015* Inter-departmental Steering Committee and the Inaugural Programme Advisory Group for their enthusiastic involvement and invaluable contribution in the development of this landmark initiative.

Building on the legacy of the internationally renowned Kilkenny Design Workshops and on Ireland's well-recognised strengths and reputation for design and creativity in many fields, *Irish Design 2015* aims to encourage investment in design and design thinking, and to promote Irish talent internationally as part of our enterprise and innovation culture, with the ultimate goal of sustaining and creating employment opportunities. Reflecting the potential which the sector represents for growth, *Irish Design 2015* has been included in the Government's *Action Plan for Jobs*. We look forward to continuing to collaborate with our strategic partners, member organisations and client enterprises in delivering this exciting initiative and in developing the sector into the future.

In conclusion I would like to thank the Board of Directors of the Design & Crafts Council of Ireland, especially Tina Byrne, Alison Ospina and Derek McGarry whose terms on the Board came to an end during 2014, for their dedication throughout the year. I would also like to thank Karen Hennessy and the DCCoI and ID2015 teams for their focus and commitment in working on behalf of the design and craft sector. It has been an honour and a privilege to serve as your Chairman.

Laura Magahy Chairman

Right: 'Japanese Lady', a collaboration between Úna Burke and The Irish Handmade Glass Company



Chief Executive's Report

Karen Hennessy



Sustaining employment and developing opportunities for growth in the Irish design and craft sector is at the core of the programmes delivered by DCCol on behalf of our member organisations and registered client enterprises. Throughout 2014, we remained focused on implementing relevant, practical and effective support and development programmes for the sector and on delivering the objectives and outputs contained within our *Strategic Plan 2013 – 2015*.

Striving for excellence and value for money has been central to the development and execution of all our programmes. During the year we have been delighted to engage with a large number of strategic partners both nationally and internationally, extending our reach and allowing us to support designers and makers at all stages of their career, paving the way for a strong and vibrant sector into the future. During 2014 we also announced the amendment of our trading name to the Design & Crafts Council of Ireland to more accurately reflect our remit.

The support of the many Government Departments with whom we have engaged during 2014 has been very much appreciated and we look forward to furthering relationships at Government level in the years to come.

In tandem with our programmes for growing domestic sales of Irish design and craft, we have remained committed to developing opportunities in international markets. During 2014 we continued to work closely with our colleagues in Enterprise Ireland, particularly in the promotion of *Showcase*, our annual tradeshow, through their network of overseas offices. The significant investment of the international buyers attracted to *Showcase* each year is vital in developing export opportunities, ensuring the ongoing development of the design and craft sector.

Planning and preparations took place throughout 2014 for *Irish Design 2015 (ID2015)* as a year long celebration and promotion of Irish design and creativity. Closely aligned with the goals contained within our Strategic Plan, the initiative builds on the achievements of *Year of Craft 2011* and the successes of recent years in raising awareness and appreciation of Irish design and craft at home and abroad. *ID2015* has the potential to act as a catalyst for significant change for our country and our economy and we look forward to working with our partners in sustaining jobs and fostering new employment opportunities in the creative industries.

Details of the activities and achievements for each of our programmes during 2014 are outlined over the following pages.

“Showcase is now Ireland’s leading international trade fair and generates more than €100 million in annual sales for the country’s leading designers, manufacturers and craftspeople.”

2.1 Market Development

DCCoI’s Market Development team works to grow and develop the sales and marketing opportunities in Ireland and internationally for registered clients through trade fairs, retail, exhibition and gallery development, direct selling and tourism.

Trade Fairs and Export Development

SHOWCASE, IRELAND’S INTERNATIONAL CREATIVE EXPO, 19TH – 24TH JANUARY 2014
Established in 1976 to increase exports of Irish crafts, *Showcase* is now Ireland’s leading international trade fair and generates more than €100 million in annual sales for 435 of the country’s leading designers, manufacturers and craftspeople. *Showcase* is promoted to international retailers by Enterprise Ireland through its offices abroad. In 2014 the show extended a warm welcome to 5,053 buyers from Ireland and 26 other countries, including the USA, UK, Germany, France, Italy, Japan and UAE.

Tánaiste and Minister for Foreign Affairs & Trade, Eamon Gilmore TD officially opened *Showcase* 2014 and announced that the Crafts Council of Ireland would now be trading as the Design & Crafts Council of Ireland.

Creative Island is a dedicated space within *Showcase* presenting Irish design and craft brands *Designed & Made in Ireland* which have been chosen by a panel of retail experts. In 2014 this area featured 86 selected designer makers, as well as a vibrant exhibition display which premiered at DCCoI’s exhibition *Vernacular* at London Design Festival in September 2013.

The Local Enterprise Offices (previously called County & City Enterprise Boards/CEBs) play a significant role in bringing new and upcoming businesses to the show. A specially designated area on the balcony of the RDS called the *Enterprise Zone* exhibited 93 micro-enterprises from 22 counties, many of which had not previously participated in a trade fair. This exposure is an invaluable and critical step on their journey of development.



Clockwise from top left;
The Edit – Home & Gift, Showcase 2014
Main Hall, Showcase 2014
Creative Island, Showcase 2014
Showcase 2014 Fashion Show

2.1 cont.

In 2014 *Showcase* was streamlined into the main categories of fashion, jewellery and home and gift, with specialist curators Sonia Reynolds (Fashion), Natasha Sherling (Jewellery) and Eleanor Harpur (Home & Gift) appointed to select the best products for visiting buyers. The curators also selected products for the Best Product Awards at the show, nominating winners across four categories – jewellery, fashion, accessories, home and gift. The winners were as follows:

OVERALL WINNER

Goldsmith *Helena Malone* for her Rhapsody Rock crystal quartz neckpiece.

BEST NEW PRODUCT CATEGORY WINNERS

- Fashion: *Fisherman Out of Ireland*
 - Gift: *Ursula Celano*
 - Accessories: *Shevlin Millinery*
 - Home: *Clover Rua*
-

OTHER SHOWCASE AWARD WINNERS

- The Design & Crafts Council of Ireland Creative Island Award
Chupi
 - The Design & Crafts Council of Ireland Craftsmanship Award
Matt Jones Woodturner
 - The Export Supplier of the Year Award (formerly Exporter of the Year Award)
Ireland's Eye Knitwear
-

Market research conducted by Business Information Group on behalf of *Showcase* showed continuing positive trends for the show in relation to buyer perceptions:

- 99% of respondents found the show worthwhile or very worthwhile
 - *Creative Island* continued to gain share of spend from buyers attending, with 71% of overseas buyers purchasing from *Creative Island* in 2014, up from 61% in 2013
 - 93% of 2014 attendees stated that they would return in 2015, up from 90% in 2013
- Exhibitors at the 2014 show were also very positive about the event:
- 204 DCCoI clients exhibited at *Showcase*, the highest number in over 10 years
 - There were 435 exhibitors across 4,100 metres of stands, an increase of 5%
 - 94% of exhibitors found the show worthwhile or very worthwhile, with a significant increase in those stating the show was very worthwhile, growing to 53% in 2014 from 34% in 2013
-



INTERNATIONAL FAIR FUND 2014

DCCoI's *International Fair Fund* assists makers to exhibit at international trade fairs in order to grow their export sales. For 2014, its third year, the fund had a very high number of applicants and the standard of applications continues to improve. 23 makers in 2014 were funded to participate in 28 fairs in five countries. Those makers were:

- Alan Ardiff Ltd.
- Aliquo
- Barry Doyle Designs
- Brooke & Shoals Fragrance Ltd.
- Belinda Northcote Designs
- The Handmade Soap Company
- Eily O'Connell
- Emma Manley
- Hanna Hats of Donegal
- Filip Vanas Designs
- Lisibach Marble Products
- Irish Linen House
- JRothwell
- Jennifer Slattery Textiles
- Foxford Woollen Mills
- Juvi Designs
- The Cat and the Moon Ltd.
- Melissa Curry Designs
- Monson Irish Jewellery
- Mullan Lighting Design & Manufacture Ltd.
- Natalie B Coleman
- Mucros Weavers
- Shane Holland Design Workshop Ltd.

Above: Matt Jones Woodturner, winner of the Showcase 2014 Craftsmanship Award

Above left: 'Lemongrass Range', The Handmade Soap Company

Right: Weathering – ‘Wilde Cage Light’,
Shane Holland Design



Right: Weathering – ‘Suaimhneas’
Designer: Katie Hession
Maker: Ceadogán Rugs



2.1 cont.

TENT LONDON, 18TH – 21ST SEPTEMBER 2014

Weathering, an exhibition of contemporary Irish design and craft, was widely regarded as one of the highlights of Tent London during London Design Festival 2014. Featuring new work from over 25 designers and craftspeople, the exhibition attracted an estimated 16,000 visitors over four days, including influential retailers, journalists, architects and interior designers from all over the world.

Several exciting and exclusive collaborations between Irish makers and internationally renowned designers were unveiled as part of the exhibition. Award winning architect and designer Andrew Clancy of Déanta Design teamed up with boat builder Matthew O’Malley to create the “Carvel Chair”; Horizon Furniture’s “Stanley Lounge” chair in a solid frame in Irish Oak was upholstered in Donegal Tweed by Molloy & Sons; pepper mills designed by Makers & Brothers were handcrafted by woodturner Matt Jones and Úna Burke’s figurative leatherwork complemented the carafe made by The Irish Handmade Glass Company especially for Tent 2014.

Commercial relationship development is a key element of this initiative. *Weathering* was visited by some of Europe’s leading retailers and influencers including: The Conran Shop, Heal’s of London, Selfridges, John Lewis, as well as cultural bodies such as the V&A, The Tate Museum and The Design Museum.

Curated by Steven McNamara of Roji Designs, *Weathering* featured work from designers and makers including:

- *Furniture* – Déanta Design: Andrew Clancy with Matthew O’Malley / Horizon Furniture with Molloy & Sons / Nest Design / Snug / Stickman / Tierney Haines with Alan Meredith / Woodenleg / Cillian Ó Súilleabháin
- *Ceramics* – Jack Doherty / Derek Wilson / Andrew Ludick
- *Glass* – J. HILL’s Standard / Scott Benefield
- *Textiles* – 31 Chapel Lane / Ceadogán Rugs with Katie Hession / Cushendale Woollen Mills / Molloy & Sons / Muriel Beckett / Print Block
- *Wood* – Glenn Lucas / Makers & Brothers with Matt Jones / The Local Maker Co.
- *Lighting* – Shane Holland Design
- *Basketry* – Joe Hogan
- *Leather* – Úna Burke with The Irish Handmade Glass Company

"The fourth annual **PORTFOLIO exhibition at the RHA** ran at the same time as VUE, the National Contemporary Art Fair, 30th October – 2nd November. Curated by Josephine Kelliher the PORTFOLIO show featured **30 makers** and was very well received with almost **5,000 visitors**."

2.1 cont.

WEATHERING BEIJING

As a result of the success at Tent London, *Weathering* was invited to travel to Beijing, to coincide with the Irish Presidential visit to China in December 2014. Organised in conjunction with the Department of Foreign Affairs and Trade and the Irish Embassy in Beijing, the show ran in the Ullens Centre for Contemporary Art (UCCA), Beijing, 8th – 14th December 2014. The show was officially opened by President Higgins and attended by a delegation of Irish and Chinese dignitaries. As a direct result of this event, a delegation of key Chinese buyers decided to attend *Showcase* in 2015.

PORTFOLIO

DCCoI's *PORTFOLIO* programme has been created to provide an international platform that enhances the reputation and potential of makers across all major disciplines of contemporary design and craft. *PORTFOLIO* is used as a resource for Irish and international curators and galleries in accessing the work of Irish makers for exhibition. There are two elements to the programme; the flagship *Critical Selection 2013-2014* publication and the *PORTFOLIO* website. The *PORTFOLIO* website is organised by discipline and features almost 100 of Ireland's most renowned makers. 26 of these makers were also selected by an independent expert panel for their excellence in design and craftsmanship by international standards for inclusion in the *Critical Selection 2013-2014* publication.

Two major capsule exhibitions from the *PORTFOLIO* programme took place in 2014: A display of eight *PORTFOLIO* makers' work went on show in The Capital Club, Beijing, a private members club. This coincided with a Saint Patrick's Day event hosted by H.E. Paul Kavanagh, Irish Ambassador to China and key members of the business community. The makers exhibited were: Sonja Landweer, jewellery; Roger Bennett, woodturning; Jack Doherty, ceramics; Karen Morgan, ceramics; Séamus Gill, silver; Catherine Keenan, glass; Angela O'Kelly, jewellery and Michael Ray, glass.



The fourth annual *PORTFOLIO* exhibition at the RHA ran at the same time as VUE, the *National Contemporary Art Fair*, 30th October – 2nd November. Curated by Josephine Kelliher, founder of the Rubicon Gallery, Dublin, the *PORTFOLIO* show featured 30 makers and was very well received with almost 5,000 visitors.

Three makers from the *PORTFOLIO* programme were awarded funding under a new initiative, the *Makers Direct Fair Fund*. This initiative provides financial support on a match-funding basis to makers who wish to participate in direct selling fairs outside of Ireland during 2014. The makers who received funding during 2014 were:

- Mandy Parslow – to attend Ceramics Art London in April 2014
- Shane Holland – to attend Craft Central London in September 2014
- Eily O’Connell – to attend SIERAAD International Jewellery Art Fair in November 2014

In December 2014 selection for both the *PORTFOLIO 2015-2016* Critical Selection publication and the wider programme took place. For the first time, applications were invited from Fashion and Product Design. Applications were received from 127 makers. 22 makers were selected for the publication and 26 were added to the wider programme. The selection panel consisted of: Christina Jansen, Director of The Scottish Gallery, Edinburgh; Grant Gibson, editor of CRAFTS magazine, curator and writer and Antoinette Murphy, founder and former Director of the Peppercannister Gallery, Dublin. The panel was joined by Constance Harris, fashion editor of the *Sunday Independent* and *LIFE* magazine for the fashion selection.



Left: Design Island Photography Exhibition at Dublin Airport

2.1 cont.

Market Development in Ireland

RETAIL IN IRELAND

There are now 146 retail locations in Ireland actively selling Irish design and craft products under the branding of *Designed & Made in Ireland*. These affiliated retailers currently offer the work of over 400 registered DCCoI clients to Irish consumers. The value of these relationships is vital to sustaining and supporting growth in the design and craft sector in Ireland. Throughout the year DCCoI offers marketing support, staff training, branding, point of sale, and information on registered clients. Key retail projects in Ireland during 2014:

ARNOTTS

Throughout 2014 Arnotts grew its space instore for Irish made design and craft with significant space in the gifts department and the jewellery department on the ground floor. More than 30 registered DCCoI clients are now stocked in Arnotts, an increase of 23% since 2012.

BROWN THOMAS

As part of the Limerick City of Culture celebrations, Brown Thomas Limerick selected eight local companies to feature in a collaboration with DCCoI called *Celebrating Irish Craft*. The event launched in October and ran for seven weeks, featuring a specially designed area in the gift department and an iconic window display. The DCCoI clients who participated were: Áine Knitwear, Homeland Candles, Mary Neeson Ceramics, Mary Pickering Art and Design, McKernan Scarves, Muckross Pottery and Quercus.

CARRAIG DONN

DCCoI worked with Carraig Donn's flagship store in the Jervis Street Centre in Dublin to promote Irish craft for the months of March and April. Throughout the initiative the stores windows were used to promote the work of 13 clients. In the first month a series of maker demonstrations took place instore and in front of a potential weekly footfall of 800,000 people. Makers included in the programme were: Colm de Rís, Anna Nielsen, Wild Goose Studio, Brooke & Shoals, The Handmade Soap Company and Paul Maloney Pottery.

DUBLIN AIRPORT

In 2014 House of Ireland added 36 DCCoI clients to its stores, bringing its total to 58 craft companies. On 15th August an exhibition of Irish design and craft was installed beside House of Ireland in Terminal 2, Dublin Airport for a six week term. This show was made up of commercially focused makers in furniture, glass, ceramics, textiles and jewellery. During that time the exhibition was viewed by an estimated 800,000 passengers with 10,000 copies of the *MADE in Ireland* publication circulated by House of Ireland. Sales increased by 30% compared with sales for the same period in 2013.

In November, in advance of *ID2015*, a major photographic exhibition celebrating the design and craft sector in Ireland successfully launched in Terminal 2, Dublin Airport. Shot by award winning photographer Peter Rowen, the exhibition showcases the true breadth and beauty of the sector throughout Ireland, showcasing the disciplines of animation; architectural design; basket weaving; blacksmithing; engineering design; fashion design; furniture making; glassmaking; goldsmithing; graphic design; hand weaving; industrial design; jewellery making; knitwear; leatherworking; millinery; ceramics; printmaking; product design; shoe design; stone working; UX design; product design; textiles and woodworking.

KILKENNY GROUP

The Kilkenny Group's October Irish Craft and Design Week, is supported by a number of partnerships including DCCoI. During the week of the initiative, DCCoI registered makers demonstrated their craft in the Nassau Street store and in other stores throughout the country. During the year 25 *Kilkenny Group's* retail staff members attended an intensive day of market development training in Carlow and Kilkenny, presented and facilitated by DCCoI.

INNOVATIVE RETAILING FUND

In 2014 a fund was established to support innovative retail initiatives throughout the country, including shops, co-operatives, pop-ups and web-based initiatives. The key objective of the fund is to facilitate and increase craft sales in Ireland and abroad. Priority was given to groups, projects or initiatives that were focused on:

- creating / increasing design and craft sales in an innovative way, or
- increasing the design and craft sales of multiple makers in a region where design and craft is not strongly represented at retail level

The following groups / retail outlets were funded:

- CORE Crafted Design – Offaly / Westmeath
 - Leitrim Design House – Leitrim
 - Limerick Craft Hub – Limerick
 - Locus – Cork
 - Makers & Brothers – online / US pop-up
-

2.1 cont.

GIVE IRISH CRAFT CHRISTMAS CAMPAIGN

Annual research conducted by Millward Brown shows that 80% of consumers now view Irish craft as an ideal gift. A major driver of this is the annual Christmas gift campaign organised by DCCoI to place Irish made craft and design in front of media, consumers and retailers at the key time of the year for gifting. The 2014 *Give Irish Craft* Christmas campaign was launched on 18th November with a media breakfast in the gift concession of Arnotts, where a range of gift suggestions with prices ranging from under €10 to gifts of €50 and €100 were displayed for the attending media. The updated *Give Irish Craft* website was also launched as a part of the campaign. Showcasing an extensive selection of beautiful and memorable gift ideas, the website directs visitors to where featured products can be purchased, either instore or online.

In addition, DCCoI published a 12-page gift guide aimed at providing consumers with authentic gift ideas for Christmas. The guide had beautiful aerial group shots of gifts, which were grouped by colour and was distributed on 4th December with *The Gloss* magazine inside *The Irish Times* newspaper with a readership of 385,000.

NATIONAL CRAFTS & DESIGN FAIR

3rd – 7th December 2014

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. 2014 saw the fourth year of the dedicated Irish craft display area at the centre of the show, featuring work from over 80 DCCoI 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 231 DCCoI registered craftspeople exhibiting at the show were also provided with the *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.

National Craft Collections

DCCoI continues to partner with the National Museum of Ireland (NMI) and the Department of Foreign Affairs & Trade (DFAT) on purchasing important work for the respective joint collections of Irish design and craft objects.

In 2014, the collection partners for the NMI purchased work from Gráinne Lyons. It was agreed by both parties to begin digitally documenting and photographing all acquisitions since the scheme began in 2004 for uploading on NMI and DCCoI websites.

DCCoI and DFAT purchased work from the following makers for placement in the Irish Embassy in Brussels: Edmond Byrne, glass; Róisín de Buitléar, glass; Helen Conneely, bog oak; Liam Flynn, woodturning; Adam Frew, ceramics and Catherine Keenan, glass.

Tourism and Direct Selling

IRISH CRAFT STUDIO EXPERIENCE

Research by Tourism Ireland shows that visitors to Ireland are interested in seeing craft as part of their holiday. This can be at festivals and markets, in shops and galleries but also, more importantly, in the makers studios. The *Irish Craft Studio Experience* continued to identify and promote the best of Ireland's craft experiences and present them to visitors in a compelling, coherent and user-friendly way. The dedicated web presence on craftinireland.com/explore was re-developed by Pixel Design. Four further locations were assessed and added to the scheme during 2014, bringing the current total to 82. DCCoI worked with Fáilte Ireland:

- to ensure that discoverireland.ie showed the best of Irish design and craft to inbound visitors
- to maximise the resources available to DCCoI clients through Fáilte Ireland supports – i.e. business mentoring and web presence and promotion



Left: Retail at Bloom

Below: 'Weaving Wool Maze' installation in the Irish Craft Village, Bloom 2014



“Visitor reaction to the area was again very positive with **substantial retail sales** for the makers involved – overall sales were in excess of €220,000. Additionally an estimated **10,000 people visited the demonstrations** with over 1,500 children taking part in the drop-in activities.”

2.1 cont.

BLOOM IN THE PARK, PHOENIX PARK, DUBLIN,

29th May – 2nd June 2014

Building on the success of previous shows, DCCoI presented the *Irish Craft Village* at Bloom 2014. This dynamic and inviting space consisted of 25 retail stands as well as three craft demonstration tents hosting six guilds / groups including:

- Irish Artist Blacksmiths Association
- The Woodturners Guild
- Irish Basketmakers Association
- Irish Guild of Embroiderers
- Irish Patchwork Society
- Feltmakers Ireland

Crafty Collaborations – a range of large-scale, fun installations using a Weaving Wool Maze and a Giant Knitting Nancy, created large-scale, fun activities for kids – on a drop-in basis. Wool was kindly sponsored by Avoca Woollen Mills.

Visitor reaction to the area was again very positive with substantial retail sales for the makers involved – overall sales were in excess of €220,000. Additionally an estimated 10,000 people visited the demonstrations with over 1,500 children taking part in the drop-in activities.

DCCoI also part-funded The Garden of Sculptures curated by Ruth Liddle, a signature garden at the entrance of the show which featured large-scale work by 27 DCCoI registered clients. This received a great reaction from visitors, generating both sales and commissions.



Above: CultureCRAFT – 'Paper Garden Collection', Sabrina Meyns

2.2 National Craft Gallery

During 2014, the National Craft Gallery activities were consolidated around the exhibition and touring programmes. A total of six exhibitions opened across the galleries during 2014, including the very popular graduate exhibition of ceramics.

2014 Exhibitions Programme

VERNACULAR

26th October – 15th January 2014

The year commenced with the final two weeks of *Vernacular*, an exhibition produced by the National Craft Gallery to mark the 50th anniversary of the establishment of Kilkenny Design Workshops (KDW), which had formed part of The Gathering Kilkenny 2013 programme. Curated by Ann Mulrooney with exhibition design by Steven McNamara, *Vernacular* was presented at the National Craft Gallery following its run at Tent London during London Design Festival 2013.

CULTURECRAFT

21st January – 19th March

CultureCRAFT – Culture in the Making showcased the work of 36 makers who created an object that reflected their understanding of culture, and how material objects can carry a community's shared history and reflect a cultural perspective. Curated by Seliena Coyle, the exhibition was a key component of the City of Culture 2013 celebrations for Derry~Londonderry. *CultureCRAFT* included work in a wide range of craft disciplines from both emerging makers and those at the forefront of their field, embodying a wide variety of cultural identities and backgrounds.

INTERLACE

28th March – 7th May

Interlace focused on contemporary interpretations of lace. The concept of the show curated by Angela O'Kelly and developed by the National Craft Gallery was to explore how traditional material culture creates a resonant source for contemporary practice. Each of the eight participating artists told their own individual story through their work, with the exhibition offering an insight into how they were influenced and inspired by Irish lace.

BEAUTY IS THE FIRST TEST

16th May – 9th July

Mathematical concepts underpin many craft techniques, especially around textile construction, and can be key tools for artistic development. *Beauty is the First Test*'s intention was to unlock and demystify maths by showing unique and stimulating works of art. The exhibition was curated by Liz Cooper and showcased the work of 15 makers. Its aim was to show that art and mathematics are more closely bound together than many perceive and that the enjoyment of one can enhance the understanding of the other.

2.2 cont.

UP FROM EARTH

18th July – 3rd August

Up from Earth was the graduate exhibition of ceramics from the students of the *Design & Crafts Council of Ireland's Ceramics Skills & Design Course*. This two-year intensive skills based programme is designed to equip graduates with the practical skills to develop careers in the ceramics industry. The exhibition was the culmination of two years intensive work which showcased the high level of craftsmanship and skills acquired by the 11 graduates, featuring contemporary craft in a variety of ceramic materials, from delicate ceramic porcelain to robust stoneware.

RESONANCE

8th August – 27th October

Resonance brought together two artists, Karen Donnellan and Róisín de Buitléar, whose innovative work explores the sonic qualities of glass. The exhibition was a co-production with the Kilkenny Arts Festival as part of their annual craft strand and featured an interactive glass sound experience using objects found in everyday life that enabled visitors to try out their own music.

SECOND SKIN

7th November 2014 – 25th January 2015

Curated by Louise Allen, this exhibition explored the links between consumption and production. *Second Skin* sought to develop collaborations between four leading Irish fashion labels – J Rothwell, Joanne Hynes, NATALIE COLEMAN and Lennon Courtney – and woollen mills, textile producers, digital fabric producers, tailors, retailers and upcyclers. The exhibition included a combination of work from existing collections and work resulting from collaborations plus an interactive and participative space exploring recent international developments in sustainable fashion production.



2.2 cont.

Touring Exhibition Programme

There were two touring exhibitions in Ireland in 2014: *Out of the Marvellous* toured to the Mermaid Arts Centre, 24th January – 1st March 2014. Co-curated by Maureen Kennelly and Ann Mulrooney, the exhibition featured work by Sonja Landweer, Angela O'Kelly, Frances Lambe, Joe Hogan, and Caoilín Ó'Dubhghaill in parallel to works in poetry from Seamus Heaney, Gerard Smyth, Derek Mahon, Anne Michaels and Vona Groarke.

Costume: Behind the Scenes, part of the exhibition curated by Angela O'Kelly for the 2013 Kilkenny Arts Festival, toured to Solstice Arts Centre in Navan, 13th February – 5th April 2014. 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.

External Exhibitions Fund 2014

In 2014 a fund of €10,000 supported three exhibitions in Ireland and abroad, all of which will take place during 2015.

- On Your Marks – Liz Nilsson for Print Block (€3,000)
- The Duality of Function – Rob D'Eath and Kate Howard (€3,000)
- More and Less – Oonagh Young Gallery (€4,000)

The *External Exhibitions Fund* supported four exhibitions in 2013, which were realised in 2014. *Centred*, produced by Ceramics Ireland and curated by Tina Byrne and Elaine O'Riordan, with work from 35 ceramicists, showed in Farmleigh Gallery, Dublin, 7th August – 5th October, and welcomed delegates from the International Academy of Ceramics (IAC) for a special reception during their visit to Dublin. Also coinciding with the IAC programme, Limerick School of Art & Design presented the *Culture of Clay* exhibition, representing 16 makers in The Hunt Museum, Limerick, 22nd August – 12th October 2014. Debbie Dawson presented *The Cold Light of Day*, a solo exhibition in Shengling Gallery, Shanghai, China, 22nd April – 20th May 2014. *Vase, Vessel, Void* was exhibited in the Oliver Sears Gallery, Dublin, 4th September – 2nd October 2014.

Internationally renowned glass artist Róisín de Buitléar's exhibition *CAUTION! Fragile. Irish Glass – Tradition in Transition* at the Museum of Glass Tacoma, in Washington USA, which opened in November 2013, continued its run until 30th September 2014. This exhibition had been supported through the External Exhibitions Fund 2012.



Above: Vase, Vessel, Void –
'Esker Vessels', Sara Flynn



Above: FUSE Clinic

2.3 Innovation & Development Programmes

The Innovation and Development Programmes team is responsible for the ongoing development of design and craft enterprises through the provision of mentoring and training required for business growth, product design and increased export potential leading to job creation and industry growth. The delivery of programmes through national and international strategic partnerships allows DCCoI to maximise our resources and promote exchange, learning and access to facilities and expertise.

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 in developing 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 2014, 170 clients attended *FUSE Clinics* that were held in various locations around the country in partnership with Local Enterprise Offices and strategic partners

- 27th & 28th February, Mabos, Dublin (50 attendees)
- 3rd April, The Model, Sligo (17 attendees)
- 15th & 16th April, Croom Enterprise Centre in Limerick (47 attendees)
- 30th April, Creative Spark in Louth (19 attendees)
- 9th & 10th October, NDRC Headquarters, The Digital Hub, Dublin (37 attendees)

2.3 cont.

In addition to the *FUSE Product Development Clinics*, a series of targeted *FUSE Clinics* was developed to respond to the needs of specific clients. These included:

FUSE – FUTURE MAKERS CLINICS

One-to-one mentoring clinics were offered in September 2014 at Limerick School of Art & Design for students and previous winners of *Future Makers* awards. These presentations in professional practice were scheduled to coincide with the opening of the *Future Makers* exhibition in Limerick on 25th September in partnership with Limerick City of Culture.

FUSE BRANDING & PACKAGING CLINIC

A *FUSE Branding & Packaging Clinic* was held in Dublin on 13th November 2014 to give DCCoI clients the opportunity to meet with a panel of industry experts to talk through packaging solutions and ideas. Irish packaging companies were on hand to talk through pricing structures and the available options in Ireland. 33 clients attended. As a follow up to the clinic, nine participants applied for and were offered one-to-one packaging specific mentoring to commence in January 2015.

DIGITAL FABRICATION & CRAFT PROGRAMME

(LASER CUTTING AND CNC MILLING)

DCCoI, in partnership with Fab Lab Limerick, developed a *Digital Fabrication Programme* focusing on laser cutting and CNC milling. Participants were introduced to the basics of technical drawing, vector-drawing programmes, 3D printing and laser cutting over a series of group workshops followed by machine time with mentoring and technical advice provided by Fab Lab Limerick. The programme commenced with an introductory seminar on 24th October 2014 and 10 designer makers were selected to participate. This seminar was recorded and made available on DCCoI's YouTube channel and website.

DESIGN CHALLENGE – MAKE IT AWARDS

DCCoI, in partnership with *House and Home* magazine and Fundit.ie, launched a design challenge called the *MAKE IT Awards* in May 2014. This was an open call to graduates, students and designers in the industry in Ireland to design a product that: boasted intelligent design, combined form and function, was innovative in its use of process and materials, was commercially viable and addressed a gap in the market.



The overall *MAKE IT Award* was presented to design duo Gazel; Kevin Doherty and Ronan Murphy for their *Gazel Kitchen Knife*. They were awarded a €2,000 cash prize, one-to-one mentoring sessions with experts from the DCCoI Design & Mentoring Panel as well as one-to-one mentoring sessions with Fundit on creating a crowd funding campaign on Fundit.ie. The Readers Choice Award was awarded to Simon Doyle for his *Cherry Lamp*. His prize included one-to-one mentoring sessions with Fundit along with an opening pledge of €300 to get the campaign started and one-to-one mentoring sessions with experts from the DCCoI Design & Mentoring Panel. Winners were announced and profiled in the November/December edition of *House and Home* magazine and on DCCoI's online platforms.

CONTINUING PROFESSIONAL DEVELOPMENT FUND
DCCoI's Continuing Professional Development (CPD) Fund provided financial assistance to 53 clients and three groups. The total funding allocated in 2014 was €10,575. 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, masterclasses, conferences and to research trade fairs.

SCALABLE CRAFT ENTERPRISE PROGRAMME

DCCoI, in partnership with West Cork Development Partnership, delivered the *Scalable Craft Enterprise Programme* from March – October 2014. The programme was fully funded by the West Cork Development Partnership and was a direct output from research undertaken in 2013 by Indecon – *Creative Clusters – Economic Analysis of the Current Status and Future Clustering Potential for the Crafts Industry in Ireland* and by Willie Miller Urban Design – *Mapping the Craft Sectors in Southern Ireland*.

The programme supported seven design and craft enterprises to put appropriate mechanisms in place to achieve scalability. It consisted of site visits to each company, six workshops and eight mentoring sessions over an eight month period to define product strategies, create a business case and to structure marketing plans to scale their business in preparation for capturing new growth in 2015.

“During 2014 DCCoI/LEO partnerships provided mentoring, a suite of Enterprise and Innovation workshops and business supports to develop client enterprise skills and to enable growth.”

2.3 cont.

AUDIT ON MAKING & PRODUCING IN IRELAND

An audit on making and producing in Ireland was commissioned by DCCoI in August 2014. The aim of the report is to provide an overview of the making and producing facilities available on the island of Ireland that will facilitate the growth and development of Irish craft industries across five sectors: Textiles/Fashion, Ceramics, Woodworking & Furniture, Glass and Metalworking & Jewellery. It also aims to develop a database of potential partners, recommend a mechanism to facilitate access to this database, and identify areas where there may be a justified need, based on economic potential, market opportunity and job creation, to make capital investment in infrastructural development. Dolmen won the tender to conduct the report which is due for publication in 2015.

DEVELOPING THE VISION FOR WATERFORD AS AN INTERNATIONAL CENTRE FOR GLASS DESIGN AND MAKING

In August 2014, as part of INNOCRAFTS (a European Interreg IVC funded programme), DCCoI invited tenders to research ‘Developing the Vision for Waterford as an International Centre for Glass Design and Making’. Karan Thompson Consulting (KTCL) was retained during September 2014 by DCCoI to carry out this research in order to assess the feasibility of such a development in the future. A key ambition of the INNOCRAFTS initiative is the transfer of good practices in the development of the arts and contemporary crafts sector based on international models of excellence. The report is due to be published during 2015.

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.

ENTERPRISE AND INNOVATION WORKSHOPS

2014 saw the ongoing development of training initiatives with the Local Enterprise Offices (LEOs), Local Development Companies (LDCs) and Visual Artists Ireland (VAI).

In 2014 DCCoI/LEO partnership workshops were run in Galway, Sligo, Carlow, Kilkenny, Louth, Wicklow, Waterford, Sligo, Mayo, Cork and Fingal. There were 54 workshops with 363 businesses participating. Product design and export were the key focus of this programme and training was delivered in specific identified areas:

- Is my craft/design product viable?
- Product design and branding
- Costing and pricing accurately
- Effective use of social media to promote my craft and design product
- Photography to present product to its best potential
- Merchandising my product effectively
- Is my product range ready for export?
- Branding & PR for my craft & design enterprise
- Packaging design for success



Left: 'Rhapsody Rock' (crystal quartz neckpiece), Helena Malone Goldsmith

MAYO IDEAS WEEK; A PARTNERSHIP WITH MAYO NORTH EAST LDC EXPORT – ENTERPRISE – EMPLOYMENT SUPPORTS CONFERENCE (SEPTEMBER)

DCCoI, in partnership with Mayo North East LDC, delivered a seminar and the one-to-one mentoring programme as a follow up to the 'Craft and the Rural Economy' seminar in 2013.

BUILDING CRAFT AND DESIGN ENTERPRISE PROGRAMME DELIVERED IN PARTNERSHIP WITH DUBLIN CITY LEO

15 businesses participated in this high-calibre programme, the objective of which is to optimise sales in the retail and collector markets. Utilising social media platforms and delivered over a 10-month period, the programme concentrated on excellent product design, production capacity, business development and export.

MENTORING PROGRAMME

Mentoring provides craft businesses with tailored professional development support in design, production, exports, marketing and branding. This takes place through one-to-one mentoring sessions. During 2014 mentoring focused on design, product development, production capacity, optimisation of social media as a development tool and export opportunities. A total of 66 clients benefited from one-to-one mentoring during the year. 32 clients were allocated mentors from the DCCoI Mentoring Panel and a further 34 received in-house mentoring.

SHOWCASE CREATIVE ISLAND

MENTORING & WORKSHOPS

Workshops and mentoring sessions are provided for client companies participating in *Creative Island* at *Showcase*. These sessions assist *Creative Island* participants to display their full commercial potential and build on export orders at the show. In 2014, 61 businesses participated and received advice on Product Development, Merchandising, Branding, PR, Sales, Costing & Pricing and Business Acumen. On a case-by-case basis, a follow up suite of bespoke mentoring was delivered to 29 enterprises approved for *Creative Island 2015* and others on a long-term development plan towards *Creative Island 2016*. One-on-one merchandising clinics were offered to *Creative Island* exhibitors and merchandisers were available to assist with clients' visual displays at *Showcase 2014*. Merchandising advice was also offered to the *Enterprise Zone* exhibitors.

ENTERPRISE WEBSITE

This dedicated website – www.dccoi.ie/enterprise – was continually updated throughout 2014 as a valuable resource for anyone starting or growing their business, providing clients with the latest information and details of workshops delivered throughout the year.

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 2014 led to additional funding, an increased number of programmes and access to expertise and advice nationally.



Left: Showcase 2014 – ‘Coolfin’ (centrepiece bowl), The Irish Handmade Glass Company

2.3 cont.

LOCAL ENTERPRISE OFFICE PARTNERSHIPS

The partnership with the network of County & City Enterprise Boards (CEBs) was developed and strengthened through 2014 as the CEBs became Local Enterprise Offices (LEO). This successful partnership continues to grow, maximising resources and supports for the sector. During 2014 DCCoI/LEO partnerships provided mentoring, a suite of enterprise and innovation workshops and business supports to develop client enterprise skills and to enable growth.

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 three years to the *International Fair Fund* to support makers in the Western Region to participate in International Trade Fairs. The WDC’s area of operation is the Western Region (counties Donegal, Leitrim, Sligo, Roscommon, Mayo, Galway and Clare).

LOCAL DEVELOPMENT COMPANIES

Local Development Companies (LDCs) in partnership with the Design & Crafts Council of Ireland made a submission for inclusion in the Rural Development Programme 2014–2020 strategy. The submission was based on findings from the Indecon report *Creative Clusters Economic Analysis of the Current Status and Future Clustering Potential for the Crafts Industry in Ireland* and the Willie Miller Urban Design report – *Mapping the Crafts Sector in Southern Ireland*. Both reports were printed and distributed to LDCs in April 2014. The reports were launched by Phil Hogan, Minister for the Environment, Community and Local Government.

VISUAL ARTISTS IRELAND

DCCoI continued to partner with *Visual Artists Ireland* on CPD training for clients during 2014, which included delivering a workshop for high-end gallery and collector work titled ‘Towards Sustainability’ in October 2014.

International Programmes

LEONARDO DREAM II

2014 saw the completion of the two year *Crafts and Design in Europe* Programme (September 2012 – September 2014), funded by the Leonardo da Vinci Programme Partnership, which offered young graduates from four countries (France, Spain, Ireland and Slovakia) the opportunity to participate in inter-disciplinary masterclasses and study visits enabling them to network, share their experience, skills and ideas and learn new techniques and processes, both traditional and technology-driven.

Partners:

- INMA (Institut National des Métiers d'Art – French Institute of Arts and Craft), France (Lead Partner)
- DCCoI (Design & Crafts Council of Ireland), Ireland
- ULUV; Centre for Folk Art Production, Slovakia
- Fundesarte (Fundación Española para la Innovación de la Artesanía – Spanish foundation for Innovation in Crafts), Spain

Following a series of masterclasses in 2013, study trips were organised in participating countries to provide both the participants and masterclass instructors with opportunities to meet with craftspeople and designers. The first study visit, on wood, was held in Paris in March 2014. The second, on ceramics, took place in Madrid in May 2014. The third, on textile design, was held in Dublin in June 2014.

The activities of the project contributed to facilitating access to professional networks and training centres participating in the programme, fostering mobility for young people and professionals and promoting the exchange of skills in Europe. The final report was submitted in September 2014 and funding was awarded to DCCoI under the Leonardo da Vinci Programme. Information is available from the dedicated website www.dreamcraftgallery.eu.

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 through sharing and exchanging experience and good practices.

In 2014 INNOCRAFTS Joint Inter-regional Seminars and Training sessions took place in Burgas on the theme of 'Promotion of entrepreneurship among specific target groups as young and female entrepreneurs'. DCCoI was invited to present to a focus group in Florence on DCCoI's *CRAFTed* programme in April 2014 to assist with the transfer of good practices and for the development of implementation plans.



Left: Interlace – ‘Oscillation II’, Cathryn Hogg

2.3 cont.

In July 2014 INNOCRAFTS provided funding for a research trip by representatives from Waterford Local Authority, Waterford Institute of Technology, Waterford Viking Triangle and DCCoI to Ciav Meisenthal glass facility in France to investigate the model with a view to transferring a similar model to Waterford in Ireland. Róisín de Buitleár accompanied the delegation as a consultant expert on glass. In September 2014 Karan Thompson Consulting was appointed following a tender process to undertake research on ‘Developing the Vision for Waterford as an International Centre for Glass Design and Making’. All delegates involved in the research trip contributed to the report.

The final conference of the INNOCRAFTS project was held in Florence in October 2014. Topics covered included:

- European policies supporting the art-craft sector
- The future is in the making: the growth of the contemporary craft sector
- Handicrafts as a vehicle to raise economic and social development of Europe’s unique heritage, tourism awareness, niche markets, local products and crafts
- Design, innovation and new technologies – support tools for crafts development

The conference was attended by many high level delegates including Mr. Michel Lamblin, Director of INTERREG IVC, who underlined the role played by the European Union for the promotion of entrepreneurship and business creation in the field of creative and cultural industries, and for the improvement of the effectiveness of regional and local development policies through sharing and exchanging good practices and experiences. Minister of State for Rural Affairs and Rural Transport, Ann Phelan T.D, presented the Irish Government’s perspective, as part of a panel that focused on ‘Public policies supporting innovation and SMEs in the crafts sector’.

More than 60 good practices were presented by partners during the three years of the project and 10 have been either transferred to other countries or have applied for additional funding through the EU to enable exchange and transfer. *FUSE* is one of the 10 projects that has been transferred to Spain, Italy and Finland and has led to a further funding application for transfer to other EU countries.

INNOCRAFTS had 15 partners in 13 countries and was an invaluable tool for developing the network of contacts across the EU.

“The CRAFTed: Learning Skills for Life Primary Schools Programme 2014 was delivered in partnership with **15 full-time Education Centres in Ireland.”**

2.4 Education, Training & Development

The Education, Training & Development team focuses on developing the appropriate knowledge and skills of emerging and existing makers as well as learners from all levels of education. Through increased direct liaison with a growing number of partners during 2014, DCCoI enhanced our role as a provider of training relevant to the changing needs of Ireland’s design and craft sector.

First Level

CRAFTED LEARNING SKILLS FOR LIFE:

The *CRAFTed: Learning Skills for Life Primary Schools Programme 2014* was delivered in partnership with 15 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 2014 programme involved:

- 15 Association of Teachers’ Education Centres in Ireland (ATECI)
- 71 School projects
- 62 Craftspeople
- 12 Teacher Facilitators
- 2,130 Students

All the creative projects were completed by June 2014 and the programme culminated with the majority of the Education Centres holding exhibitions to showcase the creative process facilitated by the programme and the outstanding quality of the children’s created craftwork.

CRAFTED PLUS

Strategic developments for 2014 included the introduction of Continuing Professional Development (CPD) workshops in craft techniques for teachers on a new enhanced model called *CRAFTed Plus*. A suite of four CPD evening workshops in each participating Education Centre ran concurrently with the main creative projects in schools. The objectives of the Plus model were:

- To develop a discussion forum for participating teachers, enabling them to collaborate together
- To facilitate a learning forum for imaginative and useful ideas to help teachers transfer learned making techniques and skills back into the classroom setting

This model included the introduction of ‘Teacher Facilitators’ into the programme, offering them training.



2.4 cont.

CRAFTED EXHIBITION: MAKE SHAPE; COLLABORATIONS IN CLAY AT THE ARK

The 2nd National Exhibition for children involved in *CRAFTed* took place at The Ark. Internationally renowned ceramicist educator Judith Schwartz launched the exhibition which ran from 9th September – 18th October 2014.

The exhibition celebrated the work of ceramicists who have participated in DCCoI's *CRAFTed* programme, featuring DCCoI Education Panel members Julie Forrester, Kathleen Moroney, Maeve Sookram, Aidan Power, Adele Stanley, Orla Kaminska, Jodi Coyne and Jane Seymour.

A public workshop programme complemented the *Make Shape* exhibition. This included workshops in clay with ceramicists Adele Stanley (attended by 55 children plus adults) and Maeve Sookram (attended by 34 children plus adults), and Making Shapes with Christien van Bussel (attended by 195 children and 16 teachers).

CRAFTED INTERNATIONAL

CRAFTed is developing opportunities to work with international agencies who are interested in developing a *CRAFTed* model. DCCoI was invited to present the *CRAFTed* Programme at the INNOCRAFTS Conferences in Burgas, Bulgaria in April 2014 and again in Florence, Italy in October 2014.

CREATIVE CRAFTS SKILLS CPD SUMMER COURSE FOR TEACHERS

Creative Crafts Skills CPD training courses for Primary Teachers took place in July 2014 in partnership with six full-time Education Centres, involving 113 teachers: 16 in Sligo, 18 in Carrick on Shannon, 16 in Kilkenny, 20 in Athlone, 18 in Portlaoise and 25 in West Cork. The courses placed an emphasis on literacy and numeracy, to develop and enhance children's creative writing and analytical skills.

Eight craftspeople were involved as CPD Tutors:

- Aidan Power – Athlone
- Anna Vahey – Sligo
- Sheila Jordan – Kilkenny
- Sabrina Meyns – Carrick on Shannon
- Maeve Sookram – Portlaoise
- Mary Markey – Portlaoise
- Liz Flatman – West Cork
- Julie Forrester – West Cork

IMAGE SAFE CODE

A new *Image Safe Code* for taking, using, managing and storing photographic images of children and young people was published in December 2014. This code serves as a best practice guide in conjunction with the DCCoI Child Protection Policy and is a guideline that provides stakeholders with a foundation for best practice while working together collaboratively.

*Left: Image Safe Code,
'Fairytales in Stitch' workshop with textile
artist Caroline Schofield*

*Right: Future Makers Development Award
winner Enda Scott's 'Obliquity Chair'*



Second Level

DESIGNED

DCCoI and the Professional Development Service for Teachers (PDST) entered into an initial partnership for the *designED* initiative at secondary level. 12 schools were selected to take part in the initial phase where they will receive a bursary to fund a craftsperson/designer-maker to undertake a residency in the art room setting.

Third Level

Irish Ceramics in Education (ICE) is a continuing collaborative between DCCoI and the Schools of Art & Design in Belfast, Galway, Limerick, Dublin, Kilkenny and Cork. It facilitates access to international expertise in a range of craft disciplines through a series of public lectures, demonstrations and master classes. ICE in partnership with DCCoI Education provided an international programme of speakers for the 2014 access programme, featuring internationally recognised and influential makers including:

- Joseph Walsh: Design & Furniture – 14th March, Ulster University Belfast
- Lisa Hammond: Ceramic Design – 14th and 15th April, 9th and 10th October
- Annie Turner: Ceramic Design – 9th – 10th October, Limerick School of Art & Design
- Junko Mori: Silversmith – 21st and 22nd October at CIT Cork
- Tavs Jorgensen: Ceramic Design – 23rd October at NCAD
- Inguna Skuja & Melissa Braden: Ceramic collaboration – 26th November GMIT

FUTURE MAKERS AWARDS & SUPPORTS

2014 drew a large number of applicants to the *Future Makers Awards & Supports* programme with 100 individual applications submitted via the new online system on www.futuremakers.ie.

All applicants for the student and emerging practitioners *Future Makers Awards & Supports* for 2014 were independently assessed by a selection panel, which featured furniture designer and maker Joseph Walsh, creative director and founder of Indigo & Cloth Garrett Pitcher, and ceramic artist Neil Read. *Future Makers 2014* had a total prize fund of €24,000.

The *Future Makers Awards & Supports* winners were announced at a ceremony in Dublin on Wednesday 11th June. Frances Mitchell from the Innovation Academy, UCD gave an inspiring talk on 'Entrepreneurship and How Designers have the Advantage'. 19 awards and supports were presented.

2.4 cont.

STUDENT AWARDS & SUPPORTS WINNERS AND
RECIPIENTS:

- Etaoin O'Reilly, studying ceramics at NCAD, received the overall *Student Future Makers Award* of €2,500
- The *Student Innovation Award* of €1,500 was presented to Lorna Boyle, studying at NCAD, for her rings and brooches, designed to be precious relics of Dublin city
- Michael Harris, furniture design student in Letterfrack, won the *Student Design Award*, €1,000, and was awarded a *Networking Support*, €500
- *Materials Supports* of €500 were awarded to Tom Sweeney (Furniture Design), Sasha McVey (Ceramics), Rhianon Ewing-James (Ceramics) and Mags O'Dea (Glass)
- A *Fixperts Award* of €500 were awarded to NCAD visual communications student Stephen Kerr and his team
- The *Judges Spotlight Prize* in the Student Category, €500, was presented to Rebecca Maddock (Jewellery/Metals) and Chloë Dowds (Ceramics)
- *Residencies and Training Supports* of €1,000 were awarded to Etaoin O'Reilly (Ceramics) and Caroline Byrne (Set Design)

PRACTITIONER AWARDS & SUPPORTS WINNERS AND
RECIPIENTS:

- In lieu of presenting an overall practitioner award, *Development Awards* were presented to Enda Scott (Furniture Design), Petria Lenehan (Fashion), Ashleigh Smith (Product Design) and Kate O'Kelly (Ceramics) who each received €1,000 to continue pushing the boundaries of their practice as they emerge into the professional creative sector
- The *Design Award* of €1,200 went to Print Block (Printed Textiles)
- The *Future Makers Practitioner Innovation Award* winner was ceramicist Kate O'Kelly, who received €2,500, for her work with new technologies in 3D modeling, printing and the use of industrial CNC machinery to produce prototypes for casting
- Karen Donnellan and Stephanie McGuinness received *Exhibitions Assistance* of €800
- *Practitioners Residencies and Training Support* of €1,000 was awarded to glass artist Emma Bourke
- *Networking Support* of €600 went to Ashleigh Smith and Petria Lenehan
- *Studio Assistance* of €1,000 was awarded to Print Block (Printed Textiles) and Enda Scott (Furniture Design)

*Right: 'Pomina's Semaphore 1',
Kate O'Kelly*



DESIGN MAKE TRANSFORM EXHIBITION AT THE CHURCH GALLERY, LSAD

A curated selection of 19 of the winning pieces from both the 2013 and 2014 *Future Makers* programmes was exhibited at Limerick School of Art & Design (LSAD), 18th September – 18th October 2014. The exhibition was co-curated by Muireann Charleton, Education & Innovation Manager, DCCoI and Susan Holland, Education & Outreach Officer, DCCoI and was officially opened by ID2015 Programme Director, Alex Milton.

ONE-DAY SEMINAR FOR STUDENTS ON PROFESSIONAL PRACTICE AND FUSE CLINICS

As part of the education programme to accompany the *Design Make Transform* exhibition, a Professional Practice: Communicating your Craft day for students was held at LSAD. This featured presentations and advice for working professionally in the design and craft sector.

To coincide with the launch of *Design Make Transform*, FUSE clinics were held at LSAD in partnership with *Future Makers*. These one-to-one clinics provided an opportunity to meet with industry experts in the area of design, branding, production and retail.

Other Initiatives

RDS 2014

As part of the RDS National Crafts Competition, the DCCoI Purchase Award of €4,500 was divided between seven makers. The award recipients were: Mark Campden – *Large Lustre Bowl*, John McKeag – *Riddled Bowls and Cylinders*, Gráinne Watts – *Bindu Vessel*, Anne Kiely & Christina Jasmin Roser – *Dunmanus Bay*, Beth Wylie – *Colour Explosion*, Saidhbhín Gibson – *As Little as Possible and as Much as Necessary* and Sharon Adams – *Thicker Than Water #1*.

TYPECAST – EUROPEAN LÉARGAS GRUNDTVIG LEARNING PARTNERSHIPS

DCCoI, in partnership with CREATE Ireland and Coolmine Therapeutic Community, completed Typecast – European Project Grundtvig Learning Partnership. This project involved the creation of new ceramic works created by participants in recovery from alcohol and drug misuse involved in the Typecast project. The participants are enrolled in a recovery programme at Coolmine Therapeutic Community, Dublin and for this project they collaborated with ceramic artist Kathleen Moroney of the DCCoI Education Panel. The project by Léargas focused on education for adults through informal methods. Typecast, which was delivered in partnership with the British Ceramic Biennial, supports artists working with people in recovery from substance misuse.



Left: Ceramics Skills & Design Course
students and tutors

2.4 cont.

Education And Outreach

During 2014 the Education & Outreach team delivered an engaging programme of events, with many partners, focusing on the exhibitions programme at the National Craft Gallery as well as delivery of activities relating to many off-site initiatives. In order to develop the audience for gallery programmes, regular targeted e-bulletins were distributed throughout 2014.

NATIONAL CRAFT GALLERY EDUCATION PROGRAMMES
Outreach programmes at the National Craft Gallery investigate ideas within the exhibitions and explore skills, techniques and materials used by designers and makers. The gallery's varied programme of educational activities includes gallery tours, family programmes, adult workshops, public engagement events, designer, maker and curators' talks, professional development masterclasses and the production of educational resource materials.

FAMILY PROGRAMME

DCCoI's monthly *Family Day* workshops facilitate children and parents to learn new skills, experiment with materials and engage in creative learning. Each workshop is devised to introduce a new technique or explore a new material. 2014 highlights included *Playful Puppets* – introducing children to stitching, sewing and needlework with Mairead Holohan inspired by Helen McAllister's work and *Origami* – exploring geometry and paper folded forms with Gina Faustino. Workshops facilitate children aged 4 – 13 with an average of 28 participants per month.

The Learning Area in the National Craft Gallery continued to allow visitors to enjoy a more sustained engagement in the gallery. Relevant resources are complemented with drop-in activities for children and adults devised around the exhibitions.

SCHOOLS PROGRAMME

As part of the *Schools Programme 2014*, almost 1,500 students, ranging from Primary to Third Level, took part in guided conversational tours of exhibitions and workshops at the National Craft Gallery. The Outreach team also continued to expand on the series of *Primary School Craft Lesson Plans* designed by DCCoI's *Craft Education Panel* members to assist teachers in facilitating exploration of craft materials and techniques in the classroom environment.

ADULT ENGAGEMENT WORKSHOPS & EVENTS

Almost 1,000 adults participated in masterclasses, workshops and gallery talks in 2014, specifically programmed to engage adult audiences, from general visitors to makers and designers. Maker masterclasses in the areas of *Design, Innovation & Combining Materials* with fashion designer Natalie Coleman and *Needle Point Techniques* with expert lace-maker Nora Finnegan proved popular and were repeated to facilitate demand. A series of *Line, Form and Mark-making* workshops were offered for teens and adults exploring techniques in drawing from life. Partnering with Open Circle Arts, the National Craft Gallery hosted a series of *Social Fabric Workshops*, as part of a collaborative embroidery project facilitated by Dee Harte. *Saturday Sewing Sessions* in garment construction from pattern were hosted throughout the winter by fashion designer and educator Joan Brennan. Late Date workshops *Spirostitch Textile Workshop* and *Upcycle Jumper Jam* also proved to be popular informal events.

In 2014 *CultureCRAFT* curator Seliena Coyle; *Interlace* curator Angela O'Kelly; *Beauty is the First Test* curator Liz Cooper and *Second Skin* curator Louise Allen each introduced and contextualised their exhibitions. Over 30 designers and makers introduced their work, speaking about their influences, techniques and concerns throughout 2014; of particular note were Late Date presentations by designers *Nigel Cheney, Helen McAllister* and *Caroline Schofield*; *Meet the Tailor* event with Adrian Cashin and *The Economics of Fashion* discussion as part of the KilkennyFest Festival.

INTERNSHIP/WORK PLACEMENT PROGRAMME

In 2014 the National Craft Gallery Outreach team facilitated four very successful internship work placements; one through the JobBridge programme, two part-time summer student/graduate internships and one through the Erasmus Programme in partnership with University of Ulster. The partnership with University of Ulster and Erasmus continues with placements throughout 2015.

2.4 cont.

Craft Education & Outreach Workshops
at Public Events

BLOOM IN THE PARK

For Bloom 2014 DCCoI presented *Crafty Collaborations*, a range of large-scale, fun installations, which grew and blossomed as the Bloom weekend continued. DCCoI's drop-in creative installations for 2014 included: *Weaving Wool Maze* – a gigantic wrapping and weaving garden installation; *Giant Knitting Nancy* – two French knitting machines on a giant scale making huge tube knits; *Geo Shapes* – collaborative drawings inspired by the Bloom Gardens. These drop-in installations drew almost 1,000 children and adult participants throughout the weekend and were in addition to the workshops and demonstrations hosted by DCCoI's *Guilds, Associations, Networks & Societies* (GANS) at the event.

KILKENNY ARTS FESTIVAL

The craft education programme for Kilkenny Arts Festival 2014 was very successful, with 800 people (650 children and 150 adults) participating in workshops. An interactive 'sound response area' encouraged almost 4,000 gallery visitors throughout the first week of the festival. Programmed workshops included; *Interactive Installation: Tinkling Chimes* with Carrie Lynam with over 180 participants; Children's Workshops over 3 days with 450 participants; *Sound Makers* with Saidhbhín Gibson; *Slip Cast Clay Bells* with Ciara O'Sullivan; *Screen Printed Funky Ts* with Caroline Ryan; and the *Interact with Sound* workshop with RTÉ Concert Orchestra Percussionist Steve O'Kelly.

Education Programming Partnerships

In 2014 DCCoI's Outreach team built on key programming partnerships with other national organisations as part of the on-going audience development strategy – the National Museum of Ireland, the National Gallery, the National College of Art & Design, Waterford Institute of Technology, Limerick School of Art & Design, University of Ulster, The Ark, CREATE, Kilkenny Arts Office, Open Circle Arts, The Design Centre, Butler Gallery as well as libraries, craft studios and schools throughout the region.

TRADFEST

DCCoI supported a range of craft workshops at The Ark throughout Tradfest. Facilitated by DCCoI Education Panel members Sabrina Meyns, Caroline Ryan and Deirdre Rogers, the workshops included metalwork, print, calligraphy and construction techniques inspired by the 'The Battle of Clontarf' and 'The Book of Kells', introducing over 800 children to craft techniques.

CONFERENCE: CONTEMPORARY CRAFT; CURATING, COLLECTING, CRITICAL WRITING
The DCCoI Education team in partnership with the National Museum of Ireland and the National College of Art & Design delivered a conference titled *Contemporary Craft: Curating, Collecting, Critical Writing* on Saturday 1st March in Collins Barracks to a capacity crowd of 120 makers, designers, writers and curators. The conference was chaired by Dr. Emily Mark-Fitzgerald, a Lecturer at the School of Art History & Cultural Policy, University College Dublin and the Key Note Address was delivered by Martina Margetts, Senior Tutor in Critical & Historical Studies at the Royal College of Art in London. The conference addressed the contemporary positioning of craft by investigating the contexts through which craft objects are represented.

NATIONAL DRAWING DAY

The National Craft Gallery joined over 170 other cultural venues across the country to celebrate *National Drawing Day 2014*, hosting a *Big Draw* event which attracted over 300 children and adults. The project involved participants creating *Collaborative Spirograph* drawings for an installation; a *Fibre Mapping* workshop wove huge pattern mapping drawings on the lawn; a *Making Space* workshop followed the geometric lines of the courtyard exploring architectural lines and the *Printed Pattern* workshop with Print Block.



2.4 cont.

CULTURE NIGHT

For the fifth year, the National Craft Gallery celebrated Culture Night, the national festival of culture with an extravaganza of making, inspired by *Resonance*, the exhibition which combined glass instruments and music. Highlights of the night which attracted 300 visitors included a children's workshop crafting *Funky Finger Pianos* with musical maker Ed Devane and a symphonic performance from St. Canices' National School 87 piece Orchestra.

BEALTAINE

Bealtaine, which celebrates creativity as we age, was marked at the gallery with two Crafternoon Tea events. Almost 70 attendees from various active retirement associations from the Kilkenny area, joined a conversational guided gallery tours and cultural afternoon tea, with singing and story telling.

SLOW ART DAY

The National Craft Gallery and Butler Gallery partnered to host Kilkenny's first Slow Art Day event as part of the annual international movement.

International Project Involvement

INTERNATIONAL ACADEMY OF CERAMICS

The *International Academy of Ceramics* General Assembly (IAC2014) took place at Dublin Castle in September 2014 with a three-day international conference attended by over 220 delegates from around the world, the programme included a major international exhibition representing over 150 artist/makers; international exhibitions sent from China, Korea, Croatia and three site-specific installations from Norway as well as a trail of fringe exhibitions and events. DCCoI captured and promoted all of these events and exhibitions through publishing a specially curated Dublin Craft Trail, which was widely distributed across Dublin cultural venues and tourist locations and generated widespread media coverage. The IAC and Dublin Craft Trail of 24 exhibitions provided an opportunity for audiences to view the very best of international contemporary ceramics as well as other craft disciplines. Opportunities for DCCoI clients and members included exhibiting and promoting their work to international peers, networking and forging links with galleries, museums, academic institutions and international partners.

CERAMICS SKILLS & DESIGN COURSE

The DCCoI Ceramics Skills & Design Course in Thomastown maintained its standing as a highly effective programme, offering participants the opportunity to gain the necessary design, practical and business skills to progress, on graduation, as professional makers.

Internationally renowned potter Lisa Hammond gave a two-day masterclass in April for the students. The masterclass was also attended by professional practitioners, receiving attendees from third level colleges across Ireland.

The Blue Egg Gallery, Wexford, was the venue for *What a Dish*, an exhibition of functional tableware from the final year students, 12th April – 9th May 2014. This gave the students valuable experience of exhibiting and selling in a highly respected and successful commercial gallery.

In May, as part of the Leonardo Programme, the students took part in an internationally funded study trip to Madrid, which included industrial visits to a Ceramics College, craft workshops and the International Ceramics Festival in Zaragoza.

Eleven participants graduated in July with their final show *Up From Earth* taking place in the National Craft Gallery in Kilkenny. The exhibition was opened by internationally renowned potter Jack Doherty who commented on the high standard of the work on show. Nine of the eleven graduates are currently working in the field of ceramics and throughout the year several students received awards from the *Future Makers* and RDS competitions.

The Ceramics Skills & Design Course continued to build international links through its hosting of Ceramics Ireland's fifth International Ceramics Festival which was attended by over 100 people and attracted participants from all over the world, including Japan, USA, Ukraine, Brazil, Chile and Taiwan. The recently graduated students assisted Ceramics Ireland in the running of the festival, gaining invaluable experience through helping and working with the international demonstrators.

2.4 cont.

JEWELLERY AND GOLDSMITHING SKILLS &
DESIGN COURSE

DCCoI's programme at the Jewellery and Goldsmithing Skills & Design Course trained a group of 12 throughout 2014, with a clear focus on techniques and the design process.

The development of the programme was very much enhanced through 2014 by the tutorship of visiting experts from within the jewellery industry in Europe and Ireland and links with new professionals were enhanced through the year.

In June 2014 Maynooth University held a prestigious exhibition of work by the current students as well as including some very high quality work from participants who had attended on previous programmes from 6th June to 18th July. Feedback from a wide range of attending visitors to the exhibition in Maynooth was very good, with particular note being made about the advanced technical and design ability as represented through a range of geometric pendants on display.

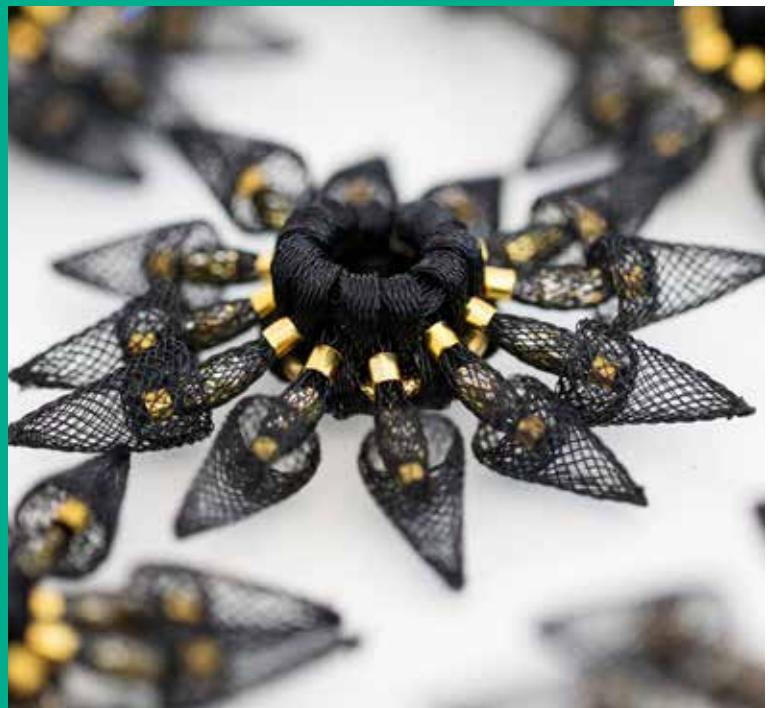
As part of the course, the students worked on a themed project based on *The Calendar*, with each individual participant designing and making a panel depicting one of the 12 months. This project will be displayed in the graduate exhibition in the National Craft Gallery in July 2015.

During 2014 DCCoI continued to explore opportunities for the development of other centres of excellence in collaboration with strategic partners.



Above: Jewellery and Goldsmithing Skills & Design Course

Right: Design Island – Jewellery, Bláithín Ennis





Above: Irish Artist Blacksmiths Association demonstration, Bloom 2014

“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.

GANS Meeting

DCCoI facilitated two GANS meetings in 2014, providing a valuable forum for sharing updates on DCCoI activities, discussing challenges and opportunities and providing feedback and suggestions to DCCoI. At the first meeting which took place in March, presentations covered a range of topics including an update on *Irish Design 2015*, the amendment of the organisation’s trading name to the Design & Crafts Council of Ireland, *FUSE Clinics*, DCCoI supports, the nominations process for the DCCoI Board, strategic planning for GANS and a workshop on organisational development facilitated by Georgina Neal.

At the second meeting which took place in September, DCCoI updates were provided by members of the DCCoI team on education activities and on DCCoI’s communications and PR activities. On behalf of the Irish Patchwork Society, Mary Hunter presented on their experience of participating in the strategic planning for GANS initiative. Aisling Nelson facilitated a workshop on ‘Effective use of Social Media’.

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 2014. 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, 29TH MAY – 2ND JUNE 2014 *Live demonstrations were facilitated by:*

- Feltmakers Ireland
- Irish Artist Blacksmiths Association
- Irish Basketmakers Association
- Irish Guild of Embroiderers
- Irish Patchwork Society
- Irish Woodturners Guild

2.5 cont.

NATIONAL CRAFTS & DESIGN FAIR, DUBLIN,

3RD – 7TH DECEMBER 2014

Due to the success of the demonstration area over the last few years, all DCCoI registered clients exhibiting at the National Crafts & Design Fair (RDS, Dublin 2014) were invited to apply for a chance to demonstrate their craft in the central display and demonstration area. Exhibitors who participated included:

- Liz Christy, weaving
- Christina Sanne, toy making
- Mary Coonan, box and bag making
- Aoife Harrison, millinery
- Fergus Grant Stevenson, jewellery
- Ruth Duignan, Japanese boxes and wrapping
- Niki Collier, clothing and accessories
- Deborah Von Metzradt, Tambour beading
- Grainne Watts, ceramics
- Marianne Klopp, ceramics
- Isobel Marinot-Wood, millinery
- Leiko Uchi, lace felt shawls
- Bunbury Boards, woodturning

GANS Exhibitions

KNITTING & STITCHING SHOW, DUBLIN, 30TH OCTOBER – 2ND NOVEMBER 2014

DCCoI was pleased to coordinate the fifth exhibition of textiles in conjunction with our member organisations at The Knitting & Stitching Show, which attracted more than 15,000 visitors. Over 100 pieces of textiles were submitted for the selection process following an open call to the member organisations. Entitled *Entwined Memories*, the exhibition featured the work of 18 textile artists, with over 30 pieces of work on show. The exhibitions coordinated by DCCoI in conjunction with our member organisations for The Knitting & Stitching Show in previous years continued to tour during 2014.

Pattern, originally curated in 2013, was exhibited at St. Angela's College, Sligo from 12th June to 15th September 2014 as part of the CraftFest Northwest festival.

CRAFT HERITAGE TASKFORCE

Following the appointment of Francis Nevin to undertake a lace audit on the island of Ireland, the audit, co-funded by DCCoI and the Heritage Council, was completed in 2014. A leaflet on the history of lace was printed in 2014 in conjunction with the Heritage Council.

STRATEGIC PLANNING

DCCoI has partnered with Business to Arts in order to provide appropriate expertise to our Guilds, Associations, Networks and Societies (GANS) and to devise strategic plans that will assist in the ongoing development and professionalisation of our member organisations.

Business to Arts undertook an intensive six week training programme involving a combination of full day workshops, one-to-one advice sessions, site visits to each organisation and business plan content review, analysis and delivery.

PARTICIPANTS IN 2014 INCLUDED:

Glass Society of Ireland, Irish Patchwork Society, Limerick Craft Collective, Louth Craftmark Designers Network, Bridge Street Studios and Ceramics Ireland.

An information session with Business to Arts was held in Dublin on 11th November, with the following groups to brief them on strategic planning for 2015:

GROUP 1

1. Irish Woodturners Guild
2. New Ross Needlecraft (Ros Tapestry)
3. Irish Guild of Embroiderers

GROUP 2

1. Craft Granary
2. Original Kerry
3. Feltmakers Ireland
4. Irish Artist Blacksmiths Association
5. Leitrim Design House

NETWORK SUPPORT SCHEME

The DCCoI *Network Support Scheme* part funds marketing, exhibition and training initiatives by member organisations. In 2014 a total of €39,485 was allocated to 21 member organisations.

Member Organisation	Allocation €
Irish Artist Blacksmiths Association	3,000
Made in Sligo	1,500
Blackstack Studio	1,000
Cork Textiles Network Group	4,000
Fire Station Artists' Studios	1,200
Ceardlann Spiddal Craft & Design Studios	1,000
Society of Cork Potters	1,000
Leitrim Design House	2,000
Donegal Designer Makers	3,000
Irish Patchwork Society	1,500
Original Kerry	2,000
Irish Woodturners Guild	3,000
Glass Society of Ireland	3,000
Cork Craft & Design	4,000
Craft Granary	1,000
Clare Crafts	1,000
Feltmakers Ireland	1,500
MADE in Kilkenny	1,000
Limerick Craft Collective	1,000
Ceramics Ireland	1,000
Print Block	1,785
Total	39,485

2.5 cont.

JOBBRIDGE INTERNSHIP SCHEME

Following the introduction of a pilot of JobBridge (the National Internship Scheme) for the design and craft sector in 2013, the scheme created opportunities for DCCoI's registered client enterprises and member organisations in 2014 to bring in fresh talent, original ideas and new thinking to their business for a nine-month period. The scheme allows interns to gain valuable work experience and the relevant knowledge and skills required to enter a career in the design and craft sector. The scheme is being administered through DCCoI on behalf of JobBridge. During 2014, there were 88 interns working within the design and craft sector.

INDEPENDENT REVIEW OF DCCOI REGISTRATION PROCESS

An independent review of the Design & Crafts Council of Ireland registration process was commissioned in December 2014. Tenders were sought for a professional registrar to analyse, interpret, review and advise on DCCoI's existing client registration process during 2015. The brief was to provide an actionable report on the implementation of a new registration process for DCCoI to include clear recommendations for a workable online registration and assessment process.

ONLINE SELF-SERVICE

DCCoI clients continue to use the online self-service tool launched in 2013 as an enhancement to the functionality of the Directory of Craftspeople. 1,743 self-service updates were made by approximately 290 craft enterprises in 2014. Since the self-service tool was established, 5,054 self-service updates were made by approximately 842 craft enterprises.

Details on all DCCoI programmes and services for member organisations and registered client enterprises are outlined in the section entitled 'Our Business' within this report.

2.6 Public Affairs & Communications

The Public Affairs & Communications team enables the delivery of DCCoI's programmes and activities by collaborating with all internal teams as well as strategic partners both in Ireland and abroad. Raising awareness and understanding of Irish craft and design in order to ensure that purchasers can appreciate, find and buy Irish designed and made products is a core deliverable within our current Strategic Plan.

Throughout 2014, the DCCoI team worked together with our client enterprises, member organisations, Government Departments and Agencies, partner organisations and the media in promoting and generating ongoing publicity for Irish design and craft.

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 by DCCoI in recent years and this continued during 2014 with regional, national and international press and broadcast media, as well as with the communications teams in other relevant organisations. Throughout 2014 the Communications team also worked closely with counterparts in a number of Government Departments and Agencies including the Department of Jobs, Enterprise & Innovation, the Department of Foreign Affairs & Trade and the Department of Environment, Community & Local Government in planning and developing media announcements with those departments on key collaborations such as the opening of *Showcase*, the inclusion of design and craft in the Government's Action Plan for Jobs and the launch of research reports.

2.6 cont.

The team also liaised directly with the Department of Finance regarding the inclusion of information on DCCoI's programmes for a new *Supporting SMEs Online Tool*, a cross-governmental initiative to help Irish start-ups and small businesses navigate the range of Government business supports for which they may be eligible. The online guide is featured on the Local Enterprise Office website at [www.localenterprise.ie/
smeonlinetool](http://www.localenterprise.ie/smeonlinetool) which directs users to supports from 27 Government Departments and Agencies including DCCoI. During the year, the team continued to work closely with Enterprise Ireland and the Local Enterprise Offices, particularly in promoting *Showcase* both in the lead up to and during the annual tradeshow.

The RTÉ series *Nationwide* once again provided significant coverage of design and craft throughout 2014. A programme dedicated to *Showcase* was recorded and aired in January, featuring several of the participating exhibitors. Subsequent features on other designers and makers took place during the year as a result of the *Nationwide* team's visit to *Showcase* and DCCoI provided feature suggestions on client enterprises and design and craft-related projects throughout the year for inclusion in this extremely popular prime time TV show.

Working with DCCoI's retail partners on projects such as Carraig Donn's Craft & Design Programme and Irish Craft and Design Week at the Kilkenny Group. Plans for the launch and promotion of the *Design Island* photographic exhibition at Dublin Airport with Dublin Airport Authority (DAA) was also a supporting activity during the year.



Media Coverage

There was continued media interest in and coverage of activities and developments in Irish craft and design throughout 2014. Broadcast and print coverage for the calendar year 2014 generated an Advertising Value Equivalent (AVE) of almost €4 million. This figure includes coverage of *Showcase* 2014 and all DCCoI programmes, events and activities, nationally and internationally, throughout the year.

Key media coverage in 2014 included features in a variety of high-profile print and online publications as well as broadcast media as a result of DCCoI's ongoing activities in establishing and maintaining relationships with media. Some selected highlights of coverage of DCCoI's programmes during 2014 are outlined below.

SHOWCASE 2014:

- Broadcast coverage of *Showcase* in the lead up to and throughout the event included a segment on RTÉ's *Six One News*, a dedicated episode of RTÉ's *Nationwide* programme and two segments on TV3's *Xposé*.
- A 14-minute feature on Irish design was included on *The Saturday Night Show* in January 2014 which included an interview with DCCoI Chairman Laura Magahy alongside three Irish designers – architect and product designer Andrew Clancy, milliner Martha Lynn and furniture designer and maker Alan Horgan.
- National radio coverage included segments on Newstalk and 2FM, with regional coverage on stations such as KCLR and TippFM.
- The official opening of *Showcase* was reported in all the main national daily papers with regional papers profiling local craftspeople exhibiting at the show.
- Follow up coverage on the event included pieces on *Showcase* award recipients in regional papers throughout the country and in the Spring issue of the *Irish Arts Review*. There were numerous references to the event in follow up profiles on makers who exhibited at *Showcase* such as those featured in *The Sunday Business Post* and *The Sunday Independent*.



Above: 'Divider' chair, Tierney Haines Architects, prototypes made in collaboration with Alan Meredith Studio

'SINE Floor Lamp', The Local Maker Co.

'Chevron Design Floor Rug', Muriel Beckett

All items were featured in the *Weathering* exhibition

2.6 cont.**WEATHERING AT TENT LONDON****AS PART OF LONDON DESIGN FESTIVAL**

- *Weathering* was prominently featured in numerous London Design Festival and Tent London ezines in the run up to and throughout the festival.
- In addition to widespread coverage in Ireland in national publications, the exhibition achieved features in leading UK publications such as *The Financial Times*, *House & Garden*, *The Telegraph – Luxury* and *The Irish Post* as well as in international publications and online including *The New York Times*.

INTERNATIONAL ACADEMY OF CERAMICS (IAC) 2014

- Coverage of the IAC General Assembly, conference and the accompanying series of exhibitions, included pieces in *The Sunday Business Post* over two weekends, *Totally Dublin*, *Broadsheet.ie*, *Financial Times* (online edition), *IMAGE daily*, *Irish Arts Review*, the *Irish Independent Weekend* and *The Irish Times Ticket* as well as online promotion of the event internationally through partner organisations.
- A recording of children talking about their visit to *make/shape at The Ark* was aired on RTÉ *Junior*.

NATIONAL CRAFT GALLERY EXHIBITIONS

- Exhibitions in the National Craft Gallery programme for 2014 achieved coverage throughout the year in national and regional newspapers, magazines and online. Highlights of coverage included several features during the year by a number of publications such as *The Irish Times Magazine*, *The Gloss*, *Sunday Independent Living*, the *Sunday Business Post Magazine* and the *Irish Examiner Property*.
- *Resonance* was included in Aidan Dunne's review of the Kilkenny Arts Festival in *The Irish Times* and the exhibition was covered in TG4's *Imeall* when participating maker Róisín de Buitléar was interviewed in the gallery.
- *Second Skin* achieved features in the *Irish Times Magazine*, *Irish Independent Review* and the *Sunday Business Post* and broadcast coverage included a segment on RTÉ Radio 1's *Arena* and a televised feature on RTÉ One's *The Works*.

FUTURE MAKERS AWARDS & SUPPORTS

- The annual programme gained widespread coverage in national and regional publications both for the call out for applications as well as for the winners and recipients of the awards and supports following the presentation ceremony.

2.6 cont.

GIVE IRISH CRAFT

- As a result of DCCoI's ongoing promotion of Irish craft gift suggestions to coincide with key gift giving occasions during the year, the Give Irish Craft website, www.giveirishcraft.com, achieved coverage throughout 2014 in gift guides, supported by image downloads from PR Slides (now trading as PicStash), including a 'Best of Irish' feature in the *RTÉ Guide*.
- As a follow up to a media briefing hosted by DCCoI to promote Irish designed and made gifts, Irish products were featured in numerous printed and online Christmas gift guides in the lead up to Christmas, directing readers/viewers to www.giveirishcraft.com.

OTHER KEY COVERAGE

- Profiling of Irish design and craft in the lead up to St. Patrick's Day Festival included a feature under the title 'Irish Pride' in the *Irish Independent Weekend*, 'Best of Irish' feature celebrating Irish designers, brands and events in the *RTÉ Guide* and a full-page feature on Irish design and print entitled 'Block Party' in *The Irish Times Magazine*.
- CraftinIreland.com was listed as 'Resource of the Week' in *The Sunday Business Post Magazine*.
- Coverage of the unveiling of the *Design Island* exhibition at Dublin Airport as part of *ID2015* was featured in the news pages of *The Irish Times*.
- A full-page feature on the design and craft sector's contribution to the Irish economy entitled 'The Hard Graft of Craft' appeared in *In Business* magazine.
- Following Kilkenny Design Workshop's (KDW) 50th anniversary, a radio documentary 'Designing Ireland' was aired on Lyric FM, the recording of which was supported by DCCoI.

- The 2013 series of *Craft Master*, a six part series, produced by Big Mountain Productions in conjunction with DCCoI was repeated on RTÉ TV in 2014. The series follows 15 craft apprentices who compete for the grand prize of a stand at *Showcase*.
- Promotion of the *Irish Craft Village* and DCCoI's activities at Bloom as one of the key features of the festival appeared in several publications, including the *Irish Independent Weekend*.
- DCCoI's *Ceramics Skills & Design Course* was featured on *Abhainn*, an Irish language TV programme on the River Nore aired on RTÉ One.

Communications Tools

Following the amendment of the organisation's trading name to include design, the new visual identify for the Design & Crafts Council of Ireland (created by Dublin design studio *Zero G*) was implemented internally and externally across DCCoI's websites and communications materials.

WEBSITE

As part of the organisation's ongoing developments of our online presence, the redesigned and redeveloped corporate website www.dccoi.ie, which had been in planning and development stages with stakeholders throughout 2013, was launched in April 2014. New developments include:

- Mobile responsive pages, so content is optimised for viewers across all devices
- Segmented audience groups on the homepage so visitors can self-select navigation and be directed to information that is most relevant to them
- Latest DCCoI and industry opportunities are drawn out on the homepage
- Opportunities listings can be rolled out to other DCCoI websites to enable information sharing
- Designers/makers and relevant stakeholders can create a login to submit their own industry opportunities to DCCoI.ie, with the same login allowing for submission of craft related events for the public to be listed on CraftinIreland.com
- The introduction of an updated content management system tool to enable efficiencies in updating the site internally

2.6 cont.

During 2014 the Communications team also supported the creation of a dedicated online presence for Weathering London (www.dccoi.ie/weathering) and for Weathering Beijing (www.dccoi.ie/weatheringbeijing) which included implementing the Chinese translation and social networking activity.

SOCIAL NETWORKING AND E-COMMUNICATIONS
DCCoI continued to grow the organisation's social networking activities on Facebook, Twitter and Pinterest, gaining traction in engaging audiences nationally and internationally. New Facebook and Twitter accounts were set up for the Design & Crafts Council of Ireland, allowing these new accounts to publish relevant industry information related to designer, makers and industry led updates, while the channels for CraftinIreland.com continue the communication of events and activities aimed at the general public.

During 2014 DCCoI continued to produce and circulate the organisation's ezine, *CRAFTlink*, which is distributed monthly to opted-in registered clients, membership organisations, self-subscribers, board members and staff. Throughout the year the *CraftinIreland.com Newsletter*, a bi-monthly ezine was also emailed to promote craft events and activities throughout Ireland, targeted at the general public.

Support was also provided in the planning and preparation for the online presence of the *Irish Design 2015* initiative.

KEY CORPORATE PUBLICATIONS

In addition to supporting other teams in the publication of documents such as exhibition catalogues and consumer gift guides, the Communications team is responsible for DCCoI's corporate publications, including the organisation's Annual Report which is produced in both Irish and English in compliance with DCCoI's obligations under the Official Languages Act 2003.

As part of a growing archive, DCCoI also added to the organisation's online list of published materials on *ISSUU*, a digital publishing site that allows publication of digital material such as magazines, catalogues, newspapers and books. Storing digital copies of published materials on *ISSUU* ensures ease of distribution of DCCoI materials, with the 'Stacks' feature in *ISSUU* allowing DCCoI to store publications in accessible categories such as industry reports.

In 2013 DCCoI established an account with edepositIreland, a platform for storage of Irish electronic publications maintained by Trinity College Library, Dublin. This free of charge online archive repository, www.edepositireland.ie, hosts DCCoI's Annual Reports and other relevant industry reports, enabling the sharing of DCCoI publications internationally throughout 2014.

During 2014 DCCoI continued to work with PR Slides, who have since rebranded as PicStash, an Irish company offering a valuable but inexpensive DIY media tool, making it easier for members of the media globally to view images and share these in their features. In 2014 DCCoI also completed a free trial with PR Shots, a well-established press centre internationally for journalists that supports image and press release uploads.

EVENTS: KILKENNY DESIGN WORKSHOPS

The Communication and Education teams worked closely together in the preparation and submission of a *Heritage Management Grant Scheme 2014* application to the Heritage Council in early January 2014 for the purposes of creating and conserving a heritage collection of objects for the Kilkenny Design Workshops (KDW) National Collection. The grant application was successful and allowed for the preparation of a digital collection of KDW objects.

The *KDW@21C Legacy Committee* – comprising KDW alumni, DCCoI team members and strategic partners – was set up in January 2014 as a follow up to the *KDW@21C* conference in 2013 at which it was proposed that a *KDW Legacy Committee* would be established to work together in developing a relevant representation of the legacy of the workshops.

A shortlist of KDW iconic objects across several disciplines was collectively defined as a starting point for the KDW permanent national collection and for the digital collection. Towards the end of 2014 a project team was devised to create a digital publication (app) to animate interest in KDW, highlight its living legacy and showcase it as a KDW digital collection and education resource. This app would be free to download and available in 2015 during *Irish Design 2015*. Further information is available at www.kdwapp.com.

An object conservation leaflet was published by DCCoI during National Heritage Week, 23rd – 31st August 2014. Written to support good conservation practice for objects in the home environment, its content was aimed at taking care of domestic craft and design objects that have a heritage value. This leaflet was available at the National Craft Gallery and online at www.nationalcraftgallery.ie and www.dccoi.ie.

2.6 cont.

CONSUMER PERCEPTIONS RESEARCH

DCCoI commissions a research survey each year to gather information on public perceptions and awareness of Irish design and craft. The results of the survey are valuable in allowing us to measure the impact of our activities and to determine key messages to promote in our communications. In previous years, the survey had been carried out via telephone but due to increasing costs the latest survey methodology was modified to use face-to-face interviews against a nationally representative sample. The survey was conducted on DCCoI's behalf by Millward Brown as DCCoI's seventh consecutive wave of research, and was timed for early 2015 to allow a fuller review of learnings from 2014. The project was included on Millward Brown's Omnibus survey, conducted face-to-face, in-home with 1,010 interviews conducted among a nationally representative sample of adults aged 15+ in the Republic of Ireland.

SOME OF THE KEY FINDINGS FROM THE SURVEY ARE SUMMARISED BELOW:

- Nearly half of all adults claim to have an interest in buying and owning craft items; Females, ABC1s and those aged 50-64 are most likely to be interested in crafts
 - Four in five agree that craft products are an ideal gift and that authentic skills are used in producing craft items
 - Three quarters of adults claim that many crafts are of a very high quality
 - A quarter of adults have received a craft item as a gift in the past 12 months
 - The average spend on a craft item is €79, with one in six spending in excess of €100. Spend on glass and textile products tends to be highest, while pottery and jewellery are the most popular
 - Two thirds of craft purchases in the last 12 months were bought as a gift for someone else
 - Expense is the main barrier to purchasing crafts
 - Retail outlets, fairs and exhibitions are the most commonly cited sources of communications on crafts
-



Above: Vernacular, National Craft Gallery



2.6 cont.

DCCoI Awards/Nominations in 2014

DCCoI programmes as well as members of the DCCoI team won or were nominated/shortlisted for a number of awards during 2014.

DCCOI CERAMICS SKILLS & DESIGN COURSE / JEWELLERY AND GOLDSMITHING SKILLS & DESIGN COURSE

The two craft-based skills training programmes delivered by DCCoI are two-year full-time programmes with 12 adult learners for each. In 2014 these courses were shortlisted for The Star Awards under the 'Nationwide' category as part of the Adult Learners Festival under the *AONTAS/National Adult Learning Organisation*.

IDEATE FESTIVAL & VERNACULAR EXHIBITION (NATIONAL CRAFT GALLERY)

The *IDEATE* festival and the *Vernacular* exhibition which were delivered by DCCoI and the National Craft Gallery won bronze bells at the *Institute of Creative Advertising and Design* (ICAD) in 2014 under the Integrated Graphics Series category; design by *Atelier David Smith*.

EIMEAR CONYARD

DCCoI's *Jewellery and Goldsmithing Skills & Design Course* Manager Eimear Conyard won the Jewellery Award in the *RDS National Crafts Competition* in 2014, one of Europe's leading independently adjudicated craft competitions.

WWW.DCCOI.IE

DCCoI's new look website www.dccoi.ie was the finalist for two categories of the Web Awards; *Best Arts Website* and *Most Beautiful Website*. Website design by Pixel Design.

www.dccoi.ie was also shortlisted for *Website Design: Promotional* at the Irish Design Institute (IDI) awards and as a result was commended. Website design by Pixel Design.

DESIGN & CRAFTS COUNCIL OF IRELAND

DCCoI.ie was nominated for an *Ireland eGovernment Award* for its online publications.

VERNACULAR (EXHIBITION)

Vernacular was shortlisted for Exhibition Design at the Irish Design Institute (IDI) awards and as a result was highly commended. Exhibition design by Steven McNamara of Roji Designs.

Closing comments

Delivering all of the programmes contained within this report would not have been possible without the commitment and professionalism of the team at DCCoI throughout 2014. I would like to thank every team member and express appreciation for their individual contribution to our activities and achievements during a very busy year. I would also like to acknowledge and thank Emma Briscoe and Mary Dunphy who left DCCoI in 2014.

I would like to express my appreciation to Laura Magahy for her commitment to DCCoI and the design and craft sector throughout her term as Chairman over the last six years. I would like to thank the Board of Directors for their support and direction at Board level and through our various committees, which has been invaluable. I would also like to thank our member organisations and our registered client enterprises for their involvement in our programmes and activities and for their suggestions and feedback which assist us in developing programmes to best meet the needs of the craft and design sector. Finally I would like to thank the numerous individuals and organisations who have collaborated and partnered with us during 2014 in support of the sector we serve.

I look forward to continuing to work with our Board Members, DCCoI and ID2015 teams, our member organisations, registered client enterprises and strategic partners in the coming year in nurturing and promoting Ireland's vibrant and innovative craft and design sector. Together, we can ensure that the significant contribution which the sector makes to our economy and our culture is both recognised and valued, and elevate Irish design and craft's position on the national and international stage.

Karen Hennessy Chief Executive



*Left: Design Island – Shoe Design,
Tutty's Handmade Shoes*

Our Business

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 2014

Client Enterprise Register by County

Dublin	607	Meath	71	<i>Northern Ireland</i>
Cork	339	Louth	68	Down
Galway	164	Sligo	64	Antrim
Wicklow	133	Limerick	62	Tyrone
Kilkenny	131	Westmeath	54	Fermanagh
Wexford	111	Carlow	50	Derry
Mayo	111	Leitrim	48	Armagh
Kerry	109	Laois	44	
Kildare	104	Offaly	39	
Waterford	96	Monaghan	31	
Donegal	92	Cavan	23	
Clare	87	Roscommon	22	
Tipperary	73	Longford	16	

Island of Ireland Clients (Rep. of Ireland 2,749 / Northern Ireland 255)	3,004
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International Clients	53
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Overall Total of Registered Client Enterprises*	3,057
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*Updating of these figures is ongoing to keep current with the active client enterprises on our register.

3.2

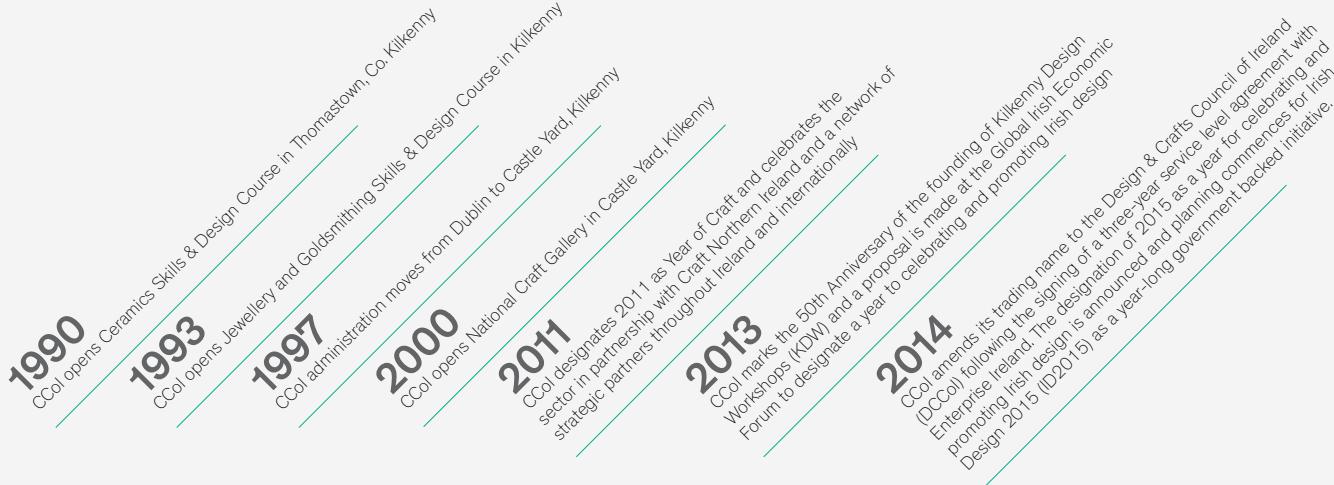
Our History 1970–2014 →

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

1970	World Crafts Council (WCC) hosts their General Assembly in Ireland
1971	Crafts Council of Ireland (CCOI) set up in Dublin as a voluntary body under the auspices of the RDS
1976	CCOI becomes a limited company receiving funding from the Minister for Industry and Commerce and from the Industrial Development Authority
1977	Showcase begins as the National Crafts Trade Fair
1981	CCOI business and skills training opens in Kilworth, Co. Cork
1986	CCOI administration moves to Powerscourt Townhouse Centre, Dublin
1989	Kilkenny Design Workshops training moves to Kilkenny City

3.1 cont.

Client Enterprise Register by Discipline				Associate Register	
Textile Making	721	Leather Working	38	Students	743
Ceramics	479	Soapmaking	31	Hobbyists	527
Jewellery	478	Musical Instrument		Associate Maker/Start-up	144
Woodworking	279	Making	28	Temporarily Inactive/	
Furniture Making	235	Toymaking	24	Craft Lecturers	84
Glass Making	198	Silversmithing/		Retired	38
Metal Working including		Holloware	14	Other	25
Blacksmithing	111	Lettering	11	Partners	18
Paper Working	91	Bookmaking/			
Mixed Media		Bookbinding	9		
Construction	72	Spinning	9		
Stoneworking	61	Papermaking	8		
Printing	49	Other			
Candlemaking	47	Slateworking/Mosaics/			
Basketry	44	Thatching/Fresco Painting/			
		Horology/Flytying	20		
Overall Total of Registered Client Enterprise				Overall Total of Registered Associates	1,579



3.3 Overview of our Support & Development Programmes

Becoming a registered client of DCCOI gives designers and craftspeople the opportunity to avail of the many support and development programmes that DCCOI has to offer.

Registration also allows clients to avail of DCCOI's group insurance schemes and to receive the monthly *CRAFTlink* e-zine with news, opportunities and industry updates. The register is categorised by *Active Registration* for professional designers/craftspeople and *Associate Registration* for semi-professionals, students and hobbyists. Applications for DCCOI registration are assessed by the Registration Review Panel every three months. www.dccoi.ie/register

Innovation & Development Programmes

CRAFT, DESIGN AND BUSINESS MENTORS

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

CONTINUING PROFESSIONAL DEVELOPMENT (CPD) FUNDING

The CPD Fund is made available to all DCCOI registered clients who wish to pursue continued professional development and training in their respective craft and design discipline. This includes workshops, short training courses, masterclasses, conferences and symposiums, and research of 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 in a position to provide match-funding. 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 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 and craft enterprises. These workshops are organised by DCCOI, often in partnership with Local Enterprise Offices (LEOs), and advertised on specified dates and times in various locations in Ireland.

STRATEGIC PLANS FOR MEMBERSHIP ORGANISATIONS

DCCOI has partnered with Business to Arts to provide expertise to our GANS in devising strategic plans to assist in their on-going development and professionalisation. This programme includes workshops, advice sessions, site visits and business plan content review, analysis and delivery.

3.3 cont.

FUSE

FUSE is a series of experimental clinics designed to develop the design and innovation capabilities of the design and craft sector. A number of elements in the clinics 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

DESIGNED & MADE IN IRELAND

Designed & Made in Ireland is an initiative to help makers grow their reputation and market share in Ireland and internationally. Currently more than 500 Irish designers and craft makers are represented through the initiative by building retailer/third party partnerships, in-store point of sale material, advertising, promotion online at www.giveirishcraft.com and through DCCoI campaigns in print, television and radio. www.giveirishcraft.com

DIRECT SELLING OPPORTUNITIES

DCCoI supports and promotes selected 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® is now the foremost place for retailers to discover unique, design-led fashion and knitwear, jewellery, craft, gifts and interior products. Creative Island is a dedicated space in Showcase promoting products *Designed & Made in Ireland*, providing a platform for quality Irish design and craft businesses to meet retail buyers in a single contemporary and buyer-friendly area. www.showcaseireland.com

PORTFOLIO

PORTFOLIO actively works to grow the reputations and potential of makers across all major disciplines of contemporary craft. Featured makers are those producing innovative objects, either one-off pieces or limited editions and working to high standards of design quality and technical skill. Selected by an international expert panel, PORTFOLIO currently showcases contemporary work by almost 100 of Ireland's most renowned makers. www.dccoi.ie/portfolio

EXTERNAL EXHIBITIONS FUND

The External Exhibitions Fund has been established to assist in 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 craft in Ireland or abroad.

INTERNATIONAL FAIR FUND

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

IRISH CRAFT STUDIO EXPERIENCE

The Irish Craft Studio Experience features some of Ireland's best studio experiences. Featured sites are either craft studios open to visitors on a full-time basis or craft galleries and retail spaces offering visitors the opportunity to meet or interact with the maker. For a complete listing of approved locations and for information on applying to be assessed for the scheme, visit: www.craftinireland.com/explore

DESIGNED & MADE IN IRELAND

www.giveirishcraft.com

SHOWCASE

www.showcaseireland.com

PORTFOLIO

www.dccoi.ie/portfolio

IRISH CRAFT STUDIO EXPERIENCE

www.craftinireland.com/explore

NATIONAL CRAFT GALLERY

www.nationalcraftgallery.ie

CRAFTED

www.learnCraftDesign.com/learn/crafted

FUTURE MAKERS AWARDS & SUPPORTS

www.futuremakers.ie

SKILLS AND DESIGN COURSES

www.jewellerycourse.ie

www.ceramicscourse.ie

Our Business**NATIONAL CRAFT GALLERY**

The National Craft Gallery is Ireland's leading centre for contemporary craft and design, inspiring appreciation, creativity and innovation through exhibitions, events and education programmes. The National Craft Gallery plays a critical role in building an 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 exhibitions. www.nationalcraftgallery.ie

Education Training & Development Programmes**EDUCATION AND OUTREACH 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 designers and 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

designED is an art and craft-room action research initiative for post-primary art students and their teachers across Ireland. designED encourages collaborative skills and problem solving. It complements curricular learning in the visual arts by enhancing imaginative composition, design and craftwork. It's an enjoyable hands-on approach to making. designED provides funding bursaries to post-primary schools to engage in creative projects with professional craftspeople and designer-makers in the classroom setting.

FUTURE MAKERS

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. www.futuremakers.ie

SKILLS & DESIGN COURSES

The Jewellery and Goldsmithing Skills & Design Course 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. www.jewellerycourse.ie

The 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. www.ceramicscourse.ie

3.4 Key Programme Statistics 2014

The information below presents a summary of the involvement of member organisations, client, partners and others in DCCoI programmes and events during 2014.

PROGRAMME AREA

Market Development:

Clients participating at Showcase, Ireland's International Creative Expo®	231
Creative Island clients at Showcase	91
Buyers attending Showcase	5,011
Irish retailers participating in DCCoI's Imagined, Designed, Made in Ireland programme	146
Makers supported through consumer campaigns	500+
Makers supported through the International Fair Fund	23
Flagship direct-selling events with a key presence for Irish craft and design	2
Locations included in the Irish Craft Studio Experience programme	80

National Craft Gallery:

Exhibitions included in the 2014 programme (Kilkenny and touring)	13
Makers involved in the exhibitions programme	101
External exhibitions supported	4
Number of visitors to exhibitions (Kilkenny and touring)	45,346

Innovation & Development Programmes:

Participants involved in enterprise and innovation workshops	363
Number of designer makers attended Digital Fabrication and Craft Programme	10
Recipients of Continuing Professional Development Fund	53
Participants involved in FUSE workshops and seminar	150
Clients receiving mentoring from DCCoI	66
Participants on the Building Craft & Design Enterprise programme	15
Creative Island participants who attended workshops	61
Number of enterprises involved in Scalable Craft Enterprise Programme	7
Number of Design Challenge – MAKE IT Awards	2
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
<hr/>	
Education, Training & Development	
Regional Education Centres (EdC)	15
Individual Primary Schools participating in the CRAFTed programme	90
Pupils participating in the CRAFTed programme	3,660
DCCol Skills Courses embedded with L7 standards achieved	2
Support targeted craft sectors to develop two-year certificated programmes	1
Students and general public participating in outreach programmes	517
Strategic partnerships in place with educational bodies	5
<hr/>	
Member Organisations & Client Services	
Total number of Member Organisations	72
GANS meetings hosted by DCCol	2
Clients availing of Network Support Scheme funding	21
Clients availing of Continuing Professional Development funding	53
GANS assisted with strategic planning	6
JobBridge internships placed through pilot scheme	88
Number of Registered Clients	3,057
Number of Registered Associates	1,579

3.5 Summary of Our Strategic Plan 2013 – 2015

In January 2013, the Design & Crafts Council of Ireland published the organisation's Strategic Plan for the period 2013 – 2015. The Plan sets out DCCoI's goals and priority actions for the development of the design and craft 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 environment, nationally and internationally, informed the key themes and high-level actions within the Plan. DCCoI greatly appreciated the suggestions and comments received which were reflected in the final document. The resulting themes build on the organisation's 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 2014 under each of these themes are outlined in the Chief Executive's Report contained within this Annual Report. Activities across the organisation are planned and implemented in line with the objectives of the Strategic Plan; 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*, the idea of designating a year to celebrate and promote Irish design emerged from the Global Irish Economic Forum in October 2013. The Government backed this proposal and planning commenced for a comprehensive year-long programme of national and international events and activities throughout 2015. *Irish Design 2015 (ID2015)* is being convened by DCCoI, in collaboration with partner organisations, on behalf of the Department of Jobs, Enterprise and Innovation, the Department of Foreign Affairs and Trade and Enterprise Ireland. The initiative has been included in the Action Plan for Jobs and Michael D. Higgins, President of Ireland, is Patron of *Irish Design 2015*.

ID2015 will be instrumental in promoting the Irish craft and design sector at home and abroad, supporting Irish businesses in trading in competitive foreign markets and ultimately creating jobs at home. Significant activity took place throughout 2014 in developing strategic partnerships and planning for the implementation of the ambitious year-long programme, while also ensuring that the initiative would generate a legacy for the ongoing development of the design and craft sector.

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
-

Theme 1

- 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
-

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
-
- 6.4 Broaden the education and outreach programme to ensure that the National Craft Gallery assists in the delivery of broader education objectives
-
- 6.5 Provide support for selected external exhibitions as part of the DCCoI and National Craft Gallery exhibitions' policy
-
- 6.6 Support galleries who wish to promote Irish makers through knowledge and contributory funding of travel, shipping and marketing activity
-
- 6.7 Build relationships and communications with collectors directly and through social media
-
- 6.8 Relaunch *Irish Craft Portfolio* to enhance commercial and reputational opportunities for Irish makers
-
- 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
-

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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 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 DCCoI'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 DCCoI'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 <ul style="list-style-type: none">— Registered client and member organisation resources— Archive of images, materials and information— Online publications |
| <hr/> | |
| 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 |

Right: Christina Sanne, Red Rufus demonstration at the National Crafts & Design Fair



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



Left: Showcase 2014

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

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

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

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

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)

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

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 |
| <hr/> | |
| 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. Significant progress was made in this area during 2014, particularly on an international level, as plans for *ID2015* began to evolve. The term of *DCCoI's Strategic Plan* will culminate in *Irish Design 2015* which will be instrumental in driving job creation, growing exports and increasing competitiveness.

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 relevant and accessible supports are in place to sustain and develop the design and craft sector so that it can continue to play a pivotal role in growing our economy.

Our Board Members

MINISTERIAL APPOINTEES



Laura Magahy Chairman



Pat Hughes



Stephen Hughes



Dermott Rowan

ELECTED REPRESENTATIVES



Sheila Ahern



Carmel Creaner



Michael Hanley



Martina Hamilton



Sonya Lennon



John O'Connor



Ray Power



Elaine Riordan

Our Governance

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 2009, the Ethics in Public Office Act 1995 and the Standards in Public Office Act 2001.

4.2 Our Board Members

MINISTERIAL APPOINTEES

Laura Magahy *Chairman*
Stephen Hughes

Pat Hughes
Dermott Rowan

ELECTED REPRESENTATIVES

Alison Ospina (*up to 11th June 2014*)
Carmel Creaner
Derek McGarry (*up to 11th March 2014*)
Elaine Riordan (*elected on 11th June 2014*)
John O'Connor (*elected on 11th June 2014*)
Martina Hamilton (*elected on 11th June 2014*)
Michael Hanley
Ray Power
Sheila Ahern
Sonya Lennon
Tina Byrne (*up to 11th June 2014*)

4.3 Our Team

Karen Hennessy *Chief Executive*
Mary Dunne ¹ *Executive Assistant* Tanya Jones ² *Executive Assistant*

EDUCATION, TRAINING & DEVELOPMENT

John Tynan *Head of Education, Training & Development*
Muireann Charleton *Education & Innovation Manager*
Susan Holland ³ *Education & Outreach Officer*
Amanda Walsh *Education, Training & Development Administrator*
Eimear Conyard *Jewellery Skills & Design Course Manager*
Gus Mabelson (*Independent Contractor*) *Ceramics Skills & Design Course Manager*

4.3 cont.

INNOVATION & DEVELOPMENT PROGRAMMES

Louise Allen ⁴ *Head of Innovation & Development Programmes*

Emer Ferran *Business Development Programme Manager*

Mary Whelan *Client Liaison Officer*

Mary Rhatigan ⁵ *Client Services Administrator*

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*

Mary Dunne ⁶ *Market Development Administrator*

NATIONAL CRAFT GALLERY

Angela O'Kelly ⁷ (*Independent Contractor*) *Manager & Curator*

Brian Byrne *Exhibitions Assistant*

PUBLIC AFFAIRS

Susan Brindley *Head of Public Affairs & Communications*

Catherine Phibbs *Communications Manager*

Emma Briscoe ⁸ *Communications Assistant*

Ciara Gannon ⁹ *Communications Assistant*

OPERATIONS

Mary Blanchfield ¹⁰ *Head of Operations and Company Secretary*

Julie Jackman *Finance Assistant*

Nuala McGrath *HR & Corporate Services Manager*

Notes

1 maternity leave cover up to 15th June
2 from 19th May

3 seconded to *Irish Design 2015*
during 2014

4 seconded to *Irish Design 2015*
during 2014

5 part-time

6 from 16th June

7 part-time up to 13th August

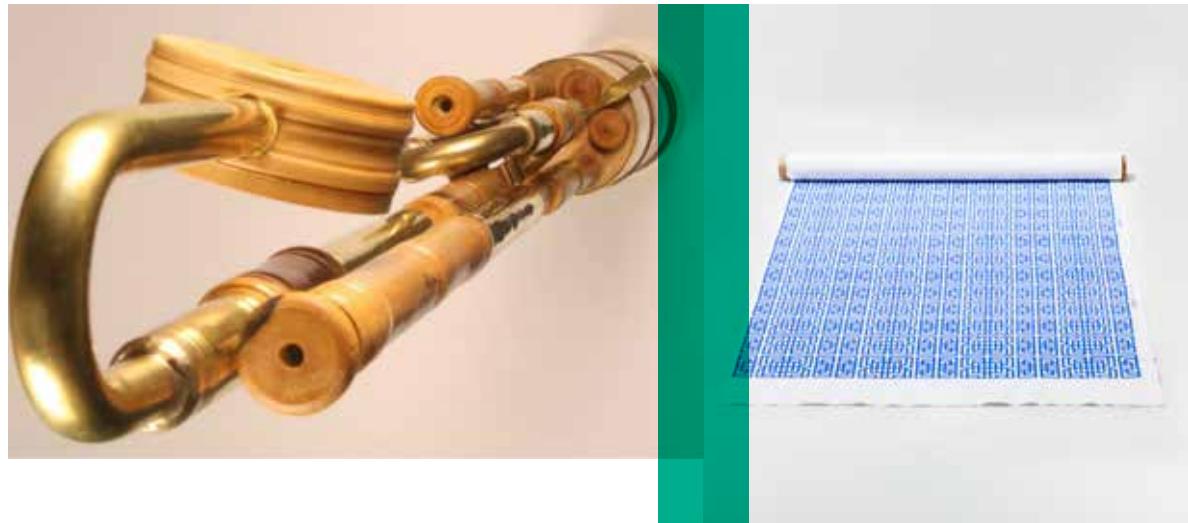
8 up to 31st October

9 maternity leave cover

10 *Finance & Operations Manager and
Company Secretary* up to 31st August,
*Head of Operations and Company
Secretary* from 1st September

DCCoI would also like to acknowledge the valuable contribution of the following members of our team during 2014: Ruth Duignan, Denise Kenneally, Linda Rafter and Jane Pearson who worked with us as interns through the JobBridge Internship Scheme; Polly Minett, National Co-ordinator, CRAFTed Programme; Carrie Lynam, Assistant National Co-ordinator, CRAFTed Programme; Ann Dack, Project Manager; Evelyn McNamara, Project Manager and Claire Quigley, Project Manager.

During 2014, DCCoI commenced the recruitment of the Irish Design 2015 team for the planning and implementation of the year-long programme. Appointments were made on an independent contractor basis.



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)
- 54 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 2014

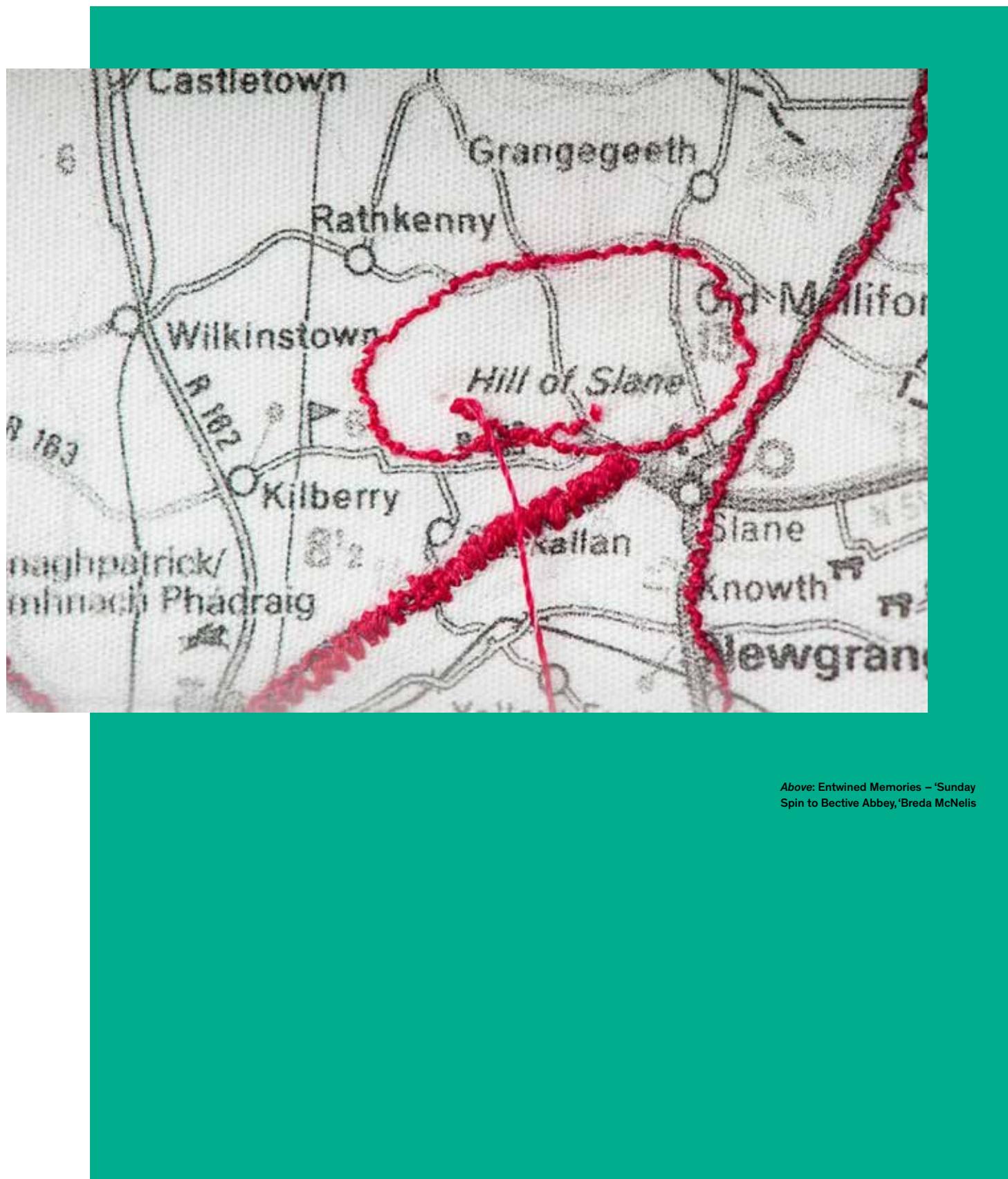
The Design & Crafts Council of Ireland was delighted to welcome the Council of Irish Fashion Designers and FORM Designmade in Carlow who joined as member organisations during 2014.

MEMBERS IN 2014

The total number of members as at 31st December 2014 was 72.

27 GANS MEMBERS – BY CRAFT DISCIPLINE

- Blackstack Studio
- Ceramics Ireland
- Contemporary Tapestry Artists
- Council of Irish Fashion Designers
- 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 Embroiderers
- 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



Above: Entwined Memories – 'Sunday Spin to Bective Abbey,'Breda McNelis

4.4 cont.**27 GANS MEMBERS – BY REGION**

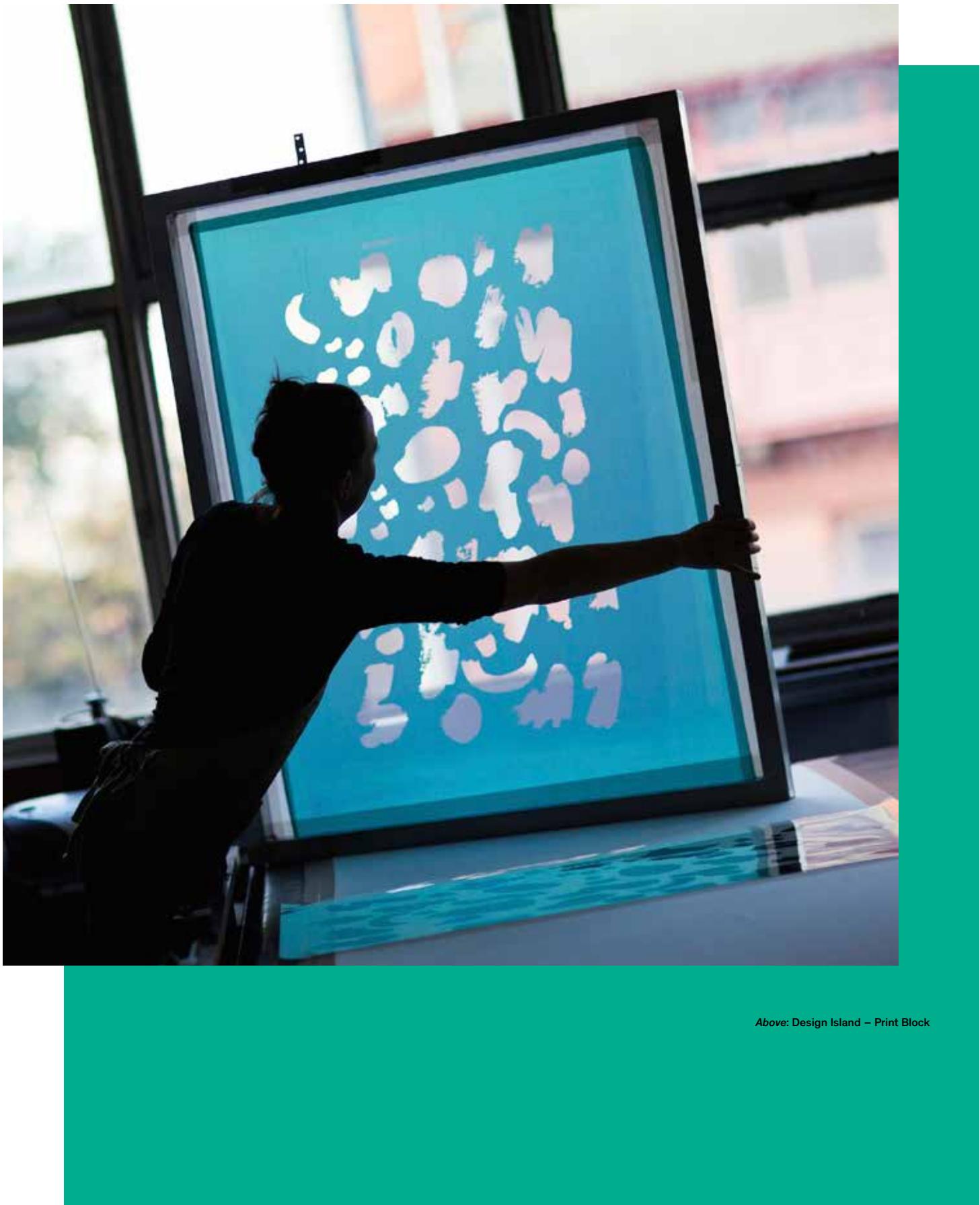
- Association of CEOs of Local Enterprise Offices
 - Bridge Street Studios, Dundalk
 - Cavan Monaghan Art & Craft Network
 - Ceardlann, Spiddal Craft & Design Studios
 - Clare Crafts
 - CORE Offaly & Westmeath Crafted Design
 - Cork Art & Design (CAD)
 - Cork Textiles Network Group
 - Craft & Design Collective (Northern Ireland)
 - Craft Granary, Co. Tipperary
 - Craftworks Mayo
 - Donegal Designer Makers
 - Form Designmade In Carlow
 - 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 (RIP)
 - Mary V. Mullin
 - Blanaid Reddin
 - Betty Searson
-



Above: Design Island – Print Block

4.5 Our Committee & Taskforce Members

AUDIT & FINANCE COMMITTEE

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

NOMINATIONS COMMITTEE

*Carmel Creaner Committee Chairman and DCCoI Board Member
Sheila Ahern DCCoI Board Member
Tina Byrne DCCoI Board Member (up to 11th June 2014)
Ray Power DCCoI Board Member
Louise Allen DCCoI Head of Innovation & Development Programmes
Martina Hamilton DCCoI Board Member (appointed 11th June 2014)
Elaine Riordan DCCoI Board Member (appointed 11th June 2014)*

CRAFT HERITAGE TASKFORCE

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

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, Showcase Ireland Events Ltd.
Company Secretary and DCCoI Chief Executive
Gerry Murphy Showcase Ireland Events Ltd. Director*

Our Accounts for Year Ended 31st December 2014

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

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The following pages do not form part of the financial statements	
Detailed Income and Expenditure Account	121



Officers and Professional Advisers

Board of Directors

Carmel Creaner
Elaine Riordan
Laura Magahy – Chairperson
Michael Hanley
Ray Power
Sonya Lennon

Dermott Rowan
John C. O'Connor
Martina Hamilton
Patrick Hughes
Sheila Ahern
Stephen Hughes

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 Undershafft
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' Report

for Year Ended 31st December 2014

The directors have pleasure in presenting their report and the financial statements of the company for the year ended 31st December 2014.

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 Limited 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 Limited activities are funded by the Department of Jobs, Enterprise and Innovation via Enterprise Ireland.

During the financial year a company, Design Island Initiative Limited, was incorporated to deliver on the Irish and international programme of activities and events for a year-long government backed initiative, Irish Design 2015 (ID2015), and to disperse funds specific to this programme.

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 (Up to 11/06/2014)
- Derek McGarry (Up to 11/03/2014)
- Tina Byrne (Up to 11/06/2014)
- Carmel Creaner
- Dermott Rowan
- Laura Magahy
- Michael Hanley
- Patrick Hughes
- Ray Power
- Sheila Ahern
- Sonya Lennon
- Stephen Hughes
- Elaine Riordan (Appointed on 11/06/2014)
- Martina Hamilton (Appointed on 11/06/2014)
- John C. O'Connor (Appointed on 11/06/2014)

Directors Responsibilities

The directors are responsible for preparing the Directors' report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the directors to prepare financial statements giving a true and fair view of the state of affairs of the company and of the profit or loss of the company for each financial year. Under that law the directors have elected to prepare the financial

Directors Responsibilities *cont.*

statements in accordance with Irish Generally Accepted Accounting Practice (accounting standards issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland and Irish law).

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

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

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 comply with the Companies Acts, 1963 to 2013. They 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. The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

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.

Signed on behalf of the Directors

Michael Hanley Director

Laura Magahy Director

Approved by the directors on 6th May 2015.

Statement of System of Internal Financial Controls

for Year Ended 31st December 2014

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 2014 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.

Michael Hanley Director

Laura Magahy Director

Approved by the directors on 6th May 2015.

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

for Year Ended 31st December 2014

We have audited the financial statements of Crafts Council of Ireland Limited for the year ended 31st December 2014 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).

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.

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.

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.

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

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 2014 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 2014

	Notes	2014 €	2013 €
Income			
Administrative expenses		3,989,016	3,351,389
Surplus on ordinary activities before Taxation		30,012	7,754
Tax on surplus ordinary activities	4	—	—
Surplus for the Financial Period		30,012	7,754

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 the 6th May 2015 and are signed on their behalf by:

Michael Hanley Director

Laura Magahy Director

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

Balance Sheet

for Year Ended 31st December 2014

	Notes	2014 €	2013 €
Fixed Assets			
Tangible assets	5	229,699	256,981
Financial assets	6	2	1
		229,701	256,982
Current Assets			
Debtors	7	144,056	179,775
Cash at bank and in hand		180,970	286,284
		325,026	466,059
Creditors: Amounts falling due within one year	8	357,332	528,376
Net Current Liabilities		(32,306)	(62,317)
Total Assets Less Current Liabilities		197,395	194,665
Reserves			
Income and expenditure account	13	(32,306)	(62,318)
Capital account	14	229,701	256,983
Members' Funds		197,395	194,665

These financial statements were approved by the directors on the 6th of May 2015, and are signed on their behalf by:

Michael Hanley Director

Laura Magahy Director

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

Cash Flow Statement

for Year Ended 31st December 2014

	Notes	2014 €	2013 €
Net cash inflow/(outflow) from operating activities	15	(51,834)	138,316
Taxation		—	618
Capital expenditure			
Payments to acquire tangible fixed assets		(53,479)	(78,519)
Payments to acquire investment		(1)	—
Net cash outflow from capital expenditure		(105,314)	(78,519)
(Decrease)/Increase in cash	16	(105,314)	60,415

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

Statement of Accounting Policies

for Year Ended 31st December 2014

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 Financial Reporting Council, 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.

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.

Pension

The company operates a defined contribution PRSA scheme for certain employees. The company operate two contributory unfunded defined benefit schemes which are now closed to new members, details are set out in note 9 to the financial statements.

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 2014

		2014 €	2013 €
1	Operating Surplus Operating surplus is stated after charging:		
	Depreciation of owned fixed assets	80,761	85,704
	Auditor's fees	7,000	7,000
2	Particulars of Employees The average number of staff employed by the company during the financial period amounted to:		
	Number of Staff	29	27
	Number of Directors	12	12
		41	39
3	The aggregate payroll costs of the above were:		
	Wages and salaries	1,268,983	1,374,927
	Social welfare costs	123,362	123,324
	Other pension costs	17,665	10,415
		1,410,010	1,508,666
	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 (2013: 24).		
3	Directors' Remuneration The Directors' aggregate remuneration in respect of qualifying services were:		
	Aggregate remuneration	73,764	55,404

Notes to the Financial Statements

for Year Ended 31st December 2014

		2014 €	2013 €
4	Taxation On Ordinary Activities		
	(A) Analysis of charge in the period		
	Current tax:		
	Irish Corporation tax based on the results for the period at (2014 – 12.50%)	—	—
	Over/under provision in prior year	—	—
	Total Current Tax	—	—
	(B) Factors affecting current tax charge		
	The tax assessed on the surplus on ordinary activities for the period is lower than the standard rate of corporation tax in Ireland of 12.50% (2013 – 12.50%).		
	Surplus on ordinary activities before taxation	30,012	7,754
	Surplus/(deficit) on ordinary activities by rate of tax	3,752	969
	Expenses not deductible	42	13
	Timing differences	4,296	5,668
	Utilisation of tax (losses)/gains	(8,090)	(6,650)
	Adjustments to tax charge in respect of previous periods	—	—
	Income tax withheld	—	—
	Total current tax [Note 4 (A)]	—	—

Notes to the Financial Statements

for Year Ended 31st December 2014

	Brought Forward 1st January 2014 €	Additions €	Carried Forward 31st December 2014 €
5 Tangible Fixed Assets			
Cost			
Equipment and Machinery	325,146	29,448	354,594
Investment Collection	42,832	5,171	48,003
Office Equipment and Computers	321,467	18,860	340,327
Leasehold Improvements	531,266	—	531,266
	1,220,711	53,479	1,274,190
	Brought Forward 1st January 2014 €	Charges €	Carried Forward 31st December 2014 €
Depreciation			
Equipment and Machinery	238,567	26,865	265,432
Investment Collection	—	—	—
Office Equipment and Computers	265,007	17,907	282,914
Leasehold Improvements	460,156	35,989	496,145
	963,730	80,761	1,044,491
		Brought Forward 1st January 2014 €	Carried Forward 31st December 2014 €
Net Book Value			
Equipment and Machinery		86,579	89,162
Investment Collection		42,832	48,003
Office Equipment and Computers		56,460	57,413
Leasehold Improvements		71,110	35,121
		256,981	229,699

Notes to the Financial Statements

for Year Ended 31st December 2014

				Associated Undertakings €
6	Financial Fixed Assets			
	Cost			
	At 1st January 2014 and Additions in this year			1 1
	Net Book Value			
	At 31st December 2014			2
		Country of Incorporation	% Shareholding	Relevant Share Capital
	Associate Undertakings			Nature of Business
	Showcase Ireland Events Limited	Ireland	50%	€1.269738 Ordinary Shares
	Design Island Initiative Limited	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	100%	€1
				Promotion, Advertising and Marketing of Irish Design

Notes to the Financial Statements

for Year Ended 31st December 2014

		2014 €	2013 €
7	Debtors		
	Trade debtors	131,116	161,629
	VAT recoverable	954	—
	Other debtors	—	—
	Prepayments and accrued income	11,986	18,146
		144,056	179,775

All amounts are due within one year.

8	Creditors: Amounts falling due within one year		
	Trade creditors	93,375	79,751
	Other creditors including taxation and social welfare:		
	Corporation tax	—	—
	PAYE and social welfare	44,139	37,501
	VAT	—	4,439
	Other creditors	51,887	98,215
	Accruals and deferred income	167,931	308,470
		357,332	528,376

All amounts are payable within one year.

Notes to the Financial Statements

for Year Ended 31st December 2014

9

Pensions

On 15th December 1986 the then Minister for Industry and Commerce established the Crafts Council of Ireland Limited Staff Superannuation Scheme 1986 and on 11th 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 on-going 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:

	2014 €	2013 €
Pension contributions deducted from employees during the year	18,056	17,734
Benefits paid to members of the schemes during the year	68,678	39,121
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 €17,665 (2013: €10,415).		

Notes to the Financial Statements

for Year Ended 31st December 2014

		2014 €	2013 €
10	Deferred Taxation There is a potential tax asset of €57,140 (2013: €62,657) arising from trading losses. These losses are off-settable against potential future taxable trading surpluses.		
11	Related Party Transactions During the year ended 31st December 2014, Crafts Council of Ireland Limited received income of €169,423 (2013: €186,069) 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 Limited with no benefit accruing to the directors.		
12	Company Limited by Guarantee The Crafts Council of Ireland Limited is a company limited by guarantee not having share capital.		
13	Income and Expenditure Account Accumulated deficit at beginning of year Surplus for the year Accumulated deficit at end of year	(62,318) 30,012 (32,306)	(70,072) 7,754 (62,318)
14	Capital Account Balance brought forward Transfer from Income and Expenditure Account Funds allocated to acquire fixed assets Amortised in line with depreciation Balance carried forward	256,983 53,479 (80,761) (27,282) 229,701	264,167 78,520 (85,704) (7,184) 256,983

Notes to the Financial Statements

for Year Ended 31st December 2014

		2014 €	2013 €
15	Reconciliation of Surplus on Ordinary Activities before Taxation to Net Cash Inflow/(Outflow) from Operating Activities		
	Surplus/(deficit) on ordinary activities before taxation	30,012	7,754
	(Decrease)/Increase in Capital Account	(27,282)	(7,184)
	Depreciation	85,704	70,029
	Decrease/(Increase) in Debtors	35,719	(80,589)
	(Decrease)/Increase in Creditors	(171,044)	132,631
	Net Cash (Outflow)/Inflow from Operating Activities	(51,834)	138,316
16	Reconciliation of Net Cash Flow to Movement in Net Funds		
	(Decrease)/increase in cash in the period	(105,314)	60,415
	Movement in net funds in the period	(105,314)	60,415
	Net funds at 1st January 2014	286,284	225,869
	Net funds at 31st December 2014	180,970	286,284

Notes to the Financial Statements

for Year Ended 31st December 2014

		At 1st January 2014 €	Cash Flows €	At 31st December 2014 €
17	Net Cash: Analysis of Changes in Net Funds			
	Cash in hand and at bank	286,284	(105,314)	180,970
	Net funds	286,284	(105,314)	180,970

Detailed Income and Expenditure Account

for Year Ended 31st December 2014

**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**

	2014 €	2013 €
Income		
Enterprise Ireland	3,096,300	2,961,500
Irish Design 2015	550,000	—
Operations		
Sundry Revenue	4,112	6,341
Council Member Subscriptions	8,200	9,200
Education, Training and Development		
Training Courses	5,712	13,753
Seminars and Workshops	2,860	2,386
Heritage Council	5,000	—
Leargas – Leonardo EU Programme	7,200	7,200
Market Development		
Programmes and Gallery Exhibitions	82,765	66,550
Showcase Trade Fair Income	169,423	186,069
Culture Ireland	—	24,000
Innovation Programme	60,174	74,960
Transfer from/(to) Capital Account	27,282	7,184
	4,019,028	3,359,143

Detailed Income and Expenditure Account

for Year Ended 31st December 2014

	2014 €	2013 €
Expenditure		
Operations		
IT Costs	44,407	52,792
Corporate Services	90,806	77,520
Depreciation	80,761	85,704
Education, Training and Development		
Ceramics and Jewellery Schools (Skills Training)	175,184	195,630
Education and Awareness	173,077	140,439
Staff Costs	368,265	372,432
Administration Costs	62,568	75,176
Market Development		
Retail Channel For Irish Craft and Design	494,020	344,285
Tourism Market	5,431	3,557
Commercial Gallery and Exhibitions Channel for Irish Craft and Design	143,687	244,170
Collector Programme	58,103	42,223
Staff Costs	730,765	744,866
Administration Costs	125,139	143,808
Innovation Programme		
Enterprise Development Programme	59,921	64,876
Membership and Registration	93,191	72,382
Innovation Programme	142,915	106,139
Staff Costs	220,206	223,460
Administration Costs	37,541	49,600
Craft Awareness		
Communications	151,125	130,106
Staff Costs	156,879	148,973
Administration Costs	25,025	33,251
Irish Design 2015	550,000	—
	3,989,016	3,351,389
Surplus Before Taxation	30,012	7,754

Acknowledgements

Design

An Atelier project: www.atelier.ie

Cover Image

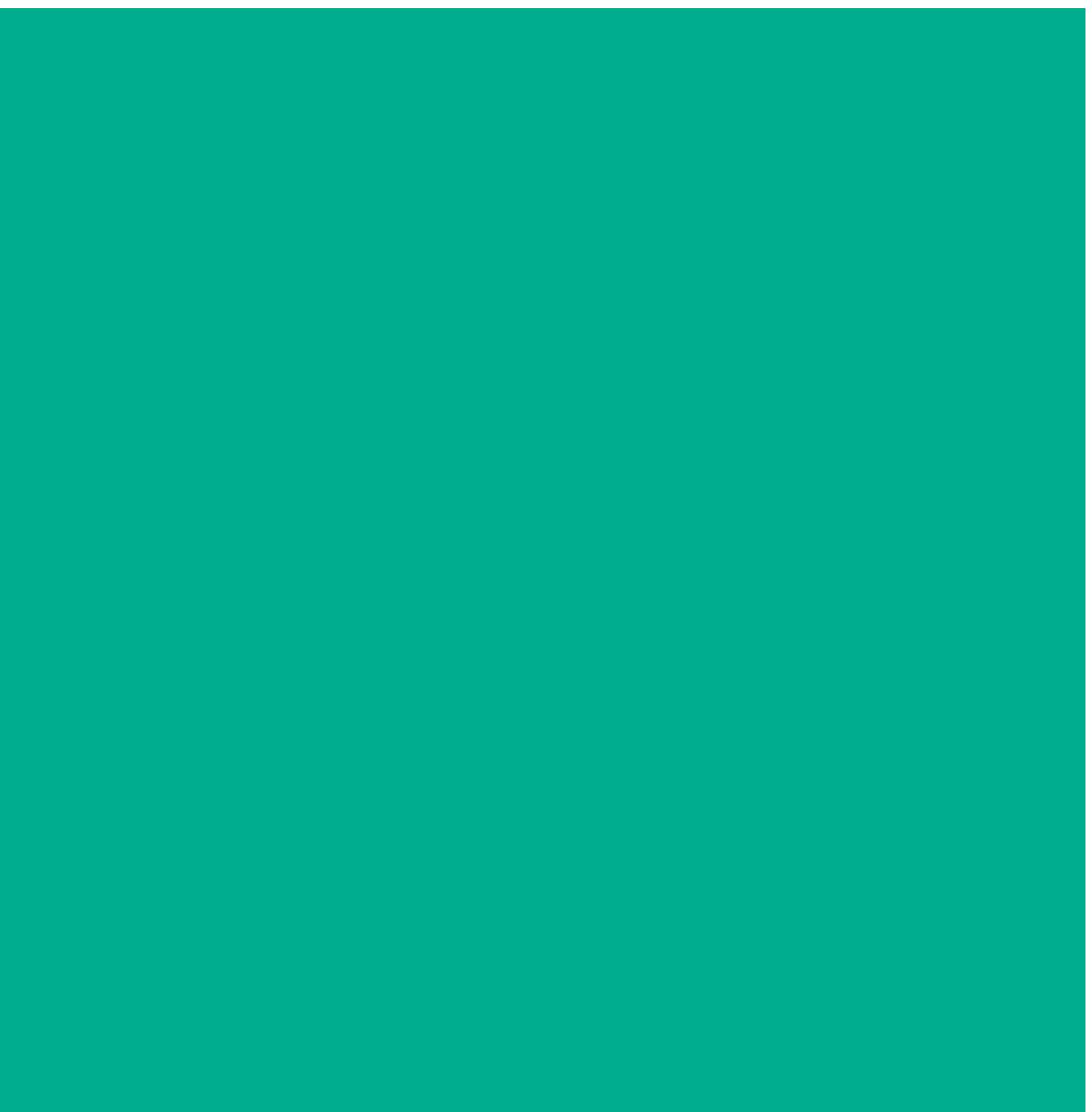
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