

# Introduction

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## Handmade in Britain

Handmade in Britain was established over 10 years ago by Piyush Suri, an engineer turned designer who is passionate about championing everything handmade. After working for a few years in the industry, he built an initiative to support and promote designer-makers who create their work in England, Wales, Scotland and Northern Ireland. For over a decade we have provided a platform of support and promotion for design and craft talent through fairs, events and pop-ups alongside workshops and business mentoring. We work hard to increase accessibility, create new market opportunities and maintain high standards in the contemporary craft sector whilst providing a comprehensive support program for new graduates and up-coming design talent. We're continuing to grow and expand, raising our profile within the sector and beyond.

For more information, please visit [www.handmadeinbritain.co.uk](http://www.handmadeinbritain.co.uk)

## Our Events 2017

Sculpt at Kew

9 Sept – 15 Oct 2017, Royal Botanic Gardens, Kew

HANDMADE AT KEW

12 – 15 Oct 2017, Royal Botanic Gardens, Kew

HANDMADE EDINBURGH

27 – 29 Oct 2017, The Hub, Edinburgh

HANDMADE IN BRITAIN

10 – 12 Nov 2017, Chelsea Old Town Hall, London

## Our Future Plans

Handmade in Britain is an ambitious and ever-expanding brand; we are continuously researching and developing fresh opportunities in the world of contemporary craft and design. With a passion for handmade, we seek new ways to promote the work of talented makers, designers and craftspeople and reach new audiences. Forging new collaborations with like-minded brands, partners and supporters is key to the continuing success and development of our events.

We are always looking to the future by growing our annual events programme and raising our profile within the sector and beyond. Besides, SCULPT At KEW, We are currently developing a new international contemporary craft and design event to be launched in Lyon, France in november 2018 - Handmade Lyon

In recent years we have seen the industry flourish with the arts and crafts experiencing an unprecedented rise in popularity with an ever-growing profile. Now is the time for brands in the know to champion the handmade and align themselves with arts and crafts. We invite you to join us

## Sculpt at Kew

Following on from the success of Handmade at Kew, Handmade in Britain collaborate with royal botanical gardens, Kew to launch a five-week international outdoor sculpture exhibition. Sculpt at Kew brings together the beautiful natural surroundings of Kew Gardens with stunning, man-made creations, providing a unique opportunity for the public to enjoy both the sculptures for sale and the gardens themselves.

- High quality international event for individual sculptors, galleries and groups in Britain.
- Unique venue with unrivalled prestige in optimal London location for target audience, suitable for both outdoor and indoor content.
- Contemporary approach in the presentation of the event to reflect quality, tradition, heritage and integrity.
- A juried event, where sculptors will be carefully selected for quality and cover a wide range of media.

## Why Kew ?

We partner with venues, which present opportunities for collaborations to enable us to deliver a truly significant event. We feel Kew is one such Venue.

- Kew is a world heritage site with unrivalled prestige.
- An Optimal location for target audience.
- An environment which is complementary to the work that will be exhibited and the format we envisage for our event.
- The exhibition addresses significant issues of sustainability, low impact technology, natural materials - ethos we feel is appropriate to Kew.

## How will we deliver the event ?

### Experienced management team

- The event will be directed by Piyush Suri and his team in collaboration with the team at Royal Botanical Gardens, Kew, who have extensive contacts and relevant experience, working in the industry and have launched many successful art and craft events.

### Extensive network of professional, competent, qualified contractors

- Including Site Management, Stand construction, Traffic management, Security, Registration services, Floor management. We ensure our contractors deliver the events professionally with minimal impact on the venue.

## How will we deliver the visitors ?

Promotion and marketing Campaign will include, but not limited to :

- Extensive London underground campaign
- Flyer distribution in all major venues, galleries, museums, cafes, restaurants, universities
- Private view invitation to key contacts - including media, buyers and collectors.
- Media partnerships with specialist publications, local and national press.
- Advertising campaign across relevant print and digital media.
- Social media campaign to our established universe.
- Cross promotion with relevant groups and organisations.



## Who will visit ?

### Target Audience

- AB1 art buyers
- collectors and aficionados of art and craft
- Interiors designers & Architects
- Galleries, Museums and Stores
- Institutional visitors
- Government organisations
- Press

## What's in the show ?

A contemporary body of work from established and emerging sculptors from Britain covering a broad range of media :

- ceramics
- glass
- metal
- stone
- wood
- bronze

Examples of work to be exhibited





Thursday, 19 January 17



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