

Press release

Hidden Art Cornwall helps Cornish designer-makers access new markets.

University College Falmouth, Tremough Campus
9.30am-4.30pm, Friday 26 October 2007

Hidden Art Cornwall, in partnership with Creative Skills, invites designer-makers to a one-day professional development forum, 'Accessing New Markets'. The day is open to all designer-makers in Cornwall.

This forum will bring together specialist practitioners to discuss topics including how to identify the right market for your work, choosing the right trade or retail fair, selling and exhibiting internationally, how to get into the top galleries and retailers, accessing contract and corporate markets, how to reach architects and interior designers, and preparing your portfolio for working to commission.

Confirmed speakers include Beatrice Mayfield, the Crafts Council's Professional Development Officer, Catherine Ince, Design Curator at the British Council, Janice Hosegood, Director of the Electrum Gallery, Helen Blake, Director of Absolute Design and Mike Puzey, International Trade Advisor for UK Trade and Investment. Hidden Art Cornwall designer-makers Marie-Louise Denny of 100 Metres and jeweller, Mirri Damer, will also be providing case studies of their experiences of trade fairs and accessing UK and International markets. The forum will be chaired by Matthew Lewis, Business Development Manager of Metropolitan Works.

Thanks to funding from South West Regional Development Agency and Arts Council South West, we are able to offer this forum at the subsidised cost of £15 (£10 for members of Hidden Art Cornwall) including lunch and refreshments. To book your place contact Creative Skills on 01209 218879 or email: admin@creativeskills.org.uk

To find out more about joining Hidden Art Cornwall, contact Charlotte Tangye on 01326 253696 or visit www.hiddenartcornwall.co.uk/membership.

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For more information on this event visit www.hiddenartcornwall.co.uk/forums

Hidden Art Cornwall is a social franchise of Hidden Art in association with University College Falmouth. Visit www.hiddenartcornwall.co.uk and www.falmouth.ac.uk

For more information on Hidden Art Cornwall, contact Tamsin Godfrey, tel: 01326 253696, email: tamsin@hiddenartcornwall.co.uk

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NOTES TO EDITORS

About Hidden Art Cornwall

Hidden Art Cornwall is a not-for-profit membership organisation that supports and promotes designer-makers who live or work in Cornwall and the Isles of Scilly, offering companies and members of the public access to original design. Our aim at Hidden Art Cornwall is to increase awareness for the quality of work being made in the county by offering local designer-makers a range of services to help strengthen their profiles and grow their businesses. Current members include a textile embroiderer in Penzance, an architectural glass maker in Helston, a crochet jeweller in Porthtowan and a lighting designer in Falmouth.

As demand for high quality design grows, opportunities for businesses are expanding. Translating creativity into practical output is a difficult and complex process, and this is where Hidden Art Cornwall can help, by improving access to information, enabling the exchange of ideas and expertise and providing a platform for designer-makers to exhibit and sell work, products and designs to key markets and the public.

Lucy Turner, a designer-maker of furniture and interior products, has recently joined Hidden Art Cornwall and says, "I believe Hidden Art is a well respected organisation and I wanted to be part of it." Poppy Treffry, a textile designer-maker, says, "Hidden Art Cornwall is an interesting and contemporary initiative; I like the possibility of doing things as a group and so saving money and having a stronger presence."

About Hidden Art

Hidden Art is the trading name of Mazorca Projects, a not-for-profit organisation. Over the past 10 years, Hidden Art has driven the growth of the design sector in east London. The partners and funders of Mazorca Projects have recognised the benefit to designer-makers and the Department for Trade and Industry has awarded funding to help replicate the Hidden Art success story with its first franchise, Hidden Art Cornwall.

Hidden Art began in 1994 as a small open studios event showing the work of 43 Hackney-based designer-makers. A decade on, it has developed into a unique network, supporting over 1,800 designer-makers and building links between the creative and manufacturing industries and their clients.

Contact: Yasmine Chinwala, tel: 020 7729 3800, email: yasmine@hiddenart.co.uk, www.hiddenart.com

About Creative Skills

Creative Skills is the Continuing Professional Development agency for practitioners working within the Creative Industries in Cornwall. Providing highly appropriate support and encouragement, Creative skills addresses issues which have been seen as barriers to sustainable growth to the small scale and micro creative businesses in Cornwall.

Developed from an Objective Two project – 'Training for Arts' – Creative Skills started in 2002. Funded by the European Social Fund via Objective One and Arts Council England and, subsequently, the Learning and Skills Council via co-financing, Creative Skills has, to date, assisted at least 1300 people across this wide ranging sector, helping them to develop their creative and economic potential. In what is often felt to be an alien world, Creative Skills provides validity and tailor made professional development to the Creative Industries workforce. In some ways acting as a hub, Creative Skills fosters the development of networks, collaborations and connections.

The services that Creative Skills provide have been developed as a result of the needs expressed by the practitioners working within the Creative Industries sector. This ensures that training, information, advice and guidance are, at all times, relevant to the practitioners with whom they work.

Contact: tel: 01209 218879, email: admin@creativeskills.org.uk, www.creativeskills.co.uk

About University College Falmouth

University College Falmouth is internationally known for its undergraduate and postgraduate courses in art, design and media. In March 2004, its standing and quality were recognised when the Privy Council granted the College the power to award its own taught degrees.

In 2003 the College opened the Design Centre, part of a £130million development funded under the Combined Universities in Cornwall initiative. The Design Centre provides stunning new facilities for courses in Contemporary Crafts, 3D and Spatial Design, Textile Design, Garden Design and it houses the new Research Cluster in 3D Digital Production.

University College Falmouth is a founding partner in the Combined Universities in Cornwall initiative, which is funded mainly by the European Union (Objective One), the South West Regional Development Agency, and the Higher Education Funding Council for England, with support from Cornwall County Council.

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Hidden Art Cornwall is a social franchise of Hidden Art in association with University College Falmouth and part funded by the European Union