

CRAFTS COUNCIL OF IRELAND
RESEARCH MISSION REPORTS

2009

Reports include:

- **100% Design, UK**
Visitor - Jem Textiles
www.100percentdesign.co.uk
- **Vicenza Oro, Vicenza, Italy**
Visitor - Mette O'Connor, AMOC Jewellery
www.bvents.com/event/167492-vicenza-oro-2010
- **Premiere Vision, Paris**
Visitor - Anna Vahey of Ana Faye (Leather handbags and design)
www.premierevision.fr
- **Formex, Stockholm, Sweden**
Visitor - Ann Nolan, Textile Designer
www.formex.se
- **Felt in Focus: International Felt Symposium, Denmark**
Visitor - Sheila Ahern (Feltmaker)
www.feltinfocus.com

Research Mission 2009

Vicenza Oro, Vicenza, Italy

www.bvents.com/event/167492-vicenza-oro-2010

Mette O'Connor, AMOC Jewellery

Vicenza was my chosen inspirational trip for 2009, and that it was.

From the moment I walked in the door of the very large fair I was overwhelmed; not just by the exhibitors, but also by the local visitors. This is a scene, where you do not turn up in jeans.

Ostentatious is the first word that springs to mind, but I had hoped for that. I wanted inspiration, and what better inspiration than something completely different to what I see every day. There were lots of large carved coral gemstones covering every little piece of metal, and everything was BIG - no room for simplicity in Italy!

As much as I loved the inspirational part, the fair itself was not suitable for a small time buyer like myself. Most items displayed were finished product, and the loose stone suppliers were far and few between most of them with minimal orders of €500. There was meant to have been a tool hall, but it was decided at the last minute to leave that out- truly Italian. Despite my disappointment in these areas I thoroughly enjoyed soaking in the atmosphere and returned full of ideas and with some great new contacts.

Research Mission 2009

Premiere Vision Paris

Spring /Summer 10/11 | Parc d'Expositions de Paris Nord Villepinte

www.premierevision.fr

Participant info:

Name: Anna Vahey

Company name: Ana Faye

Craft: Leather handbags and design.

About the show:

Cost; Entry fee 36 euro

Time 9am -6pm

This is a Trip report about one of the best fabric shows in the world, Première Vision. The main show, the one I attended was in Paris but satellite shows are held in NY, Moscow, Shanghai and Tokyo.

Some 50,000 professional visitors from 106 different countries come together in Paris, the fashion and lifestyle arts capital for this show. It is one of the most important shows for fashion designers to attend twice a year.

Twice a year, no fewer than 700 weavers from 28 countries present collections in synergy with both the fashion calendar and the apparel industry demands. The richness of the offer guarantees you can find products fitting your specific needs at all price levels. It also provides valuable fashion information and trend forecasting for spring summer 2010-11.

The show is comprised of six different areas, described as “events”. These were Première Vision (fabrics),

It is important to allow yourself time to attend all events in order to get a greater understanding of the trend forecasting.

- 1.Expofil (fibers),
2. Le Cuir à Paris (leathers and furs),
- 3.Indigo (textile design and production),

4.ModAmont (trims and hardware)

5.Zoom (production sourcing).

Most of the show guides are very informative giving you every exhibitors stand number and contact details as well as s summaries as to what they specialized in.

Method of visiting stands

Firstly it is better if you visit each exhibition area of each event first and write down any stand numbers and company details from different article's you like at this exhibition area. All the areas are very well presented and the way in which the various articles be they leather, fabric of trimming, are exhibited in very clear and precise.

Outcome of attending this show

Attending this show enabled me not only to be educated as to what way the trend forecast was moving ahead, it also allowed me to source new Tanneries, new lining suppliers and new hardware suppliers.

The exhibition area within each event was where I got many inspirations for my designs.

I took away lots of leather and fabric swatches from the show, and now I am organizing a new collection I am starting to order some of these leathers and materials from Italian companies.

I have all the new products and contact details I need now to make a new exciting collection.

Research Mission 2009

Formex, Stockholm, Sweden, August 2009

<http://www.formex.se>

Ann Nolan, Textile Designer

Formex takes place twice a year, January and August, in Stockholm, Sweden. It is an extremely large showcase and promoted as all things Nordic, and comprised three pavilions from dried flowers/plants, toys and textiles. It is themed and the theme for last August was "Travel in Style". This was well promoted in its marketing material and sounded very exciting. However, the reality of it was very disappointing. It had just one small area at the entrance with this theme and was not carried throughout the show.

There was one delineated area in the pavilions for members of the Swedish Crafts Council, where I spoke with some of the exhibitors. They said it was quite commercial and they had to design and produce a range of products (textiles) that could be more easily produced on a more "mass market", commercial scale than their normal designs as the orders they would receive would be much larger than normal.

Overall I felt the show to be too commercial, and not necessarily about the very best of Nordic design, in fact I would say most of the goods were possibly imported from Asia.

Research Mission 2009

Felt in Focus: International Felt Symposium in Denmark - 5th to 11th of July 2009

<http://www.feltinfocus.com>

Sheila Ahern (Feltmaker)

With the help of a Research Mission grant from the Crafts Council of Ireland I attended Felt in Focus over six days in the small Danish town of Glamsjberg at the beginning of July. The symposium brought together some of the best Feltmakers from around the world. There were 12 tutors and 140 participants (many of who were themselves internationally renowned Feltmakers). The tutors came from Denmark, Iceland, Norway, Japan, UK, Finland, Germany, Holland and Australia.

The idea for Felt in Focus was, according to the organizers, “ to have international courses for mutual inspirations and continue the development of the feltmaking craft and design and to stimulate and spread the interest for the design of felt”.

The benefits I gained by attending the symposium include:

Meeting **potential tutors** – one of my roles with Feltmakers Ireland is to identify master Feltmakers who can visit Ireland and teach a range of new skills to our members. While at the Symposium I confirmed the details of Icelandic felt artist Anna Gunnarsdóttir’s trip to Ireland in October 2009 and discussed possible visits by many of the other tutors.

Access to **suppliers** - 8 major suppliers attended the symposium and I gathered information from them about sourcing new materials for our members to use.

Different wool types – by attending different workshops I had the opportunity to use a variety of different types of wool not available in Ireland. It is impossible to get a “feel” for different materials just by research on the internet.

Fashion Show – there was a major fashion show held during the symposium with hundreds of exclusively felt garments on display – an inspiration for any textile maker.

Access to **exhibitions** – we attended four exhibitions of felt and textiles in Glambjberg, Odense and two in Kolding - another source of inspiration.

Learning **organisation skills** - the symposium was a remarkable feat of organization. Accommodation, food, transport, lectures and fashion show were all organized in a calm and efficient manner. I learnt a lot about the running of the event and in particular the running of the workshops, which was admirable and a real credit to the organizers.

Networking – I met a very large number of the 140 participants and learnt a lot about what is happening in other countries. The organizers provided a list of the e-mail addresses and websites of all the participants - which will be very useful for keeping in touch.

What I plan to do with all this new-found information & inspiration.

To compile a contact database for tutors for us to use over the coming years

Write an article about the symposium for the International Feltmakers Association's magazine "Felt Matters" (this has been commissioned by the editor and will be published in the December issue)

I will participate in the on line picture gallery of all the work done at the symposium and make it available to our members through our own website: www.feltmakersireland

I will compile a detailed report about the symposium with contributions from other members of Feltmakers Ireland who attended. I intend to publish this report for the benefit of our members and the wider craft community.

Myself and the other members of Feltmakers Ireland will pass on the skills and techniques learnt during Felt in Focus by running a series of workshops in our studio and through our tri-monthly "Drop In" sessions.

Research Mission 2009

100% Design : www.100percentdesign.co.uk

JEM TEXTILES

This year I wanted to visit 100% Design for many reasons, these included:

- (1) To see how the market place was coping with the recession outside of Ireland
- (2) To see what trends are developing
- (3) To see how new & emerging talents

On entering the 2009 show, it seemed quiet and it was a much smaller show than previous years, and smaller in every way as this year it was one main hall with just a few exhibitors in a second hall which resembled a flea market, it wasn't all bad quite the contrary as I found that even though it was a smaller show there seemed to be just as many if not more exhibitors, as the exhibitors showing took smaller stands, (probably due to costs!) this did make it easier to get around the show. As I went around the stands I did ask how exhibitors were finding the exhibition and market place at the moment, generally most said had been a very difficult year but they were starting to see signs that the market was picking up but thought that it would be 2010 before real improvements would be seen, this at least gave me the feeling that we were not alone in the recession!

This year's show showed a lot of reuse/recycle products, as well as many companies offering ways of encapsulating items between resin's for flooring, walling and lighting features.

Metallic & reflective and unusual finishes were very much still the trend.

There was also plenty of well designed products to suit a vast array from, furniture, carpets, lighting and wallpaper - some very quirky wallpapers just look at www.dupenny.com or www.lizzieallen.co.uk or www.wallpaperspace.co.uk

As my own interest is for textiles I particularly liked the Design-Nation's stand (Design-Nation is a Design Trust which promotes the best of British designers), where Jessica Preston's sculptural textile wall panels were fab! For more Textiles Charlene Mullen had lovely embroidered pieces while Gina Pierce's work had more of a de-stressed look. Timorous Beasties were also showing both hand printed & digitally printed fabrics as well as many other products, with a modern twist on some old classics.

Finally it was great to see The Cream of Irish at the show and I can report back that I heard it commented from other Interior designers that this was the stand that excited them the most, and I can see why as there was a good mix of very well designed & made products a great showcase and something to make us proud.

I left London feeling design refreshed and confident in the knowledge that as designers we need and have to spread our wings outside of Ireland!