

Press Release

Date

13 September 2010

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Ndidi Ekubia – 'Vivid' Vase



Bailey Tomlin – 'Ettinger Flowers'
(created with Ettinger leather)

Built to last

'Crafted' showcases future talent at Decorex 2010

Arts & Business is delighted to announce that 'Crafted' will be exhibiting at Decorex 2010.

Crafted is a mentoring programme which matches craft makers with leaders from the luxury sector. Now entering its second year, Crafted's main ambition is to increase self-sustainability and stimulate business growth amongst craft entrepreneurs by providing them with vital mentoring and business advice, while connecting luxury businesses with a new generation of skilled craftsmen.

At Decorex, Crafted will be on stand E161 showcasing the work of six of the programme participants: Bailey Tomlin (millinery, textiles and jewellery), Helen Amy Murray (textiles and upholstery), Helen Beard (ceramics), Ndidi Ekubia (silversmith), Ptolemy Mann (textile design) and shawstphens (bespoke furniture).

In addition, Crafted is hosting 'Built to last: Contemporary craftsmanship and the value of mentoring' as part of the Decorex 2010 Seminar Programme. This seminar, a conversation between Lulu Lytle (Designer and co-founder of Soane Britain) and her Crafted mentee Edmund Stephens (shawstphens), and facilitated by Natalie Melton, Commercial Director at Arts & Business and co-founder of Crafted, will explore how skilled craftsmen can best communicate the value of their designs in an age of mega-production and mass-market furniture.

"Making things is not as fashionable as designing them. Brands have become more important than underlying product quality. Crafted is first and foremost about commercial skills. If the business thrives, the skills thrive too – and get passed on."

Guy Salter – Deputy Chair, Walpole, and Crafted co-founder

The programme has provided invaluable benefits to all involved. Over and above traditional mentoring support, a range of collaborations between mentors and mentees have come to fruition – such as Bridget Bailey of Bailey Tomlin's exquisite 'Ettinger Flowers' sculpture, commissioned by mentor Robert Ettinger, and the new tweed shoe collaboration between shoemakers carréducker and tailor Eloise Grey, launching at Goodwood Revival 17th-19th September.

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carréducker Winkers for Eloise Grey



Helen Amy Murray – 'Magnified Bloom' leather design



Ptolemy Mann – 'CODE' Flatwoven Rug

Bill Amberg is a keen supporter of the programme: *"the Crafted programs genius is providing the push needed for makers to see their passions turn into a livelihood."*

"Passion and skill are the principal tools for a 21st Century economy, and every participant has these in abundance. We are proud to have initiated and developed such a dynamic network of extraordinary craftsmanship and entrepreneurialism."

Colin Tweedy – Chief Executive, Arts & Business

"Crafted offers an amazing opportunity to gain insight from experienced and knowledgeable people within the luxury sector."

Helen Amy Murray – Designer

For further media enquiries and images please contact:

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Available for interview:

Natalie Melton – Commercial Director, Arts & Business
Colin Tweedy – Chief Executive, Arts & Business
Guy Salter – Deputy Chair, Walpole

High-resolution images available on request.

Notes to editors:

Decorex 2010: 26th - 29th September 2010
Royal Hospital Chelsea, London SW3 4SR

Decorex is a trade show displaying the best of what is new in interior design all under one roof.

Tickets can be purchased online at: <https://www.cts-online.co.uk/Shows/dec10splash/>

Crafted has been developed by Arts & Business and the Walpole Group, generously funded by American Express, and supported by Andaz Liverpool Street.

The full list of Crafted 2009-10 partnerships are as follows:

Jane Adam (Jeweller) and **Alistair Hughes** (Savoir Beds)
Bridget Bailey (Milliner) and **Robert Ettinger** (Ettinger)
Helen Beard (Ceramics) and **Adam Gilchrist** (Veeton Fleece)
carréducker (Shoemakers) and **Mark Henderson** (Gieves & Hawkes)

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Natasha Daintry (Ceramicist) and **Nick Robinson** (The Very English Co.)
Ndidi Ekubia (Silversmith) and **Grant Macdonald** (Silversmith)
Eloise Grey (Tailor) and **Anda Rowland** (Anderson & Sheppard)
Ptolemy Mann (Textile Design) and **Bill Amberg** (Bill Amberg)
Miranda McCarthy (Jeweller) and **Mark Hales** (Designspark)
Helen Amy Murray (Textiles and Upholstery) and **Ed Burstell** (Liberty)
Edmund Stephens (Bespoke Furniture) and **Lulu Lytle** (Soane Britain)
Ruth Tomlinson (Jeweller) and **Pamela Harper** (Consultant)

Details of the partnerships for Crafted 2010-11 will be announced in October 2010.

Soane Britain is based in Pimlico, London and was founded in 1997 by designer Lulu Lytle and antique dealer Christopher Hodsoll

www.soane.co.uk

shawstephens is based in South Hams, Devon and was founded in 2006 by young designer Edmund Stephens.

www.shawstephens.com

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