

Press Release

Date

August 2011

Contact

Rose Enright

Telephone

07876 228282

Email

rose.enright@artsandbusiness.org.uk

Handpicked and Handmade – Crafted at Decorex 2011

'Crafted' showcases the finest hand-crafted products at Decorex International 2011

Crafted will be exhibiting at [Decorex](#) for the second year running. At Decorex 2011 Crafted will be on stand E161 showcasing the work of seven of the programme participants:

[Alex Ramsay](#) (Silverware & Interiors)

[Breanish Tweed](#) (Handwoven Tweed)

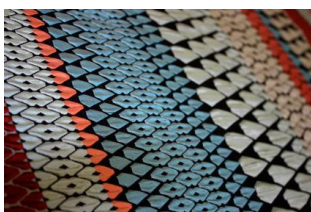
[Chris Keenan](#) (Ceramics)

[Gareth Neal](#) (Furniture Design)

[Kelvyn Laurence Smith](#) (Letterpress Typography)

[Margo Selby](#) (Textiles & Interiors)

[Wayne Victor Meeten](#) (Gold & Silverware)



Those previewing new work include silversmith Alex Ramsay who will be displaying her first large-scale sculptural piece for interiors, whilst ceramicist Chris Keenan will be featuring a unique interactive commission alongside his celebrated range of domestic Limoges porcelain vessels. Gareth Neal will be showing some of his intricate marquetry pieces and Kelvyn Laurence Smith, founder of Mr Smith's Letterpress Workshop, has something rather special up his sleeve, creating a piece specially for Decorex.

In addition, Crafted is hosting '[Pecha Kucha: Inspirations from Crafted](#)' as part of the Decorex 2011 Seminar Programme. Crafted mentor Bill Amberg will introduce the craftsmen from the Crafted programme exhibiting at Decorex – from silversmiths to weavers, ceramicists to letterpress printers – and each will share a unique insight into the practices and processes involved in their craft. In this rapid-fire, 'Pecha Kucha' session you will discover just how much skill and expertise is involved in such fine craftsmanship, after which you can join the makers on stand E161 to view their work.

Shortly to enter its third year of activity, Crafted provides up to 12 highly skilled craftsmen with a year of mentoring support from a leading business figure in the luxury sector. This focused support is coupled with broader business workshops and a growing range of showcasing opportunities including Decorex, London Design Festival and the Walpole British Luxury Press Day. Mentors include; Bill Amberg – Creative Director, Bill Amberg (Alex Ramsay), Stephen Etheridge –

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Group Chief Executive, Church's English Shoes (Wayne Meeten) and Mark Henderson – Deputy Chairman, Gieves and Hawkes (Margo Selby).

"Crafted's stand at Decorex is testament that the British still excel at making extraordinarily beautiful things, which are in demand, even in the gloomiest of times." - **Guy Salter, Crafted Founder and Deputy Chair, Walpole.**



"American Express is proud to have been a supporter of the Crafted mentoring programme since its inception. Craftsmen and craftswomen hold the key to so much of our heritage and culture and yet too often their skills are not being passed on. This innovative programme helps to bridge this gap by connecting up-and-coming craftsmen and craftswomen to highly successful local experts to help these skills survive and flourish." - **Judy Tenzer, Vice President Corporate Social Responsibility for American Express.**

For further media enquiries and images please contact:

Rose Enright, Project Manager
07876 228282 / rose.enright@artsandbusiness.org.uk / www.crafteduk.org
High-resolution images available on request.

Available for interview:

Guy Salter – Deputy Chair, Walpole (Crafted founder)
Bill Amberg – Creative Director, Bill Amberg (Crafted Mentor)
Alex Ramsay – Silversmith (Crafted 2011 Mentee)

Notes to editors:

Decorex 2011: 25th – 28th September 2011 Royal Hospital Chelsea, London SW3 4SR
www.decorex.com

Decorex International 2011 will bring together a renowned selection of handpicked exhibitors, showcasing a unique display of exclusive, design-led interior products.

Pecha Kucha: Inspirations from Crafted: Tuesday 27th September 2010, 11.00-11.45am

Crafted is a joint initiative between Walpole, which represents the interests of British luxury brands, and Arts & Business, which acts as a bridge between commerce and culture. The programme is funded by American Express, and supported by Andaz Liverpool Street.

The full list of Crafted 2011 participants is as follows:

Alex Ramsay (Silverware & Interiors) & **Bill Amberg** – Creative Director, Bill Amberg
Breanish Tweed (Handwoven Tweed) & **Joe Corre** – Founder, A Child of the Jago
Chris Keenan (Ceramics) & **Alistair Hughes** – Managing Director, Savoir Beds
Gareth Neal (Furniture Design) & **Beverley Rider** – Independent Design Curator
Jacqueline Cullen (Jewellery) & **Georgia Fendley** – Brand Director, Mulberry
Katherine Elizabeth (Millinery) & **Mark Hales** – Creative Director, Designspark
Kelvyn Laurence Smith (Letterpress Typography) & **Richard Stevens** – Creative Director, forpeople
Margo Selby (Fashion, Textiles & Interiors) & **Mark Henderson** – Deputy Chairman, Gieves & Hawkes
Rauni Higson (Silverware) & **Robert Ettinger** – Chief Executive, Ettinger
Wayne Victor Meeten (Gold & Silverware) & **Stephen Etheridge** – Group Chief Executive, Church's English Shoes

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