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## Media Release – DESIGN Canberra announces 2021 theme of ‘Transformation’

*CALL OUT FOR LEADING ARCHITECTURE, DESIGN AND CRAFT INITIATIVES TO PARTICIPATE IN  
8TH ANNUAL DESIGN CANBERRA FESTIVAL IN NOVEMBER 2021*



**Canberra, Australia:** DESIGN Canberra has announced the theme of the 2021 festival will be ‘Transformation’. After world changing events, history has shown that citizens, business and communities have responded with a celebration of life and gratitude and a burst of entrepreneurial energy.

Craft ACT, the organisation that delivers DESIGN Canberra, committed to the theme of transformation in 2019, but as 2020 draws to a close and uncertainty remains, this vision for the next DESIGN Canberra festival seems timelier than ever. As part of Craft ACT’s 50th – golden – anniversary, DESIGN Canberra will celebrate transformation - fostering innovation, facilitating quality discourse, supporting professional development and promoting social inclusion.

‘Even in the midst of upheaval and disruption during the global pandemic and other confronting experiences of 2020, we are seeing profound transformation taking place all around us,’ said Rachael Coghlan, CEO and Artistic Director of Craft ACT: Craft + Design Centre and DESIGN Canberra.

‘We have a shared responsibility and extraordinary opportunity to achieve real transformation. The eighth edition of the DESIGN Canberra festival asks what should we retain and what can we discard from our 2020 experiences to connect more meaningfully as a community, to nurture wellbeing and health, celebrate creativity and reduce our burden on the environment?’ said Coghlan.

The fast-growing festival – which attracted more than 84,000 people in 2020 – showcases design history, design excellence and design education and in 2021 will present more than 200 events, exhibitions, talks, tours, activations, markets, collaborations, artists’ studios and open homes.

‘We remain constantly inspired by the ways that artists and designers transform raw materials and ideas into objects, spaces and buildings to creatively express layers of meaning, history and connection from the domestic to the public sphere. Craft ACT is proudly one of Australia’s longest continuous-running membership organisations in the visual arts and in 2021 we will celebrate the many ways our close-knit community has nurtured and transformed artists’ practice for half a century,’ said Coghlan.

With the announcement of the theme, DESIGN Canberra is calling for leading architecture, design and craft initiatives to be part of the annual three-week festival, celebrating Canberra as a global city of design and a living design laboratory.

The call out from DESIGN Canberra invites submissions in the following areas:

# DESIGN CANBERRA

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- **Architecture:** Architects and homeowners are invited to propose recent projects for both contemporary and heritage architecture programs. Architecture programs are always popular with festival audiences and offer a rare opportunity for festival visitors to explore some of Canberra's finest houses and built design.
- **Exhibitions:** Artists and galleries with exhibitions representing design and/or speaking to the festival theme are invited to submit a proposal for inclusion in the 2021 program. Exhibitions must coincide at least in part with the festival dates (8-28 November 2021)
- **Engagement:** DESIGN Canberra welcomes proposals that speak to festival values and themes that may include events, tours, workshops, activations, installations, design-related performances, public talks, publication launches, food and drink experiences, wellness, online works or research.

The DESIGN Canberra callout deadline is 9am Monday 8 March, 2021. More information on the call for proposals and how to make a submission can be found [here](#).

The festival will run 8-28 November 2021 and welcomes people of all ages and interests and the majority of events are free.

Ends

## About DESIGN Canberra

DESIGN Canberra is the primary outreach program for Craft ACT: Craft + Design Centre, a non-for-profit membership-based organisation which supports artists, craft practitioners, designers and makers at every stage of their careers. DESIGN Canberra seeks to develop new and expanded audiences for design and craft, whilst forging marketplace connections and unexpected collaborations, and acting as a source of inspiration. The festival is delivered in collaboration with industry, associations and educational institutions committed to the design arts and creative industries in Canberra. DESIGN Canberra is presented by Craft ACT: Craft and Design Centre. [www.designcanberrafestival.com.au](http://www.designcanberrafestival.com.au)

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Image: The Teapot Project by Hendrik Forster & Kenny Son. Photo: Youmee Jeon

### PROUDLY PRESENTED BY



Craft ACT: Craft and Design Centre is a 50 year old membership organisation supported by the ACT Government, the Visual Arts and Craft Strategy - an initiative of the Australian, State and Territory Governments, and the Australia Council for the Arts - the Australian Government's arts funding and advisory body.

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