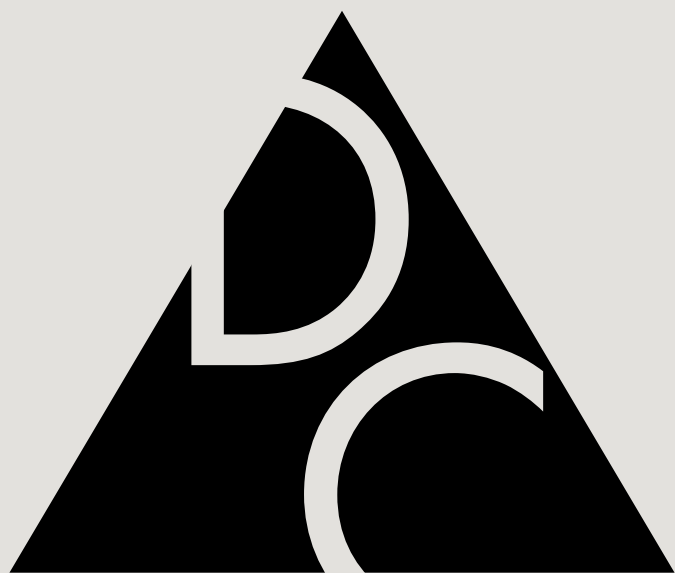


**DESIGN  
CANBERRA**  
FESTIVAL



**2019**  
**ACTIVITY**  
**REPORT**

# DESIGN CANBERRA MEMBERS ARE AT THE HEART

**DESIGN CANBERRA INCORPORATES MEMBERS INTO FESTIVAL EVENTS IN A WIDE RANGE OF WAYS: EXHIBITIONS, EVENTS, TALKS, TOURS, OPEN STUDIOS, AND SALES OPPORTUNITIES.**

**MEMBERS ALSO RECEIVE SPECIAL INVITATIONS, DISCOUNTS FOR COMPETITIONS AND PARTICIPATION FEE WAIVERS. WE WORK HARD TO PROMOTE THE WORK OF PARTICIPATING MEMBERS THROUGH OUR MEDIA AND SOCIAL MEDIA CAMPAIGNS.**



Image: Material Codes exhibition at Cract ACT featuring members Kristina Neumann, Nyx Mathews and Thomas O'Hara. Photo: 5 Foot Photography

# DESIGN CANBERRA SUPPORTING OUR MEMBERS

**OVER \$190,000 OF INCOME WAS GENERATED FOR ARTISTS AND DESIGNERS AS A RESULT OF THE DESIGN CANBERRA FESTIVAL. THIS MARKS A 7% INCREASE IN THE ARTIST INCOME GENERATED COMPARED TO 2018 AND IS AN OUTSTANDING EFFORT TO HELP ARTISTS MAKE A LIVING FROM THEIR PRACTICE.**

DESIGN Canberra is an effective platform to achieve Craft ACT's strategic goals and support our members, in particular to promote contemporary craft and design, forge marketplace connections, develop new and expanded audiences and provide a source of inspiration and collaboration.

Craft ACT members received the following benefits:

- 10% discount on the Undercurrent Design Market stall fee
- Free participation in Open Studios
- Invitation to participate in signature exhibitions
- Invitation to curate pop-up exhibitions in Living Rooms homes
- Opportunity to sell their works at Living Rooms
- Works for sale at pop-up shops by Craft ACT at key festival events
- Works featured in UTOPIA: festival opening party and auction
- Free entry into the graphic intervention competition
- Invitation to attend an Open Studios Information + Discussion session to learn tips and tricks
- Works included in HOME:MADE exhibition at the Canberra Centre
- Participation in Ready Set Market, a member development program to develop market stall presence, promotion and sales, culminating in a stall and sales at Undercurrent Design Market



Image: Estelle Briedis at HOME:MADE opening.  
Photo: 5 Foot Photography



Image: Ready Set Market participants Kirandeep Grewal, Lea Durie, Rob Schwartz and Ellen Rosalie Gunner at Undercurrent Design Market. Photo: 5 Foot Photography

# BRAND ALIGNMENT

## PHOEBE PORTER

For the past 4 years, DESIGN Canberra has invited a member to create the look and feel for the festival. This approach delivers a fresh new look for the festival each year, is well received by media and other stakeholders, and expresses the festival's belief in the design process and commitment to support and promote local designers.

This festival, Accredited Professional Member Phoebe Porter was selected as the 2019 designer in residence.

Phoebe was commissioned to create the 2019 signature artwork which featured in the Craft ACT members exhibition and throughout the festival's visual communications. The work was created in response to the 2019 festival theme of utopia and the festival's celebration of the Bauhaus 100th anniversary.

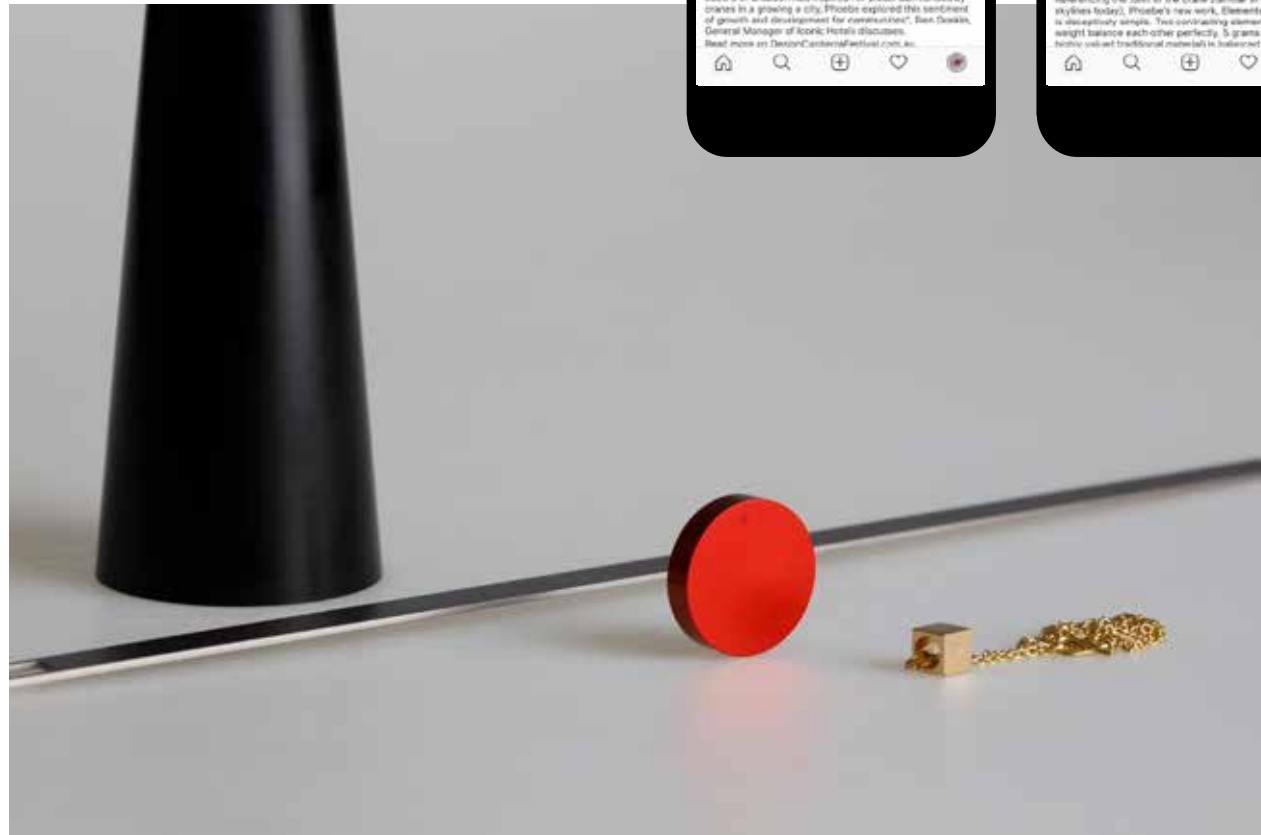
Phoebe explains:

'To me, utopia is a vision of the ideal way to live in an ideal environment. But there is a central tension embodied in that concept: striving to achieve a state of utopia requires the careful balance of competing values to attain a harmonious society and life.'

'On a personal level, many of us struggle to balance our passions, commitments and responsibilities in a way that feels satisfying and sustainable for a meaningful life. This same tension underpins broader systems such as city planning whether it be the tension between providing enough housing while retaining green and open spaces, or between

providing fast transport solutions while retaining a beautiful civic centre.'

Porter was selected as the 2019 designer-in-residence for the quality of her work, the rigour of her practice and the symmetry of her work to the 2019 festival theme.



# DESIGN CANBERRA EXHIBITIONS



## HOME:MADE

Duncan Meerding | Estelle Briedis | Hegidesignhouse  
| Ivana Taylor | Misa Gelin | Sparks and Dust | Rachel  
Thomson | Stephen Roy | Thomas Maxam Studio |  
Wayne Simon

HOME:MADE is presented by Craft ACT: Craft + Design  
Centre in partnership with the Canberra Centre. This  
exhibition includes new furniture, homewares and jewellery  
by some of the most exciting designers from across  
Australia.



## GLASS UTOPIA

Federica Biasi | Peter Bowles | Mel Douglas | Gala  
Fernandez | Liam Fleming | Elizabeth Kelly | Jenni Kemarre  
Martiniello | Federico Peri | Tom Skeehan | Stories of Italy |  
Zanellato/Bortotto | Matteo Zorzenoni

Glass Utopia draws a parallel between Venetian  
contemporary glass production and the Australian  
experience. A selection of contemporary glass pieces  
by Italian and Australian designers will stimulate a visual  
dialogue between the objects, artists and glassmaking  
traditions. Glass Utopia was curated by Annalisa Rosso  
and Francesco Mainardi of Mr.Lawrence, Milan, Italy. It  
was a signature exhibition for the 2019 DESIGN Canberra  
festival made possible with the generous support of  
Craft ACT: Craft + Design Centre, Ausglass and Design  
Tasmania. The exhibition will travel to Design Tasmania,  
Launceston, and Milan Design Week in early 2020.



## NEIGHBOURHOOD WATCH

Ruby Berry | Jeremy Brown | Richilde Flavell | Hannah  
Gason | Gilbert Riedelbauch

Contemporary work by emerging and established craft  
practitioners and designers from the Canberra region.

Many artists living in our community have their work  
collected and exhibited across Australia and the world: but  
choose to live, work and make here in Canberra. Discover  
your local creative community in the Neighbourhood  
Watch exhibition.

# DESIGN CANBERRA EXHIBITIONS

## UTOPIA: AUCTION EXHIBITION (MONARO MALL, CANBERRA CENTRE)

Anna Gianakis | Daniel Leone | DesignByThem | Estelle Briedis | Endure Designs | Gilbert Riedelbauch | Girl Nomad Ceramics | Kenny Son | Kristina Neumann | Krystal Hurst | Lisa Cahill | Mel Douglas | Phoebe Porter | Thor Diesendorf + Dan Lorrimer | Tom Skeehan | René Linssen | Rolf Barfoed | Wayne Simon

The annual DESIGN Canberra auction is our festival opening event and a way to promote member work and provide a dedicated focus on making -- as well as a fabulous party.

This year's auction, Utopia, featured 19 members and 27 works. The works were exhibited in the fabulously refurbished Monaro Mall, and then available online for a week in a silent auction, with all but three pieces selling on the auction party.

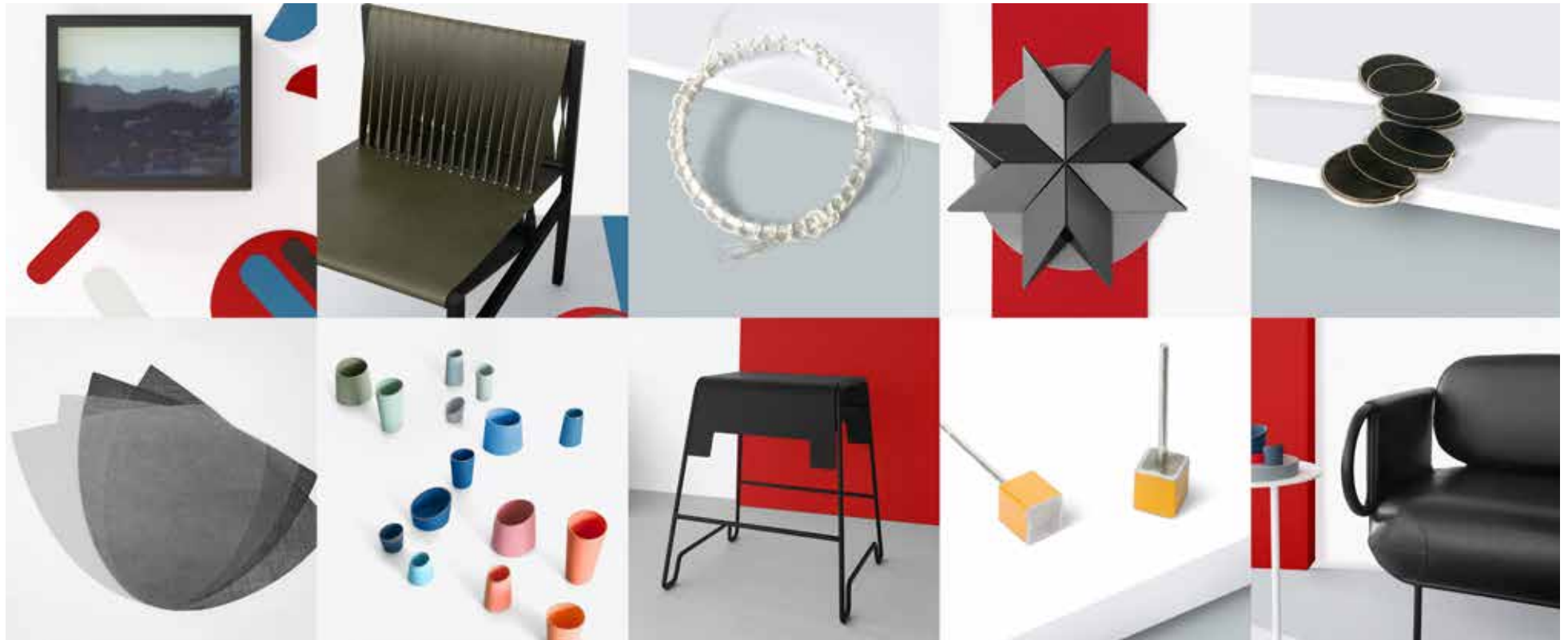


Image: Auction works by Craft ACT members, Lisa Cahill, DesignByThem, Wayne Simon, Gilbert Riedelbauch, Kenny Son, Mel Douglas, Anna Gianakis, Endure Designs, Phoebe Porter and Tom Skeehan. Photos: Anisa Sabet

# DESIGN CANBERRA EVENTS

## OPEN STUDIOS

**THE DESIGN CANBERRA OPEN STUDIOS PROGRAM IS ONE OF THE MOST SUCCESSFUL EVENTS ON THE FESTIVAL CALENDAR, AND EACH YEAR MORE PEOPLE ATTEND.**

“Open studios were a wonderful opportunity for people to learn about what is happening and available in Canberra. I really enjoyed all the ones I attended. I also loved that I could go inside some of Canberra's most interesting houses and get ideas for my own while admiring the architecture and interior and exterior decor and wonderfully diverse approaches to making a home.” (Female design lover, aged 65-74)



Image: Harriet Schwarzrock and Matthew Curtis open studio. Photo: 5 Foot Photography



Images: Ruth Oliphant and Alice Sutton open studio at ANCA Dickson. Photos: Craft ACT



Image: Rene Linssen (Furnished Forever) and Geordie Ferguson (Stellen) open studio. Photo: 5 Foot Photography

**5,361**  
**PEOPLE**  
**ATTENDED**  
**OPEN**  
**STUDIOS IN**  
**2019**

# DESIGN CANBERRA EVENTS

**3,297**  
**PEOPLE**  
**ATTENDED**  
**LIVING ROOMS**  
**IN 2019**

## LIVING ROOMS

DESIGN CANBERRA KEPT CRAFT AND DESIGN AT THE FOREFRONT OF CANBERRA'S MINDS WITH REGULAR POP-UP EVENTS THAT SHOWCASED LOCAL TALENT. OUR LIVING ROOMS PROGRAM WAS ONE OF THE MOST POPULAR (SECOND ONLY TO THE OPEN STUDIOS) AND EACH OF THE DESTINATIONS FEATURED WORK BY CRAFT ACT MEMBERS.

**40+**  
**ARTISTS**  
**WORK WAS**  
**REPRESENTED**



Images: Living Rooms week one, two and three featuring Craft ACT members works. Photos: 5 Foot Photography



# DESIGN CANBERRA EVENTS

## DESIGN DIPLOMACY + WORKSHOPS

Design Canberra events are high profile platforms which promote our members to new audiences.

Design Diplomacy at the German Embassy brought Canberra designer-maker Tom Skeeahan together in conversation with Berlin-based architect and designer, Yena Young.

Events such as our craft workshops with Krystal Hurst, Naomi Zouwer, Fiona Glover and Julie Ryder shined a light on the experiences and contribution of our members to Canberra's design history.



Image: German Design Diplomacy with Tom Skeeahan and Yena Young. Photo: 5 Foot Photography



Image: Indigenous Jewellery workshop with Krystal Hurst. Photo: 5 Foot Photography



Image: Julie Ryder Indigo Dyeing workshop. Photo: 5 Foot Photography

# DESIGN CANBERRA MEDIA COVERAGE

DESIGN CANBERRA ENJOYED AN OUTSTANDING INCREASE IN INTERSTATE MEDIA COVERAGE THANKS TO THE PROGRESSIVE PR TEAM, WHO ENGAGED MEDIA ATTENTION IN THE LEAD UP TO AND DURING THE FESTIVAL.

THIS WAS A KEY STRATEGIC PRIORITY IN 2019, TO SUPPORT OUR GOAL TO INCREASE INTERSTATE AND INTERNATIONAL VISITATION AND ENGAGEMENT WITH THE FESTIVAL.

1.9M

AUDIENCE REACHED FROM MEDIA COVERAGE

268+

UNIQUE EARNED MEDIA PLACEMENTS

\$1.1M+

VALUE OF MEDIA COVERAGE USING ASR\* (ADVERTISING SPACE RATE)

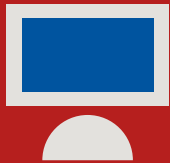


# DIGITAL ENGAGEMENT

DESIGN Canberra's in-house digital marketing platforms were highly effective, showing significant growth in engagement and reach. An energetic team of Craft ACT staff and volunteers worked across Facebook, Instagram, LinkedIn, EDMs and Twitter to achieve outstanding results for the festival.

Members were included in posts as often as possible, using hashtags and weblinks, generating traffic towards their online presence and interest in their broader activities.

## WEBSITE



**205,454 WEB VIEWS**

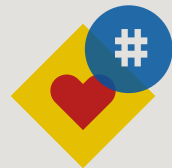
**53,339 WEB SESSIONS**

**35,017 WEB USERS**

**41% INCREASE  
COMPARED TO 2018**

**11% OF WEBSITE VISITORS  
WERE BASED OVERSEAS**

## SOCIAL MEDIA



**TOP POSTS**

**603,980 SOCIAL MEDIA IMPRESSIONS**

**472,647 SOCIAL MEDIA REACH**

**20% INCREASE IN FACEBOOK FOLLOWERS**

**36% INCREASE IN INSTAGRAM  
FOLLOWERS**

## EMAIL MARKETING



**35,283 OPENS (32% OPEN RATE\*)**

**5,584 NEWSLETTER SUBSCRIBERS  
(A 37% INCREASE FROM 2018)**

**27 NEWSLETTERS SENT  
(AN INCREASE FROM 2018)\*\***

\*Industry average is 20.2% according to Mailchimp statistics \*\*Statistics taken from 1/10/19 - 26/11/19 compared with 1/10/2018 - 26/11/2018

## DIGITAL ADVERTISING



**DIGITAL ADS – 3 MILLION IMPRESSIONS  
GENERATED OVER 2,700 CLICKS,  
INCREASING AWARENESS WITH STRONG  
AUDIENCE ENGAGEMENT AND CREATIVE  
MESSAGING**

**VIDEO LINK ADS – 1,416,978 IMPRESSIONS  
REACHED 361,280 PEOPLE. CLICK  
THROUGH RATE OF 0.94% WAS A STRONG  
PERFORMANCE WHICH OUTPERFORMED  
ESTIMATED FIGURES**

# DESIGN CANBERRA GET INVOLVED

**NEXT YEAR'S DESIGN CANBERRA FESTIVAL  
WILL BE HELD 9-29 NOVEMBER 2020.**

## CARE

In 2020, the value of care is more important than ever: for community, for creativity, for craft and for our world

The 7th edition of DESIGN Canberra will become a collaborative forum for contemporary, experimental and authentic design to celebrate and explore the ways that care and caring is valuable and vital.

Canberra-raised contemporary visual artist Patricia Piccinini advocates for the intrinsic value and significant responsibility of care for everyone because 'when you care for another it is much easier to care for the rest of the world'. Her Skywhale (commissioned for the 2013 centenary of Canberra celebrations) expresses maternity and care and we look forward to meeting Skywhalepapa in 2020, who cares for multiple children in his pod (commissioned by the National Gallery of Australia).

At a time when many of us feel an urgency to commit to personal transformation to address the climate crisis, it is important to remember that care not only for the environment but for each other has never been more critical. Scientist Susan Moser explains that looking after one another will be vital to our future: "We keep talking about the three Fs: fight, flight, or freeze, but there is a fourth one, and that's the one that actually helped us survive.... The forming of bonds, or the be-friending. That's the piece that got us to cooperate as a species and recognize that we have greater advantage when we work together as opposed to everyone for themselves."



# 2020 OPPORTUNITIES

**DESIGN CANBERRA IS CALLING FOR PROPOSALS FOR THE 2020 FESTIVAL PROGRAM. FIND OUT MORE OR MAKE A SUBMISSION [CLICK HERE](#).**

There are many ways to get involved in DESIGN Canberra 2020. We are currently calling out for general submissions, living rooms and exhibition listings.

In calling for proposals from across all design disciplines, we encourage a spirit of collaboration where Canberra's creative community works together to showcase the best in contemporary design. We welcome proposals which align with the festival values, ambitions and aspirations including: contemporary, relevant, exploratory and authentic.

Proposals are welcome for:

- Exhibitions
- Events
- Tours
- Workshops
- Activations
- Installations
- Design-related performance
- Public talks
- Publication launches
- Food and drink
- Online works
- Research
- Wellness programs

## Three simple ways to help us promote you now

1. Keep your website fresh & make sure we have your URL.
2. Have a social media presence and tell us your username.
3. If you have preferred hashtags for your work, let us know!

**SUBMIT YOUR PROPOSALS BY 4 MARCH 2020.**

**FIND OUT MORE:  
[HTTPS://DESIGNCANBERRAFESTIVAL.COM.AU/2020-CALL-FOR-PROPOSALS/](https://designcanberrafestival.com.au/2020-call-for-proposals/)**



