

LONDON CRAFTWEEK

Country
Pavilions

9–15
MAY 2022

Engaging

London Craft Week is a city-wide festival celebrating exceptional craftsmanship from all sectors and disciplines from around the world. The curated programme of events brings together discerning consumers with makers, designers, brands and galleries creating a unique opportunity to build reputation, engagement and sales.

London Craft Week tells the stories behind some of the world's most beautiful objects – the material, the maker, the process and the inspiration. We work closely with partners to shape persuasive activations, connecting them with new and existing customers.



Studio Pottery, *Handmade Moon Jars with Gregory Tingay*
Rue Pigalle Photography



A Journey of Discovery

A unique cultural and commercial platform, London Craft Week typically attracts 115,000 visitors to a rich and varied programme. Over 350 physical and digital events featuring artist-maker-designers from 31 countries are united by creativity and quality.

London Craft Week separates great from good and builds a programme each year based not on price or fame, but underlying substance. Unsung hero makers, artists and brands are celebrated alongside world-famous names.

The festival encourages visitors to discover hidden workshops, independent makers, heritage craftsmen, jewel-like shops alongside great luxury houses, famous artists and designers, leading department stores, national museums and contemporary galleries.

Visitors can embrace the sheer reach, diversity and serendipity that London offers as the world's great creative capital with events taking place across the city and online.

de Gournay, *Live Demonstration of Hand-Painting Chinoiserie Wallpaper*
Dan Weill Photography

London Craft Week Country Pavilions

Country Pavilions

London Craft Week's first-ever Country Pavilions will be an opportunity to showcase the most talented independent makers, artists, studios and workshops from the selected country. It will offer a unique platform to display stunning crafted objects of significant creative merit within the context of their own provenance and purpose. In this way, visitors will be able to gain access to authentic cultural insights and to more fully understand the pieces displayed.

Creating Event Content

As a curated festival, London Craft Week works closely with all its partners to develop their events. We are happy for partners to come to us with complete or partially formed ideas/proposals that can be worked on collaboratively. Once finalised, partners are responsible for delivering their events, as well as providing LCW with all the necessary information for inclusion in the guide, website and for press purposes.



Argentine's Ambassador's Residence, *Crafting a Difference*
Image courtesy Crafting a Difference



LOEWE, *Sogetsu School of Ikebana at Casa LOEWE*
Dan Weill Photography

Facts & Figures

115,000
Overall Visitors

2021

350
Live events

31
Different countries

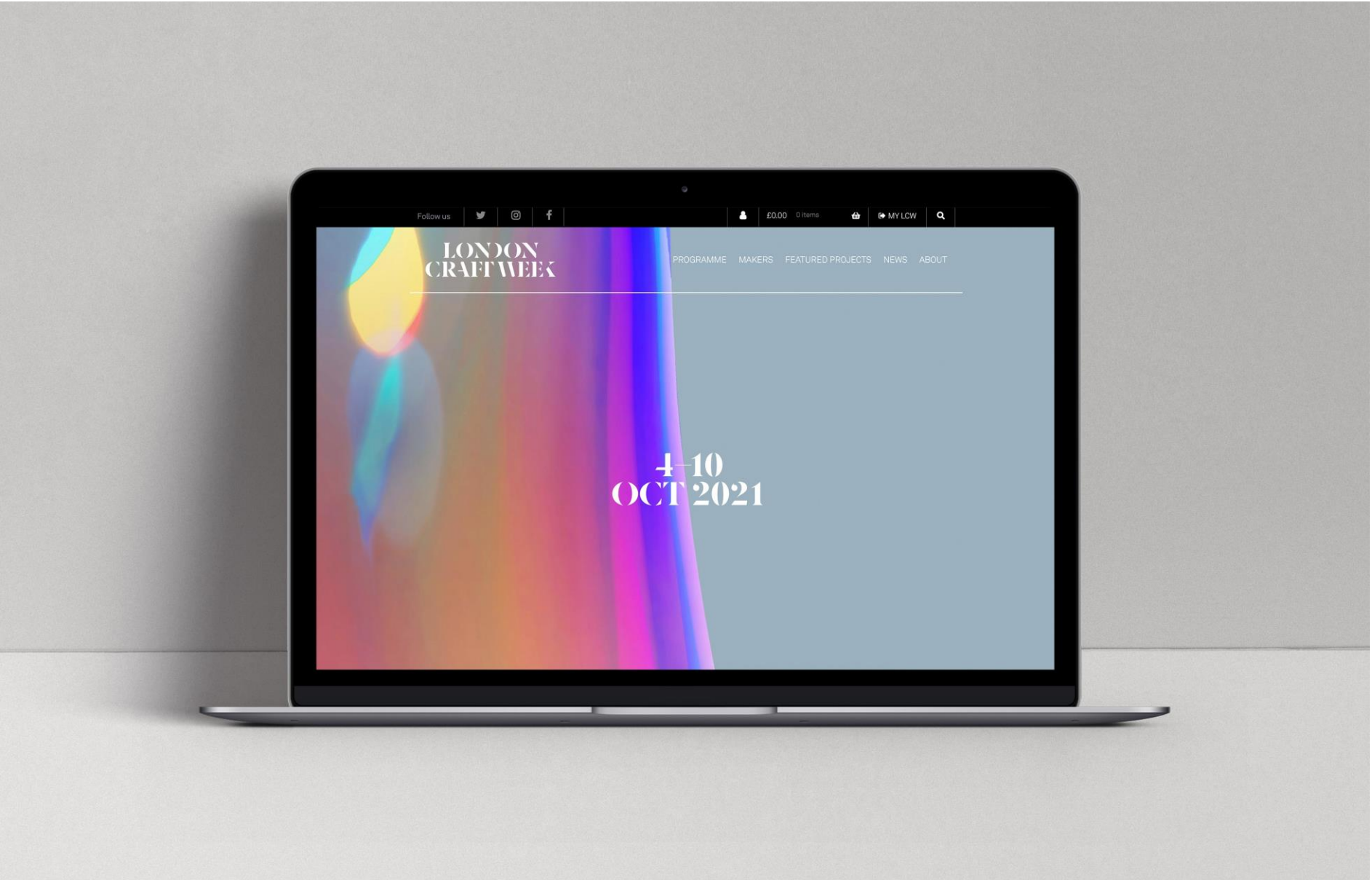
245
Partners

95%
Are likely to tell others about a brand having seen the craft skills involved in its making

87%
Are more likely to purchase a luxury product having seen the making behind it

96%
Were highly likely to return to a venue/shop/ gallery/ studio that they have visited

98%
Were exposed to at least one element of LCW’s communications



Over 124,446
sessions on londoncraftweek.com



Serapian, Serapian Mosaico Edition of the Catilina Chair by Azucena
Image courtesy Serapian

2021 SPONSORS & STRATEGIC PARTNERS

HEADLINE SPONSORS

PURDEY
Gun & Rifle Makers
LONDON 1814

SERAPIAN
MILANO

ASSOCIATE SPONSOR

EXPERIENCE AMAZING

SPONSORS

SEVEN DIALS
LONDON - EST.1690

CADOGAN

PIMLICO ROAD
BELGRAVIA

INNOVATION PARTNER

the mills
fabrica

SPONSOR

LOEWE

STRATEGIC PARTNERS

LIBERTY.

MICHELANGELO
FOUNDATION
FOR CREATIVITY
AND CRAFTSMANSHIP

the DESIGN MUSEUM

Crafts
Council

TEN

ALTAGAMMA
CREATIVITÀ E CULTURA ITALIANA

Walpole

hca
Heritage Crafts Association

MEDIA PARTNERS

THE ART NEWSPAPER

the Artling

CERAMIC REVIEW

COUNTRY & TOWN HOUSE

Crafts

de
zeen

GENTLEMAN'S JOURNAL

The
Economist
1843

ELLE DECORATION

londoncraftweek.com

HOST A COUNTRY PAVILION

Opportunity

Opportunity to showcase your country at a Georgian townhouse venue in central London. LCW will act as the venue liaison and negotiate spaces and rates on your behalf.

Three strategic meetings with LCW before May 2022

Guidance on appointing a curator (if required)

Opportunity to host online exhibition on the LCW website and use LCW e-commerce platform.

Opportunity to publicise worldwide the sponsorship in all communication and marketing activities and materials and to use the name and logo of London Craft Week for the duration of the sponsorship commitment

Permission to take pictures and/or make a film during LCW with the right to use and publish them worldwide



Japan House London
Dan Weill Photography

Country Pavilion
Deadline
14 January 2022
£12,000* + VAT

*not inclusive of venue hire (starting from £10,000 per week, dependent on scale of space required).

LCW Guide	Country Pavilion events to be branded distinctly in the LCW 2022 Guide, including 50 word description of your Pavilion, your logo next to your listing. Country Pavilion supporter credit on the Sponsors’ page of the LCW Guide. Print run of 40,000 and distribution to over 300 locations across London and direct to LCW’s database of VIPs.	Social Media Takeover or Live Event	Opportunity for one Live Streamed event or Virtual Tour to be hosted on LCW Instagram or Facebook, subject to approval by LCW. The live stream will be jointly scheduled between 9-15 May 2022.
Print Advertising	A double page advertisement in the guide. Trim size: 320 x 230mm; Bleed size: 326 x 236mm, supply files as a PDF, 300 dpi, CMYK Guide size: 320 x 230mm (double page spread).	Social Media Promotion	LCW will promote your events with five social posts across all LCW’s social media channels (approx. 80k followers) between February and May 2022 and five Instagram stories.
Collateral	Three freestanding LCW branded outdoor signs, unlimited guides (RRP £5 each). One or more LCW in-store ‘point of sale’ signs to display alongside your event.	PR	Direct contact with LCW’s PR agency and inclusion in LCW’s official press release. LCW will also provide you with a press and marketing toolkit to help maximise your event’s reach.
Newsletter	Solus newsletter to LCW database of subscribers. Additional feature in one LCW newsletter between March and May 2022.	48hr Preview	48hr online preview of the LCW programme, to offer existing clients priority booking and a first look at the events
Website	Up to three event pages on the LCW website each including 300 word description of your events, your logo, one lead image and up to three additional pieces of content (film and/or images), web link to your site and unlimited maker profiles connected to your page. Country Pavilion supporter credit on the Sponsors’ page and (rotating) on the homepage of the LCW website.	FAQs and Support	LCW will publish a number of best practice documents on its website that will include case studies and suggestions to support your participation. The LCW Team can be reached via info@londoncraftweek.com if you have any questions throughout the year.
Digital Advertising	Your logo and a banner advert featured on the LCW programme page (rotating) from the launch of the programme.	Evaluation	Sent evaluation data including footfall and feedback within three months of LCW ending.

Deadlines & Dates

14 January 2022	Partnership Confirmation Confirm your participation to secure your place within the programme (subject to expert approval).	February 2022	Imagery & Copy Submitted To ensure you are featured in the Guide and on our website, we will need the following by the start of February 2022: title and date of your event, a selection of three high res landscape images, 50 word event summary and maker biographies if applicable.
28 January 2022	Content Confirmed By this date we will need your proposed event content to get it approved by subject specific experts and the LCW Team. Confirming your content earlier creates more press and marketing opportunities.	April 2022	Programme Launched Online The programme will be launched online with visitors able to review events and purchase tickets.
28 January 2022	Press Campaign Press, PR and social media to recommence for LCW's programme of events. If you would like to be considered for long leads, please note this deadline.	April 2022	Guide Distribution We will send your allocated number of LCW guides, unless otherwise specified.
February 2022	Event Details Finalised All event details to be finalised with your LCW contact.	9 May – 9 June 2022	Partner Feedback We will also ask you to report on how many people attended your event and complete a short survey to allow us to measure the success of LCW 2022 and improve the event in the future.



Promoting Success

The festival is promoted through a high-quality printed guide, paid social media, programmatic digital advertising, targeted e-newsletters, website event pages and editorial, media partnerships, street-level and point of sale signage and a London Underground campaign.

A targeted PR campaign encompasses cultural, luxury, design and lifestyle titles, promoting the totality of the festival and giving partners and their events exposure to important influencers and relevant journalists.

Press

London Craft Week 2021 received significant print and online editorial, plus significant blog and social media coverage. Total print circulation estimated at 1.9m; online monthly views 402m.

National editorial coverage included leading titles with substantial circulation such as The Financial Times How To Spend It, The Observer, The Evening Standard, Vogue, Elle Decoration, House & Garden, Wallpaper*, Dezeen, Monocle and The World of Interiors.

LCW 2021 was featured on some of the key journalists’ and media titles’ Instagram stories and feeds including Architectural Digest India, Sunday Times Homes, Harriet Thorpe (Wallpaper*), Barbara Chandler (Evening Standard) and Alice Fisher (The Guardian/Observer).

FINANCIAL TIMES

Wallpaper*

THE WORLD OF INTERIORS

HOUSE & GARDEN

AD ARCHITECTURAL DIGEST

THE SUNDAY TIMES

London Evening Standard

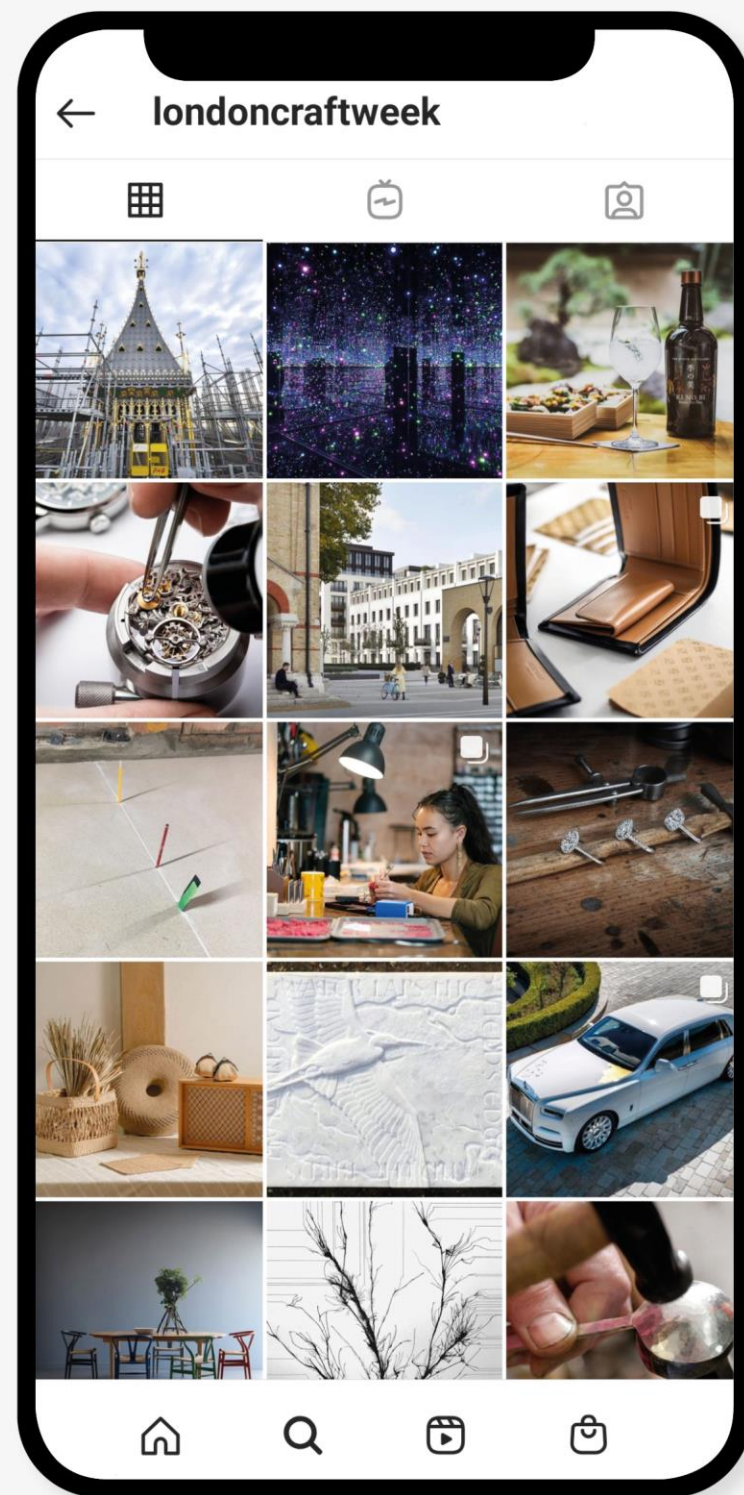
The Telegraph

The Observer

The Guardian

BBC

dezeen




Social Media

- LCW has a social following of 79.4k
- 64k followers on Instagram
- On Facebook, LCW has had a significant increase in the number of international followers from Thailand, Taiwan, India, Hong Kong, Portugal, Spain, France & Australia
- During the 2021 Festival, LCW's hashtags were used more than 20,800 times on Instagram

LONDON
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PROGRAMMEMAKERSFEATURED PROJECTSNEWSABOUT

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A Portrait of Place: The New Craftsmen at Holkham Hall

+ MY LCW OPTIONS

Booking necessary via showroom@thenewcraftsmen.com

Earlier this year, The New Craftsmen invited six of its makers on a residency to the historic Holkham Hall to explore and creatively respond to the rich narratives of history, culture and aesthetic style embedded in the estate.

Over five days, the makers were inspired by Holkham’s cast of characters and experts, both past and present; its decorative upstairs; pared-back downstairs; the outhouses; surrounding 25,000 acres; its values and progressive outlook, and were commissioned by The New Craftsmen to interpret it through the medium of craft. The result is an idiosyncratic collection of handcrafted interior pieces – entitled ‘A Portrait of Place’ – exhibited at Holkham Hall before travelling down to London to The New Craftsmen’s

EVENT DETAILS

Exhibition

4 October 2021, 11:00 - 18:00
5 October 2021, 11:00 - 18:00
6 October 2021, 11:00 - 18:00
7 October 2021, 11:00 - 18:00
8 October 2021, 11:00 - 18:00
9 October 2021, 11:00 - 18:00
10 October 2021, 11:00 - 18:00

Each Country Pavilion partner will have a dedicated web page on the LCW website to showcase their event for the week.

LONDON
CRAFTWEEK

Championing British Craftsmanship




Image by Harry Cory-Wright, Courtesy of The New Craftsmen

Imbued with rich traditions yet often thrillingly anarchic in mindset, Britain has always been at the cutting edge of craftsmanship. London Craft Week celebrates the heritage, evolution and innovation of craft across the UK and for our seventh edition we are delighted to announce the return of the QUEST Craft Trail as well as new initiatives including the Luxury British Craftsmanship Pavilion at Chelsea Barracks. Through a diverse programme of talks, demonstrations, workshops and tastings, discover the contemporary practices and traditional skills that illuminate the best of British creativity.

The frequency of our digital campaign increases in the three months leading up to the Festival each year.

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londoncraftweek.com



Collateral

For all programme partners we provide the following to maximise visibility during the week:

- Free-standing outdoor sign
- Guide books for your own distribution
- In-store point of sale sign
- Thank you cards to give to visitors

Get in Touch

To discuss Country Pavilion packages and talk through your potential showcase in more detail, please contact:

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London Craft Week, *300 Objects*
Dan Weill Photography



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