

27 FEB—1 MAR 2020 SOMERSET HOUSE LONDON PRESENTED BY

PRESENTED BY CRAFTS COUNCIL

Gallery by SOIL

Overview of Press Campaign
print and online by The Button Collective for CollectIllustrated clippings mentioning gallery



What the media said...

"These annual craft highlights help to remind us of the talent and depth of skill which lies behind each piece" - Forbes (16.11.20)

"Any fair worth its salt these days has a designer VIP lounge, and Collect's has been conceived by rising interior-design star Rachel Chudley, who worked with sculptors and furniture makers Cox London"

- Telegraph Luxury (27.02.20)

"Craft has now been recognized as a major art form. Contemporary craft offers amazing value with work by acclaimed makers" – Evening Standard, Homes & Property (19.02.20)

"Back for its 16th year, Collect – The International Art Fair for Modern Craft and Design – is the biggest craft centered art event in the UK" – **Condé Nast Traveller** (24.02.20)

"Organized by the Crafts Council, Collect showcases specialist galleries and dealers worldwide who represent highly talented artists"

- Christies Magazine (20.02.20)

"Craft has seemingly shaken off its 'quaint' perception and has now evolved into something in which to seriously invest"

- ES Magazine, Tony Chambers: Homework (20.02.20)

"Collect 2020 shows the global demand for craft"
"The Victoria and Albert Museum this year bought 13
pieces from Collect, compared with five in the previous
year"

- FT House & Home (06.03.20)

"The fair was founded by The Crafts Council in a bid to put a spotlight on collectable design. What has resulted is an international event. Here's what to look out for..."

- FT How to Send it (24.02.20)

"Within its new neoclassical home, Collect promises a glamourous environment from which to admire and possibly purchase, exceptional one-off pieces"

House and Garden (13.02.20)

"(The move to Somerset House) is an exciting development and an indication of Collect's growing confidence and reputation. This is the only gallery-presented fair in the world to champion craft in a fine art context"

- The Design Edit (18.02.20)



Publication	Source	Date	Reach
Emerging Potters	Print	April-June Issue	20,000
Jewellery Focus	Print	09.03.20	10,000
FT House & Home	Print	07.03.20	177,196
Metro	Print	25.02.20	1,420,796
ES Magazine	Print	20.02.20	363,000
This is London	Print	20.02.20	10,000
Country Life	Print	19.02.20	41,314
Evening Standard Homes & Property	Print	19.02.20	826,064
The World of Interiors	Print	March Issue	55,098
Wimbledon Life	Print	February issue	30,000
Blackheath & Dulwich Life	Print	February issue	30,000
Battersea Life	Print	February issue	30,000
Fulham & Putney Life	Print	February issue	30,000
Richmond & Barnes Life	Print	February issue	30,000
Chiswick & Kew Life	Print	February issue	30,000
Notting hill & Holland Park Life	Print	February issue	40,000
Chelsea & Belgravia Life	Print	February issue	40,000



Publication	Source	Date	Reach
Mayfair & St James's Life	Print	February issue	40,000
Marylebone Life	Print	February issue	40,000
St John's Wood Life	Print	February issue	40,000
Hampstead & Highgate Life	Print	February issue	40,000
House & Garden	Print	March Issue	112,053
Fx Magazine	Print	February issue	11,785
Art North Magazine	Print	Winter Issue	3,000
Virginia Water & Wentworth Life	Print	February Issue	36,000
Ascot & Sunningdale Life	Print	February Issue	36,000
Windsor & Eton Life	Print	February Issue	36,000
Guildford & Godalming Life	Print	February Issue	36,000
Epsom & Ashtead Life	Print	February Issue	36,000
Esher & Oxshott Life	Print	February Issue	36,000
Cobham Life	Print	February Issue	36,000
Walton on Thames Life	Print	February Issue	36,000
Weybridge & St George's Hill Life	Print	February Issue	36,000
OKA Magazine	Print	Spring 2020 Issue	150,000



Publication	Source	Date	Reach
N by Norwegian Flight Magazine	Print	01.02.20	2,400,000
Absolutely London	Print	February issue	154,559
Where London	Print	February issue	75,000
Elle Decoration	Print	March Issue	74,903
COLLECT	Print	February	8,000
Homes & Antiques	Print	February issue	39,041
The Jewish Chronicle	Print	17.01.20	20,015
Observer Design Magazine	Print	Winter 2020 Issue	165,868
Country & Townhouse	Print	February Issue	300,000
Art & Museum Magazine	Print	Winter Issue	30,000
Emerging Potters	Print	January-March 2020	20,000
Emerging Potters	Print	Oct-Dec 2019	20,000



Publication	Source	Date	Reach
Mr X Stitch	Online	04.04.20	ТВС
Emerging Potters	Online	April-June Issue	20,000
Don't Die Wondering	Online	16.03.20	45,000
Style & Co	Online	10.03.20	35,000
Design Anthology	Online	09.03.20	153,575
Rue Pigalle	Online	06.03.20	3,330
The Strand Magazine	Online	06.03.20	2,000
FT House & Home	Online	06.03.20	42,349,397
The London List	Online	01.03.20	100,000
Northacre	Newsletter	28.02.20	1,292
Archipanic	Online	28.02.20	52,500
Jewellers Academy	Online	28.02.20	10,000
A-N Magazine	Online	27.02.20	25,000
Telegraph Luxury	Online	27.02.20	20,020,000
Country Life	Online	26.02.20	791,925
Elle Decoration	Online	26.02.20	110,675
Archipanic	Online	26.02.20	52,500



Publication	Source	Date	Reach
Yahoo News	Online	26.02.20	29,300,000
Interior Design Magazine	Online	25.02.20	94,070
The Week	Online	25.02.20	2,957,191
Country and Townhouse	Online	25.02.20	386,700
Rue Pigalle	Online	24.02.20	3,330
Metro	Online	24.02.20	19,479,000
Condé Nast Traveller	Online	24.02.20	3,278,912
Museums Journal	Online	24.02.20	113,576
TL Magazine	Online	24.02.20	20,000
Diary of a Londoness	Online	24.02.20	10,000
That's Not My Age	Online	24.02.20	50,200
FT HTSI	Online	24.02.20	150,000
The Resident	Online	23.02.20	325,496
Evening Standard Homes & Property	Online	22.02.20	26,340,000
London News Online	Online	21.02.20	202,957
Decorators Insider (US)	Newsletter	21.02.20	3,000
Design Disrupters	Online	20.02.20	19,900



Publication	Source	Date	Reach
Christie's Real Estate Magazine	Online	20.02.20	lm+
Studio Magazine	Online	20.02.20	96,244
The Design Edit	Online	18.02.20	258,000
The Design Edit	Online	18.02.20	258,000
Culture Whisper	Online	17.02.20	228,707
Rue Pigalle	Online	15.02.20	3,330
City A.M	Online	14.02.20	1,200,000
Evensi	Online	13.02.20	81,060
House & Garden	Online	13.02.20	798,709
Londonist	Online	13.02.20	2,990,700
Wimbledon Life	Online	10.02.20	30,000
Blackheath & Dulwich Life	Online	10.02.20	30,000
Battersea Life	Online	10.02.20	30,000
Fulham & Putney Life	Online	10.02.20	30,000
Richmond & Barnes Life	Online	10.02.20	30,000
Chiswick & Kew Life	Online	10.02.20	30,000
Notting hill & Holland Park Life	Online	10.02.20	40,000



Publication	Source	Date	Reach
Chelsea & Belgravia Life	Online	10.02.20	40,000
Mayfair & St James's Life	Online	10.02.20	40,000
Marylebone Life	Online	10.02.20	40,000
St John's Wood Life	Online	10.02.20	40,000
Hampstead & Highgate Life	Online	10.02.20	40,000
Rue Pigalle	Newsletter	09.02.20	1,400
City A.M	Online & Members Hub	10.02.20	1,200,00/600
Maker's Central	Online	06.02.20	TBC
Art Views	Online	05.02.20	TBC
All Bright	Newsletter	05.02.20	7,000
Virginia Water & Wentworth Life	Online	03.02.20	113,185
Ascot & Sunningdale Life	Online	03.02.21	113,185
Windsor & Eton Life	Online	03.02.22	113,185
Guildford & Godalming Life	Online	03.02.23	113,185
Epsom & Ashtead Life	Online	03.02.24	113,185
Esher & Oxshott Life	Online	03.02.25	113,185



Publication	Source	Date	Reach
Cobham Life	Online	03.02.26	113,185
Walton on Thames Life	Online	03.02.27	113,185
Weybridge & St George's Hill Life	Online	03.02.28	113,185
Design Week	Online	03.02.30	542,029
Aylesford Pottery	Newsletter	03.02.20	800
The Modern House	Online	01.02.20	1.6m
Dezeen	Online	31.01.20	14,336,239
London Korean Links	Online	30.01.20	16,600
.Cent	Online	30.01.20	106,975
The House Directory	Newsletter	30.01.20	5,000
Abby Cronin	Blog	29.01.20	500
Town & Country	Online	27.01.20	178,618
London Town	Online	24.01.20	383,255
The House Directory	Online	23.01.20	30,000
World Crafts Council Europe	Online	20.01.20	2,130



Publication	Source	Date	Reach
Chicmi	Online	15.01.20	208,000
ArtRabbit	Online	Jan-20	30,000
10 Times	Online	15.01.20	1,192,170
Voice Magazine	Online	14.01.20	16,380
Brit Events	Online	14.01.20	9,630
Touch Local	Online	14.01.20	145,920
Art Map London	Online	13.01.20	7,590
Artlyst	Online	04.01.20	131,363
Disegno	Online	01.01.20	94,544
Art & Museum Magazine	Online	Jan-20	TBC
Emerging Potters	Online	January-March 2020	1,500
The Art Newspaper	Online	01.01.20	526,532
Architectural Digest	Online	December	5,637,130
Forbes	Online	16.11.19	38,000,000
Emerging Potters	Online	Oct-Dec 2019	20,000
	*Total online coverag	ge: 98	



Collect 2020

Somerset House hosts this year's Collect: The Design Edit picks highlights from its array of contemporary international craft and design.

The International Art Fair for Modern Craft and Design
Somerset House, London
27th February – 1st March 2020

By Charlotte Abrahams / 18th February 2020



Joon-Yong Kim, 'Golden Flower', 2019

FOR THE PAST ten years, Collect, London's international art fair for modern craft and design, established by the Crafts Council in 2004, has made its temporary home inside the restrained interior of the Saatchi Gallery. The 2020 edition however is being held at Somerset House, William Chambers's neoclassical masterpiece on the north bank of the River Thames. "Somerset House is the right cultural fit and environment to be holding Collect," says Fair Director Isobel Dennis, "allowing exhibitors to contextualise and curate modern craft and design against a backdrop of 18th century architecture."

It is an exciting development and an indication of Collect's growing confidence and reputation. This is the only gallery-presented fair in the world to champion craft in a fine art context and – thanks to the selectors' requirement that 80% of the work on sale must have been made in the last five years – it is one of the best places to discover new work. As final preparations begin, Charlotte Abrahams talks to some of the participating galleries about who and what to look out for.

QEST

Founded 30 years ago by the Royal Warrant Holders Association, QEST (the Queen Elizabeth Scholarship Trust) is making its Collect debut with an exhibition examining the support they give to artists exploring innovation and excellence within craft traditions. "QEST is often wrongly thought of as only supporting traditional craft," says CEO Deborah Pocock, "so we see this as a chance to redress the balance." One of those boundary-pushing artists is the emerging glass maker Kaja Upelj, whose work questions our perceptions of the materiality of glass. Her iridescent, seemingly fluid 'Subtle Flow' series, which has grown out of her research into the way chemicals react with hot glass, will be showing for the first time since her 2018 MA exhibition at the Royal College of Art.

Subtle Flow by Kaja Upelj, glass, 2019, group of three £2,700 +VAT





Widell Projects

Paper artist Cecilia Levy is one of seven artists showing with this Stockholm-based forum for Swedish contemporary craft. Levy, who creates papier mâché sculptural objects using paper carefully sourced from old books, is a well-established artist with work in the Swedish National Museum, but this is the first time she has come to Collect. Alongside pieces from her 'Medicinal Plant' series will be her exquisite, playful paper recreations of everyday objects — tea sets complete with pots and strainers and a seven-piece mocca set titled 'Longing'. "Papier mâché is an old technique, but in Cecilia's work it meets the modern world," says Widell Project's founder Boel Widell Henrikson. "There is a lovely familiarity about her pieces that draws people in."

Longing' by Cecilia Levy, old book pages, wheat starch paste, 2020, £900; 'Pasque Flower', Medicinal Plant Series by Cecilia Levy, old book pages, wheat starch paste, Styrofoam, aluminium wire, concrete base, 2019, £1,500



The Design Edit (Online) 258,000,18.02.20



Craft Scotland

Craft Scotland, the national development agency for craft, will be presenting work by eight Scotland-based makers working in silver & gold, wood, weave, metal and ceramics. Collect newcomer Mella Shaw's 'Janus Forms' are handmade from clay so technically fall into the latter category, but their unique surface patina (formed as result of smoke-firing the highly polished clay) means that they could be bronze. You have to touch them to be sure. "Mella's work is centred around reoccurring themes of balance, tipping points, and thresholds," says Craft Scotland's Director Irene Kernan. "The 'Janus Forms' are ceramic objects which have two faces in perfect balance. They are meditative objects that are made to be handled."

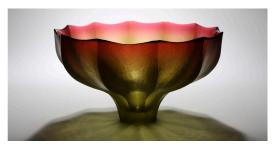
Janus Forms' by Mella Shaw, clay, 2019/2020, set of two (large and small), £850; set of three (medium to small), £1,050; set of five (large to small), £1,400



Gallery Sklo

Gallery Sklo is Korea's first, and only, contemporary glass art gallery. A regular at fairs in Asia and the United States, this is the first time Sklo has come to Europe. "The gallery is based on two major philosophies – specialisation and building a solid identity based on unrivalled expertise in glass art," says its Director Hyojung Kim. Among the highlights will be a series of silhouettes of flower buds and seeds by Joon-Yong Kim. A LOEWE Craft Prize finalist in 2018, Joon-Yong works with a technique he calls 'cast blowing' (he begins by blowing the molten glass then cuts, engraves and polishes the work once it has gone cold) to create pieces that, as Hyojung says, "challenge the classic theme of 'container' and guide us to the beauty of the glass itself."

'Golden Flower' by Joon-Yong Kim, blown and coldworked glass, 2019, POA; 'Sunset on the Flower' by Joon-Yong Kim, blown and coldworked glass, 2019, POA



Lloyd Choi Gallery

Founded in 2019, South Korea's Lloyd Choi Gallery will make its international launch at Collect. The gallery specialises in Korean studio ceramics by both emerging young talents and the country's most pioneering established master craft artists, such as Lee Gee-Jo. Known for his radical ceramic sculptures, "Lee's expressive, hand-built abstract works blur the boundaries between art, craft and design," says the gallery's eponymous director. A highlight for Collect will be his 'Rectangular Ritual Vessel', a rare early piece from his groundbreaking series of Ritual Vessels which hasn't been shown in public for a decade. "This is the best example of the series," says Choi. "It has the most complex structures – structures that are almost impossible to achieve – and includes the artist's signature hand stitch marks on the bottom." 'Rectangular Ritual Vessel' by Lee Gee-Jo, porcelain, 2009, £12,500 – £15,000



Gallery S O

Gallery S O is a Collect regular and this year, along with other new additions, they will be presenting work by their youngest name, Scottish artist, metalworker and poet Kathleen Reilly. Reilly focuses on the power of material and composition to shift entrenched understandings, reinventing the common place with elegant and often witty outcomes that can carry ambiguous functions: a crisp packet with a zip sewn in, for example, and a series of pieces called 'Gran's Plates'. Inspired by childhood memories of her grandmother's house, these glass 'plates' act as a protective glaze for the pressed flowers and preserved butterflies cast in pewter alloy within. "Reilly is an incredibly talented up and coming artist," says the gallery's manager Katharina Dettar. "We truly love the way she sees the world and the poetical twists her pieces have, which clearly originate from everyday life"

'Gran's Plate III' by Kathleen Reilly, preserved butterflies, pressed
Delphinium, pewter, lead and Bismuth Alloy, 2019, £1,000



The Gallery by SOIL

Making its first appearance at Collect, Hong Kong-based lacquer specialists The Gallery by SOIL will be showing work by Asian artists who blend the traditional with the contemporary to present this ancient craft in a modern context — artists such as Fang Laidong, who graduated from China's South-Central University for Nationalities in 2019. "Fang's works are always minimal, which highlights the beauty of their shape and form," says the gallery's Founder and Director Susanna Pang. At Collect, Fang will be showing a sensorily complex series of work titled 'Vanity'.





Made using the 'bodiless lacquer' technique in which a clay or wood core is covered in layers of lacquer-soaked hemp and then removed once the hemp is dry to leave a hollow body, they are surprisingly lightweight and soft to the touch. They also smell wonderful thanks to the incense flowing through their centres. "The incense element of Vanity' is a chance to create a memorable spatial encounter with the art of lacquer," says Pang.

'Vanity-1' by Fang Laidong, natural lacquer, hemp cloth, tile ash, gold, silver, raden, 2019, £3,980



Fang Laidon, 'Vanity', 2019 COURTESY: The Gallerv by SOIL

<u>Collect</u> – the only gallery-presented art fair dedicated to modern craft and design.

<u>Kaja Upelj</u> – QEST scholar.

<u>Cecilia Levy</u> – Swedish paper artist.

Mella Shaw – artist/maker.

<u>Gallery Sklo</u> – the first, and only, art gallery in Korea specialising in contemporary glass sculptures and objects.

 $\underline{Lloyd\ Choi\ Gallery}-a\ contemporary\ Korean\ art\ and\ design\ gallery\ specialised\ in\ Korean\ contemporary\ studio\ ceramic.$

 $\underline{\textit{Gallery SO}} - \textit{explores the potentialities of the contemporary object and the interplay of function, form and concept.}$

The Gallery by SOIL – passionate about craft.







Art & Museum (Print/Online) 30,000, Winter Edition 2019

The International Art Fair for Modern Craft & Design: Collect 2020



The Edmond J. Safra Fountain Court, Somerset House, Image by Kevin Meredith

The International Art Fair for Modern Craft & Design: Collect 2020 will return for its 16th edition on 27th February-1st March 2020, in a striking new home - Somerset House, London. Here, the fair will take over a large number of beautiful rooms, presenting a new environment for Collect's 40 participating international galleries and artists to contextualise and curate their cutting edge work in contemporary craft. Collect will take over Somerset House's largest rooms, overlooking the Edmond J.Safra Fountain Court.

The Crafts Council founded Collect in 2004, with the aim of showcasing exceptional and breakthrough designer making and all its possibilities by international living artists – which also means that as well as being able to purchase one-off pieces, commissions are possible too. Collect has subsequently established itself as the vanguard of growing global appreciation for crafted objects, which are increasingly sought after in galleries and auction rooms. Collect is the only gallery-presented art fair dedicated to





Cheom - Jang Vessel 170 316, 2014, Yun Ju-Cheol, Ceramic Gold, 19 x 18 x 18 cm, Lloyd Choi Gallery



Silver Basket, 2019, Nan Nan Liu, Silver, 28 x 22 x 16 cm Goldsmiths Fair



Green Leaf, 2012, Joon-Yong Kim, Blown and Coldworked Glass 29 x 42 x 42 cm, Gallery Sklo

modern craft and design. Galleries from three continents will descend upon London next February, representing over 400 artists, and it is the most exciting platform to experience, purchase and commission innovative, extraordinary contemporary work. Half of the galleries represented at Collect will travel in from outside of the UK, including a record number of artists from South

Those exhibiting for the first time in February include: The Gallery by SOIL from Hong Kong, Gallery Sklo and London's Han Collection. New gallery launches include Lloyd Choi from South Korea, and Quest – The Queen Elizabeth Scholarship Trust – will utilise Collect to mark the beginning of its 30th anniversary year. Quest will showcase the work of seven talented British creatives, curated by Brian Kennedy.

Expect to see brilliant work from Japan and Africa, too, and overall expect art prices to start at £1,000 and go up to £100.000s.

The fair also includes Collect Open, where 12 ambitious individual makers/duos, selected by an expert panel, will present exceptional and conceptual new work and installations on a larger scale. Installations will cover a range of topics – including social commentary on climate change and dementia. Excitingly, and for the first time, three pairs of makers will collaborate on producing dramatic pieces that challenge, stretch and combine mixed materials in extraordinary ways.

Collect is well-positioned at the start of the international cultural calendar and presents an opportunity to discover and invest in exceptional work, most of which is made especially for the fair. Key trends include intricate and innovative work using glass, paper and natural materials — ranging from lichen on glass to giant wall hangings of recycled paper beads to intricate floral work handcrafted using beeswax.

There is also an exciting talks programme, and there will be countless opportunities to meet with artists and leading experts in the field of craft.

Collect 2020 is sponsored by The LOEWE Foundation and Cox London. Tickets for The International Art Fair for Modern Craft and Design: Collect 2020 can be purchased from Collect 2020.



COLLECT 2020

he International Art Fair for Modern Craft & Design: Collect 2020, founded by the Crafts Council, will hold its 16th edition at Somerset House for the first time.

For sixteen years, Collect - the only gallerypresented art fair dedicated to modern craft and
design - has established itself as the vanguard
of growing global appreciation for
crafted objects. The fair provides
the most exciting platform to
witness, purchase and commission
innovative and extraordinary
contemporary pieces of work by
living artists, most of which are
created specifically for Collect.

Curated by an expert panel, galleries from five continents, representing over 400 international artists, will showcase exceptional and breakthrough designer making and all its possibilities. Work from the largest-ever contingency of South Korean talent will also feature.

International galleries exhibiting at Collect for the first time in February include: The Gallery by SOIL from Hong Kong, Gallery Sklo and Lloyd Choi Gallery from South Korea and Han Collection from London. Savour-faire des Takumi from Japan returns, following a hiatus, and exquisite African art will be released by 50 Golbome, London. QUEST will be utilising the fair to herald its 30th anniversary – showcasing the work of seven talented, British creatives.

The fair also includes Collect Open, where 12 ambitious individual makers/duos have been selected by an expert panel to present outstanding and conceptual new work and installations on a larger scale.

The fair will feature an exciting talks programme with Sheila Loewe, president of the Loewe Foundation, in conversation

with two Loewe Foundation Craft Prize 2019 commended artists - glass artist Harry Morgan and specialist in working with organic materials, Kazuhito Takadoi.

Visitors will also be able to witness galleries contextualising pieces of work in room environments. Venezuelan artist, Daniel Reynolds, is producing a large-scale, dramatic and bespoke piece in his signature ceramic and glass to hang in the West Wing.

Collect 2020 is sponsored by The LOEWE Foundation and Cox London.

Tickets for the International Art Fair for Moden Craft and Design: Collect 2020 can be purchased from Collect 2020.

www.craftscouncil.org.uk/what-we-do/collect





THE DETAILS

Tickets for the International Art Fair for Modern Craft and Design: Collect 2020 can be purchased from the Crafts Council website.

