

# **Modern Visions of Ireland: Communicating the Irish Craft Experience at Home and Abroad**

**Nicola Doran**

Retail Programme Manager  
Design & Crafts Council of Ireland

# Overview

- DCCol – our role...
- Our Vision for Irish Craft
- What we do...
- Raising the profile of Craft – at home
- Raising the profile of Craft – abroad
- Raising Awareness
- The Tourism Element

# Our Role....

The Design & Crafts Council of Ireland (DCCoI) is the main champion of the design and craft industry in Ireland:

- fostering growth & commercial strength
- communicating unique identity
- stimulating quality design, innovation & competitiveness.



# Our Vision...

Our vision is that Irish design and craft is recognised and valued worldwide for its *excellence in craftsmanship, innovation and marketing*.

Our mission is to *promote and stimulate the creative and commercial potential of Irish design and craft* and to work in collaboration with strategic partners in the ongoing development and growth of the sector.



## What we do....

We provide a range of programmes, supports and services for designers and craftspeople, learners and teachers, retailers and gallerists, shoppers and collectors, media and partner organisations in order to raise the standard and profile of Irish design and craft.

Our activities are funded by the Department of Jobs, Enterprise and Innovation via Enterprise Ireland.

# DCCol.ie

The screenshot shows the DCCol.ie website in a Safari browser window. The browser's address bar displays 'dcol.ie' and the page title is 'Design & Crafts Council of Ireland'. The website header features the DCCol logo (two overlapping 'D' shapes) and the text 'Design & Crafts Council Ireland'. To the right of the logo are links for 'ABOUT DCCol', a search icon, and a menu icon. The main content area has a background image of a watch mechanism. A central navigation menu is overlaid on this image, with the heading 'FIND OUT HOW WE CAN HELP YOU'. The menu items are arranged in two columns: 'I AM A DESIGNER / CRAFTSPERSON', 'I AM A LEARNER / TEACHER', and 'I WORK IN MEDIA' on the left; 'I AM A SHOPPER / COLLECTOR', 'I AM A RETAILER / GALLERYIST', and 'IRISH DESIGN 2015' on the right. Each item has a right-pointing arrow. Below the main content area is a teal footer section with three columns: 'Latest Tweet' (with a link to a tweet about a street artist), 'Latest News' (with a link to an exhibitors warning), and 'Latest Opportunity' (with a link to a design box call for applicants).

Safari File Edit View History Bookmarks Window Help  
dcol.ie  
Design & Crafts Council of Ireland

Design & Crafts Council Ireland ABOUT DCCol 🔍 ☰

FIND OUT HOW WE CAN HELP YOU

- I AM A DESIGNER / CRAFTSPERSON →
- I AM A SHOPPER / COLLECTOR →
- I AM A LEARNER / TEACHER →
- I AM A RETAILER / GALLERYIST →
- I WORK IN MEDIA →
- IRISH DESIGN 2015 →

Latest Tweet  
Watch an Irish street artist painting a commemorative piece in the World Trade Centre – [ow.ly/eb6030br0nd](#)

Latest News  
Exhibitors Beware | Fairs Directory Warning  
03 May 2017  
[View the blog](#) →

Latest Opportunity  
Galway Design Box | Call for Applicants  
26 April 2017  
[View all opportunities](#) →



# Abroad

- International Retail - Heals of London
- International Shows - LDF, NY Now, Maison & Objet
- International Fair Fund with WDC
- PORTFOLIO





# Raising Awareness

- Consumer Campaigns
- PR Campaigns
- [www.designireland.ie](http://www.designireland.ie)
- CraftEd
- National Design & Craft Gallery – shows and outreach programme
- FutureMakers....



Discover the best of design and craft from Ireland, all in one place



# The Tourism Element

- Central to developing many craft businesses is the tourism element – encouraging visitors from at home and abroad to visit their studio and see pieces being made.
- To support this DCCoI developed The Irish Craft Studio Experience – highlighting to visitors how and where they can find good quality Irish craft
- The programme is run by Ciara Garvey and new applicants are added to the on-line element of the trail on an on-going basis – contact [ciara@dcco.i.e](mailto:ciara@dcco.i.e) for details



Craft in Ireland

*Celebrating & promoting craft in Ireland*



HOME

WHAT'S ON

GET INVOLVED

NEWS

EXPLORE CRAFT

DESIGN IRELAND

ABOUT

## Irish Craft Studio Experience



LIST OF STUDIOS



VIEW FILMS OF THE STUDIOS



LOCAL CRAFT TRAILS

[www.craftinireland.com/explore/local-craft-trails](http://www.craftinireland.com/explore/local-craft-trails)





# Irish Craft Studio Experience Criteria

- You are either:
  - A studio/workshop producing craft or
  - A craft gallery/shop also work in the gallery/shop or you provide opportunities/workshops/events where visitors can see work being made, meet the maker or have a go at making something
- You must be open full time to the public
- You must have a website, blog or facebook business page which clearly states your business name and opening hours
- You must be a member of the Design & Crafts Council of Ireland

# ICSE Flyer



## Irish Craft Studio Experience

Take the scenic route and discover Ireland's best craft experiences



Visit some of Ireland's best studio experiences. See designers and craftspeople at work and maybe even try your hand at something new.

For a complete listing of approved locations visit [www.craftinireland.com/explore](http://www.craftinireland.com/explore)

Featured sites are either craft studios open to visitors as a full-time hub or craft galleries and retail spaces offering visitors the opportunity to meet or interact with the maker.



Design & Craft  
Ireland



DOCS  
Department of Culture, Heritage and the Gaeltacht





# Cushendale Woollen Mills



# In conclusion....

DCCol provide a wide range of supports to clients to assist them in developing their businesses, raising their profiles and reaching their key markets. Each client can tailor the supports they access to their individual needs and aspirations

We believe that small craft and design businesses can and do make a big difference – to our economy, our culture and our future.

Our aim is to help these businesses reach their potential.







Any Questions?

**THANK YOU**