

25 – 28 FEB 2021
SOMERSET HOUSE, LONDON

collect

INTERNATIONAL
ART FAIR FOR
MODERN CRAFT
AND DESIGN

PRESENTED BY



2021

COLLECT: INTERNATIONAL ART FAIR FOR MODERN CRAFT AND DESIGN

The Crafts Council continues to demonstrate its authority and pioneering leadership by bringing you Collect: International Art Fair for Modern Craft and Design.

With a distinguished reputation for championing contemporary craft on an international stage, the sixteenth edition of Collect was a triumph in its new home at Somerset House. Strong sales, increased networking and new visitors were all in evidence with a record number of acquisitions by major institutions.

Highlighting the excellent quality of exhibiting galleries and artists, Collect 2020 saw high levels of international and UK collectors and art advisors as well as impressive numbers of acclaimed journalists, architects and art professionals, interior designers, private members' clubs and patrons groups.

Launched in 2004 Collect has been instrumental in defining and growing the marketplace and interest for international collectable craft in the UK. The Crafts Council is passionate about supporting the specialist galleries worldwide in this field who represent highly talented artists and their exquisite work.

Collect's differentiation in the art fair arena is recognised by its focus on the truly contemporary. Over 80% of the work on display has been made in the past five years and, with the support of the Collect Advisory Panel, the Fair selects exhibitors who present carefully compiled collections of artists' work with a further commitment to produce works made especially for launch at the Fair.

This, coupled with the stunning location of Somerset House makes Collect a very attractive destination for the numerous VIP audiences visiting the event.



COLLECT AT SOMERSET HOUSE

After five years at the Victoria & Albert Museum and ten years at the Saatchi Gallery Collect moved to Somerset House in 2020.

Collect is staged in the three stunning gallery wings at Somerset House surrounding the imposing Edmond J Safra Fountain Court, presenting a beautiful contemporary exhibition within an unrivalled historical setting.

The Neoclassical spaces are a unique blend of grandeur and intimacy, with wooden floors and natural light flooding in. The changing dynamics of light from day into evening at the Fair provides an excellent backdrop for the selling of work.

Somerset House offers exhibitors the opportunity to curate their displays in dialogue with the architectural details of the building, with many exhibitors taking an entire room to themselves. Somerset House is situated on the south side of the Strand, overlooking the River Thames, just east of Waterloo Bridge. This makes for an enviable central setting, at the intersection of London's popular West and The City.

“CONTEMPORARY OBJECTS HAVE NEVER LOOKED MORE BEAUTIFUL THAN AT SOMERSET HOUSE. THESE ARE STORIED SPACES AND MAKERS NEED EXTRAORDINARY PLACES”

EDMUND DE WAAL

SOMERSET HOUSE

WHAT THE PRESS SAY

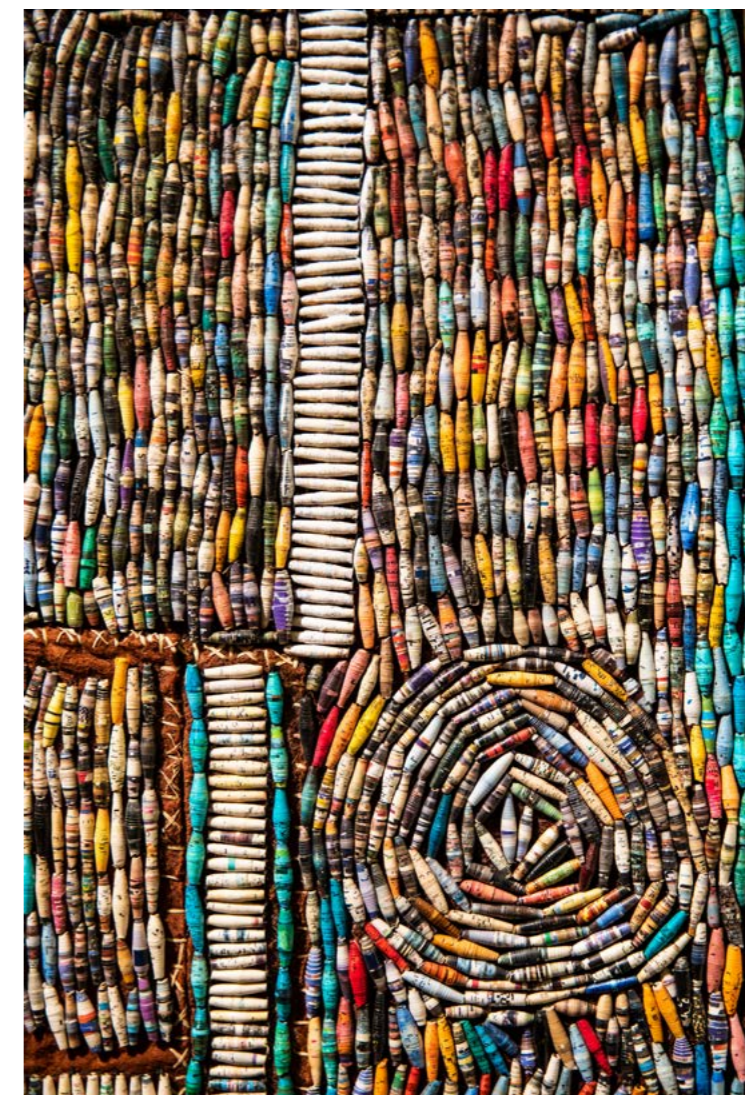


**“AN INTERNATIONAL EVENT THAT
ALLOWS VISITORS TO PERUSE
AND PURCHASE AN ASTONISHING
VARIETY OF ONE-OFF PIECES.”**
FT HOW TO SPEND IT

**“LEADING ARTS INSTITUTIONS
ARE PLACING GREATER VALUE
ON CRAFTS, AND NOWHERE IS
THIS MORE EVIDENT THAN THE
INTERNATIONAL ART FAIR FOR
MODERN CRAFT AND DESIGN.”**
FT HOUSE AND HOME

**“CRAFT HAS NOW BEEN RECOGNISED AS
A MAJOR ART FORM. CONTEMPORARY
CRAFT OFFERS AMAZING VALUE WITH
WORK BY ACCLAIMED MAKERS AND IS
STILL CONSIDERABLY MORE AFFORDABLE
THAN THE WORK OF FINE ARTISTS, EVEN
THOUGH THE OUTPUT IS OF EQUAL AND
SOMETIMES SUPERIOR STATUS.”**
EVENING STANDARD





VIP AUDIENCE

“SOMERSET HOUSE IN LONDON OPENED ITS DOORS TO THE COLLECT CONTEMPORARY CRAFT FAIR THIS MORNING, ONE OF THE MOST GLAMOROUS EVENTS ON THE CRAFT CALENDAR.”

TELEGRAPH LUXURY



THE VIP CULTIVATION STRATEGY FOCUSES ON ATTRACTING BOTH ESTABLISHED COLLECTORS AND BUYERS AS WELL AS INTRODUCING AND INSPIRING NEW AUDIENCES.



“WE THOROUGHLY ENJOY PARTNERING WITH COLLECT THE INTERNATIONAL ART FAIR FOR MODERN CRAFT AND DESIGN. IT’S A BEAUTIFUL SHOW AND THIS YEAR’S NEW VENUE, SOMERSET HOUSE, HAS TAKEN ALL WHO PARTAKE IN IT, TO ANOTHER LEVEL. THE COLLECT TEAM ARE A JOY TO WORK WITH ON EVERY LEVEL.”

COX LONDON

Collect attracts a knowledgeable and engaged audience comprising collectors, museum curators, art consultants, corporate buyers, interior designers and architects.

VIP groups are offered bespoke packages including special previews, guided tours as well as satellite events. The VIP Lounge at Collect offers a moment of calm within a busy fair. For Collect 2020 the VIP Lounge was presented by Cox London and interior designer Rachel Chudley.

This stunning environment included a brand-new body of work by the Cox London duo. Curator Rachel Chudley also hand-picked pieces from participating Collect galleries to display in the lounge.

Together with a targeted international campaign, the audience development strategy included special invitations to: interior designers, architects, HNW media partners, members clubs, hotel concierge groups, auction houses, art advisors, art tours, patrons, property developers, associations, embassies, luxury brands, financial services, family wealth, legal and insurance companies.



“OUR GROUP HAD A FANTASTIC TIME ON SATURDAY... THE ARRAY OF JEWELLERY ON DISPLAY WAS INSPIRING AND REFRESHING...”
GEM X, PRIVATE SOCIAL CLUB



“CRAFT HAS SEEMINGLY SHAKEN OFF ITS ‘QUAINT’ PERCEPTION AND HAS NOW EVOLVED INTO SOMETHING IN WHICH TO SERIOUSLY INVEST, STIMULATING FURTHER INTERESTS FOR A BROADER AUDIENCE.”
ES MAGAZINE

AUDIENCE PARTNERSHIPS FOR COLLECT 2020

CORPORATES AND WEALTH MANAGEMENT

Barclays Wealth
Stonehage Fleming Wealth
Planning
Clifford Chance
Charles Russell Speechlys LLP
Partners Wealth Management
Charter HCP
Sanlam UK



AUCTION HOUSE GROUPS

Bonhams
Christie's
Sotheby's
Maak



CONCIERGE AND PRIVATE MEMBERS CLUBS

TEN Group
12 Hay Hill
24 Mayfair
19 Greek Street
Arts Club, Dover Street
Hospital Club
Cultivist
Quintessentially
Audemars Piaget
Hospital Club
Mishcon de Reya
American Women's Club
West London Women
Art Social



“IT WAS BETTER THAN GREAT. ALL PARTICIPANTS LOVED THE FAIR AND SEVERAL MENTIONED THEY ARE COMING BACK, ONE CONFIRMED SHE’S GOING TO BUY GLASS, ANOTHER BRINGING HER PARTNER BACK TO SHOW HIM HER FAVOURITES, A THIRD, INTERIOR DECORATOR, HAS PICKED UP HER CHOICES FOR HER CLIENT”
 PRIVATE CLIENT TOUR,
 COLLECT 2020

ARTS AND MUSEUM PATRONS GROUPS

Outset Contemporary Art Fund
 Sorrell Foundation
 Art Fund (curators and patrons)
 Art Social
 Makers & Museums
 Courtauld Institute of Art
 Design Museum
 Kettle’s Yard
 Museum of London
 The Hepworth Wakefield
 The Clore Leadership Programme
 Somerset House Trust
 Horniman Museum



ASSOCIATIONS, TRAVEL AND COLLECTOR GROUPS

Association of Women Art Dealers (AWAD)
 Gem X
 Rue Pigalle Toronto Art and Travel
 Contemporary Glass Society
 Art Jewellery Forum
 AWITA
 Walpole



ART ADVISORY

Dekempeneer Collection
 Gurr Johns Art Advisory
 Frank Hindley Art Advisors
 PAIAM
 Rise Art
 Moniker Art Advisory

MUSEUMS AND CURATORS

THE CRAFTS COUNCIL HAS LONG-STANDING RELATIONSHIPS ACROSS THE ARTS SECTOR IN LONDON, THE UK AND OVERSEAS.

Since the launch of Collect at the V&A in 2004 the Crafts Council has sought to build a network of museums acquiring works of contemporary craft.

This is reflected in the regular enthusiastic attendance from museums and independent curators. Collect represents a pivotal time for museums to source works for their collections.

Collect 2020 saw a record number of works sold directly to institutions including 13 works to the Victoria & Albert Museum as well as four works to the Ashmolean Museum Oxford and two works to National Museums Northern Ireland.

Events and gatherings are held at the fair to ensure a valuable exchange between peers across the museum sector.



“COLLECT 2020 AT SOMERSET HOUSE WAS AN INSPIRING, DYNAMIC AND EXCITING EXPERIENCE. THE GRANDEUR OF THE SETTING ALLOWED FOR INTERESTING CONVERSATIONS BETWEEN THE WORKS ON SHOW AND THE ARCHITECTURE THEY WERE PLACED WITHIN.”
SARAH ROTHWELL
NATIONAL MUSEUMS SCOTLAND





ATTENDANCE FROM THE MANY MUSEUMS AND INSTITUTIONS THAT VISITED INCLUDED:

- Art Fund UK, Wiltshire
- Rothschild Art Foundation, Bucks
- Victoria & Albert Museum, London
- Ashmolean Museum, Oxford
- National Museums Northern Ireland, Ulster
- Musée Ariana, Switzerland
- KODE Art Museums and Composer Homes, Norway
- National Museum, Norway



“ACQUISITIONS BY V&A CERAMIC COLLECTIONS AND TEXTILE COLLECTIONS AT COLLECT 2020 IS A SPECTACULAR MOMENT FOR INTOART AND THE ARTISTS WE PRESENTED.”
 INTOART, COLLECT 2020 EXHIBITOR



DESIGN AND INTERIORS

AS PART OF THE LONGER-TERM MARKET DEVELOPMENT STRATEGY, THE CRAFTS COUNCIL WORKS TO INTRODUCE PARTICIPATING GALLERIES AT COLLECT TO SPECIALIST DESIGN AND INTERIORS NETWORKS.

At Collect 2020 we worked to bring new interior design and architectural practices to the fair via different routes. Many new architecture and design practices were in evidence at the fair sending senior designers and their clients.

In addition we worked with House & Garden to bring its newly formed cultural membership, The Calico Club, to the Fair (a community for devotees of art, interiors, design and food).

Further cultivation was achieved in conjunction with our VIP Lounge partner, Cox London, who held an exclusive event for their interior designers and private clients.



“WE’VE MET SOME AMAZING INTERNATIONAL PRIVATE AND LUXURY INTERIOR DESIGNERS THAT WILL EXPAND OBJECTS TO LARGE SCALE PROJECT OPPORTUNITIES.

LLOYD CHOI GALLERY,
COLLECT 2020 EXHIBITOR

“WITHIN ITS NEW NEOCLASSICAL HOME, COLLECT PROMISES A GLAMOUROUS ENVIRONMENT FROM WHICH TO ADMIRE AND PURCHASE, EXCEPTIONAL ONE-OFF PIECES.”

FINANCIAL TIMES



INSTALLATIONS



“COLLECT 2020, THE CRAFT COUNCIL’S INTERNATIONAL ART FAIR FOR MODERN CRAFT AMPLIFIES THE PROFILE AND SALES OF COLLECTIBLE CRAFT ALONGSIDE PROMOTING THE VERY BEST GALLERIES AND ARTISTS IN THE DISCIPLINE.”

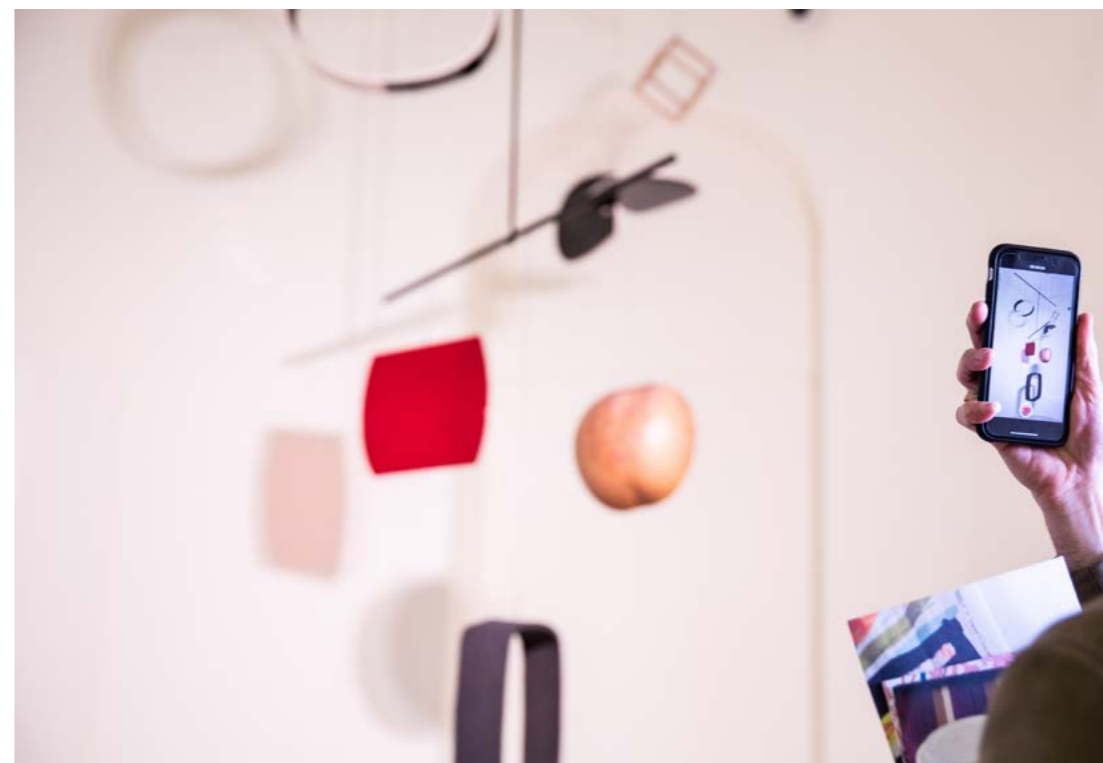
THE LONDON LIST

INSTALLATIONS TO INSPIRE COMMISSION

Inspiring ambitious commissions for private homes, corporate or public spaces is another way Collect supports long-term market development for exhibiting galleries.

Represented at the fair by Cavaliero Finn, a stunning new large-scale hanging sculpture by Daniel Reynolds was placed within the West Wing at Somerset House.

Incorporating the largest elements Reynolds has ever worked with, the artist’s dramatic, organic sculpture was executed in his signature glass and ceramics and was created especially for the fair.



VISITORS

“A VISUAL FEAST THAT INSPIRED WONDER AND ADMIRATION FOR THE EXHIBITORS’ TALENT, AS SHOWN IN THEIR CREATIONS AND INNOVATIVE IDEAS.”

VISITOR AT COLLECT 2020

“MY HIGHLIGHT IS THE HIGH QUALITY OF THE WORK ON DISPLAY AND THE EXTREMELY KNOWLEDGEABLE GALLERY REPRESENTATIVES”
VISITOR AT COLLECT 2020

“DESPITE WORRIES ABOUT THE MOVE THEY HAVE BEEN UNFOUNDED FOR US. BRILLIANT DIVERSITY OF AUDIENCE.”
GOLDSMITHS’ FAIR,
COLLECT 2020 EXHIBITOR

12,000

Attendees

96%

of visitors gave Collect 2020 a positive rating

88%

of visitors said they were likely to attend again

67%

of visitors were new to the fair



EXHIBITORS



“INCREDIBLE EXPERIENCE TO MEET ENTHUSIASTIC CRAFT-LOVERS, AS A FIRST TIMER AT COLLECT IN LONDON.”
GALLERY SKLO
COLLECT 2020 EXHIBITOR

“THE EVENT EXCEEDED OUR EXPECTATION IN TERMS OF TURNOUT AND INTEREST FROM CLIENTS.”
MINT
COLLECT 2020 EXHIBITOR

25

Artists represented from over 25 nations

42

42 Galleries representing over 440 artists

440

Over 440 artists from across the globe

88%

of Galleries said Collect met or exceeded their expectations

65%

Galleries reported an increase in international contacts

81%

of Galleries would recommend Collect to other Galleries

70%

of Galleries said the fair expanded their existing buying audience



COLLECT OPEN



COLLECT OPEN IS AN OPPORTUNITY FOR INDIVIDUAL ARTISTS OR COLLABORATIONS TO EXHIBIT ALONGSIDE WORLD-CLASS GALLERIES AT COLLECT.

“I’M FINDING IT HARD TO PUT INTO WORDS WHAT THIS OPPORTUNITY HAS MEANT FOR ME; THE DIRECTION OF MY PRACTICE HAS COMPLETELY CHANGED BECAUSE OF THE HIGH PROFILE CONNECTIONS I’VE MADE AND THE MEDIA COVERAGE I’VE RECEIVED FROM PARTICIPATING IN COLLECT OPEN. IT’S BEEN AN AMAZING SUCCESS, I CAN’T THANK THE CRAFTS COUNCIL ENOUGH!”
ANNETTE TOWNSEND,
COLLECT OPEN 2020 EXHIBITOR

Collect Open welcomes and encourages the thought-provoking and the ambitious, creating a platform for new ideas.

Applications to Collect Open go through a phased selection process ensuring the idea and concept is approved as well as receiving Crafts Council project development and installation support.

Collect Open exhibitors enjoyed a range of successes following the Fair – from gaining gallery representation, to making strong contacts with museums and meeting future collaborators and collectors.

For 2020, we saw 12 exciting Collect Open projects representing 17 artists.

The Crafts Council was delighted to welcome Sanlam UK as a new partner for Collect Open in 2020. (see Sponsors and Partners)

TALKS

THE TALKS PROGRAMME AT COLLECT ENCOMPASSES BOTH EXPERT PANEL DISCUSSIONS IN THE MAIN TALKS SPACE AS WELL AS MORE INTIMATE AND INFORMAL CONVERSATIONS ON STANDS.

The 2020 Talks Programme was rich in content, well attended and star-studded with artists and sector aficionados bringing together the great and the good.

Panel discussions at Collect celebrate the successes and take on the challenges of the market for collectable craft. It spans a wealth of topics by trusted voices from the world of applied arts, fashion, industrial design and interiors.

2020 speakers included Art consultant Ben Williams, founder and Creative Director for Firmdale Hotels Kit Kemp, LOEWE FOUNDATION president Sheila Loewe, gallerist and maker Peter Ting and makers Carol McNicoll, Kazuhito Takadoi among many others.



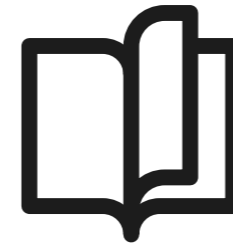
MARKETING

THE CRAFTS COUNCIL HAS ACCESS TO HIGHLY ENGAGED, KNOWLEDGEABLE AUDIENCES WHO ARE PASSIONATE ABOUT THE ARTS AND IN PARTICULAR CRAFTS AND MAKING.

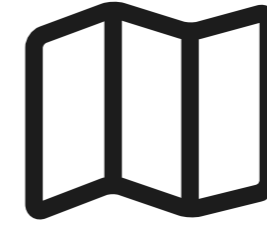
IT DELIVERS A STRATEGIC AND TARGETED MARKETING CAMPAIGN VIA DIGITAL AND PRINT WHICH IS SUPPORTED AND COMPLEMENTED BY A COMPREHENSIVE PRESS AND PR CAMPAIGN.

Large scale tube posters to advertise the Fair were placed at: Covent Garden, Embankment, Temple and Waterloo.





Extensive print advertising campaign including:
The Art Newspaper, Disgeno, Design Anthology, Frieze RA Magazine



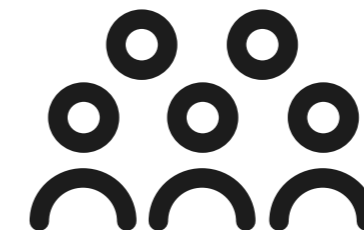
20k leaflets door-dropped across targeted wealthy London boroughs and distributed at major cultural institutions such as London Art Fair, National Portrait Gallery, Tate Museums, Victoria and Albert Museum and Wallace Collection



Reached audiences through 18 strategic partnerships including; Aesthetica Art Prize, Amex, Apollo Magazine, Design Anthology, House & Garden, London Art Fair, London Craft Week, Young Arts Professionals and V&A



Local partnerships surrounding Somerset House including Courtauld Institute of Art and Somerset House business residents.



Reached new audiences through sponsor marketing including: LOEWE FOUNDATION, Cox London, Sanlam UK and Brookfield Properties.

Comprehensive promotional features in a special edition of Crafts magazine focusing on exhibiting galleries and artists. In addition to main distribution, complimentary copies issue to VIP audience at the fair.

VIBRANT ONLINE PRESENCE INCLUDING REAL TIME INSTAGRAM STORIES AT THE FAIR, DEDICATED POST FOR EVERY EXHIBITING GALLERY AND COLLECT OPEN ARTIST, LIVE STREAMING OF MAKER DEDICATED TALK, INSTAGRAM TAKEOVER BY PROMINENT CRAFT AND INTERIOR DESIGN INFLUENCER.

13M

Total social media campaign reach of 13 million

590K

The Crafts Council total social media following is over 590k

4000+

the hashtag #collect2020 was used over 4000 times on instagram alone

65K

65k visits to Collect webpage

750K

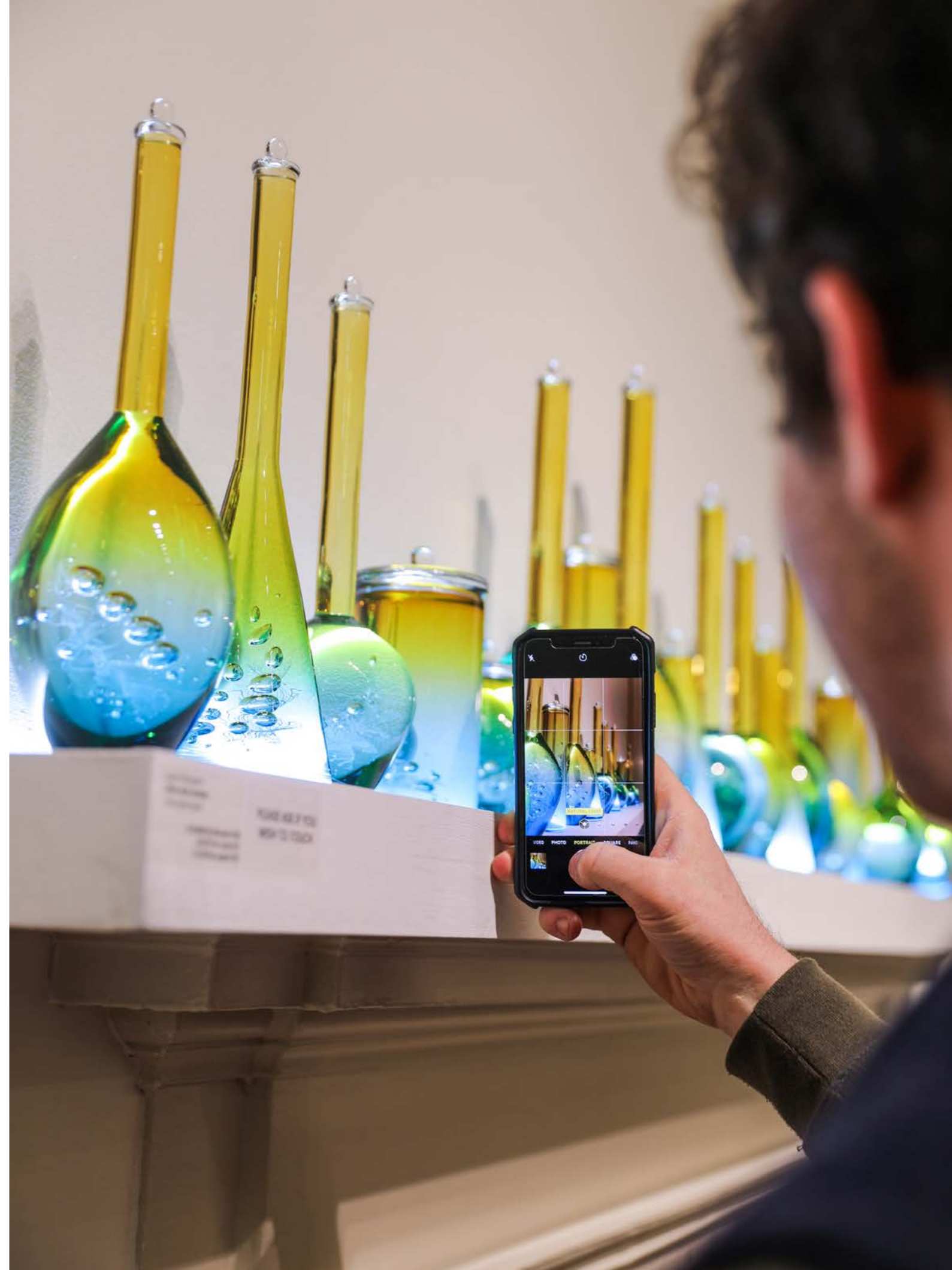
55 posts and 120 stories gaining 750K impressions on Instagram

42%

42% of attendees said they would share their experience on social media

29K

Comprehensive e-marketing campaign sent to 29k dedicated Crafts Council subscriber list



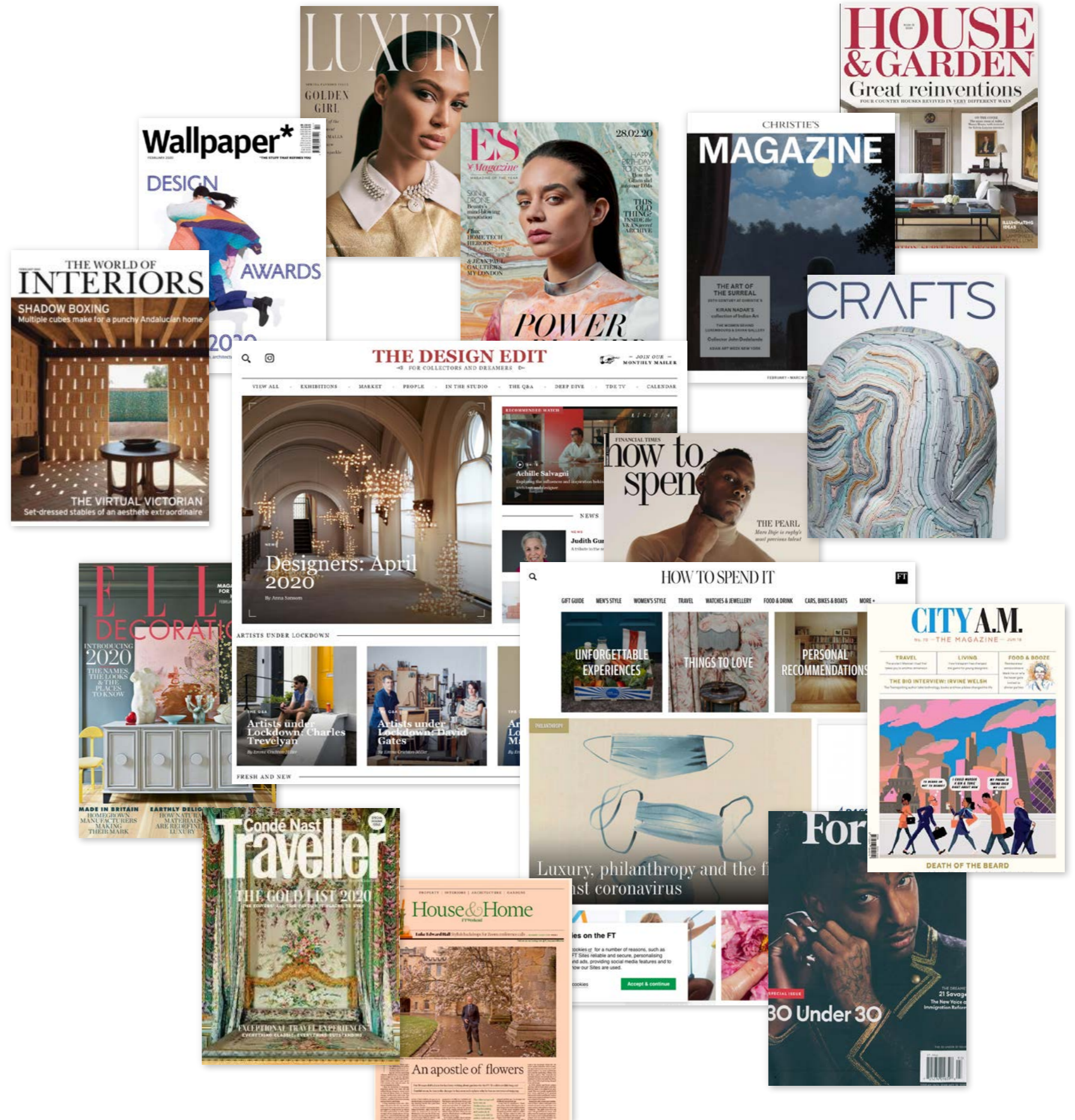


PRESS

PRESS COVERAGE FOR COLLECT 2020 WAS EXTENSIVE WITH OVER 171 FEATURES AND SIGNIFICANT ARTICLES IN INFLUENTIAL PUBLICATIONS.

COLLECTIVE REACH VIA EDITORIAL IN PRINT, ONLINE AND SOCIAL: OVER 226M.

“COLLECT BRINGS TOGETHER, ON AN ANNUAL BASIS, A WEALTH OF INTERNATIONAL ARTISTS, DESIGNERS AND CRAFTSPEOPLE SHOWCASING A VAST ARRAY OF WORK”
FORBES (REACH 38M)



SPONSORS AND SUPPORTERS

**THE BREADTH OF ORGANISATIONS
SUPPORTING COLLECT IS A REFLECTION
OF THE POWER AND UBIQUITY OF CRAFT
AND THE RECOGNITION OF COLLECT'S
STRENGTH AND REPUTATION.**

We have built highly collaborative and successful partnerships at Collect and work hard to create bespoke packages which deliver agreed and shared objectives.

Return on investment for partners continues to overperform at Collect along with the added advantage of opportunities to maximise on the wider work of the Crafts Council.

This support enables the Fair to evolve as brands recognise the value in their alignment with Collect and the culturally informed audiences it gives them access to.

“SANLAM UK ARE DELIGHTED TO HAVE FORMED A STRONG PARTNERSHIP WITH THE CRAFTS COUNCIL; ENABLING THEM TO SUPPORT OUTSTANDING TALENT WITHIN THE CRAFT SECTOR. INVOLVEMENT WITH THE CRAFTS COUNCIL PLATFORMS, SUCH AS COLLECT OPEN SHOWCASE, SANLAM UK'S GROWING COMMITMENT TO THE VALUES AND SYNERGY WITH CRAFTSMANSHIP AND THEIR INTERNAL VALUES.”

CHRISTOPHER DEAN, MARKETING DIRECTOR, SANLAM UK

“WE ARE PROUD TO BE SUPPORTING COLLECT FOR THE THIRD YEAR RUNNING, PARTICULARLY IN THIS EXCITING MOMENT WHEN CRAFT IS BEING RE-EVALUATED ACROSS THE WORLD. IT GIVES US GREAT PLEASURE TO SEE SO MANY LOEWE FOUNDATION CRAFT PRIZE FINALISTS ON SHOW AT THE FAIR”

JONATHAN ANDERSON, CREATIVE DIRECTOR OF LOEWE

ASSOCIATE SUPPORTER

**LOEWE
FOUNDATION**

COLLECT OPEN SPONSOR



VIP LOUNGE SPONSOR



AWARD SPONSOR

**Brookfield
Properties**



TMLIGHTING
BRINGING ART TO LIGHT



THE CRAFTS COUNCIL IS THE LEADING AUTHORITY ON CRAFT IN THE UK

For five decades it has been bringing exceptional craft to new audiences and collectors as well as supporting leading makers and galleries.

The Crafts Council founded Collect in 2004 with the aim to build the profile and sales for collectable craft, to promote the very best galleries and artists in the field and provide UK audiences with the opportunities to see and buy exemplary British and international craft.

The Collect team combines the many decades of experience of the Crafts Council alongside new influences, bringing fresh perspectives, approaches and vision.



CONTACTS

**TO FIND OUT MORE
ABOUT EXHIBITING AT
COLLECT, PARTNERSHIPS
OR ATTENDING THE
FAIR, PLEASE CONTACT
THE TEAM.**

COLLECT@CRAFTSCOUNCIL.ORG.UK
TEL: +44 (0)20 7806 2516

COLLECT CORE TEAM

Isobel Dennis
Fair Director

Daniella Wells
Market Consultant

Mel Spencer
Head of Operations

Abigail Weir
Fair Officer

Aysen Yilmaz
Creative Partnerships

SOCIAL MEDIA

#Collect2021
craftscouncil.org.uk/
collect

@CraftsCouncilUK on
Facebook and Twitter

@CraftsCouncil
on Instagram

Visitor statistics courtesy of the Audience Agency
All images from Collect 2020. Photography: Iona
Wolff. All figures correct at time of going to press.

PRESENTED BY
CRAFTS COUNCIL



REGISTERED
CHARITY NUMBER
280956



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

