



DESIGN
NATION

Future Thinking for Design & Craft



Michelle House, photo by Yeshen Venema

MEMBERSHIP INFORMATION

Design-Nation is a membership network and portfolio that comprises a rich and diverse pool of highly skilled designers and makers including some of the most acclaimed and innovative designers and craftspeople in the UK.

With a national and international profile, activity programme and bespoke package of support and opportunities, Design-Nation is committed to developing creative talent at every stage of career - be it graduate, emerging or established practice.

In collaboration with partners, champions and investors, Design-Nation's aim is to strengthen business and creative development opportunities for the contemporary design and craft sector.

Membership to our network is independently selected by a panel of Design-Nation staff, members and ambassadors. Selection takes place twice yearly in February and August.

BENEFITS OF MEMBERSHIP

At Design-Nation we deliver a UK wide programme that encourages ambition and excellence and empowers designers and makers to build and grow a sustainable creative practice.

Building on 20 years of experience, we deliver bespoke projects and activities that are tailored to support the needs of our creative business members at every stage of career.

As a member you will benefit from a range of creative and business support, including:

- Brand accreditation as a selected member of Design-Nation
- Profile and exposure through our online portfolio
- Ongoing promotion through our newsletter, blog and social media channels
- Critical feedback and professional development advice from our independent selection panel
- Specialist targeted support via a diagnostic action plan
- Group exhibition opportunities at UK trade and retail fairs
- Major exhibition opportunities at London Craft Week, London Design Festival and Decorex International
- Exhibition and retail opportunities at The National Centre for Craft & Design (Design-Nation's home)
- Touring exhibitions
- Invitations to networking and membership events
- Up to date information on UK craft and design opportunities and news

To mark Design-Nation's 20th anniversary this year, we are launching a number of NEW initiatives and opportunities:

- '20 members 20 products' project
- Talent development programme – new graduate programme, membership taster days, study & industry days, events, talks, lectures, awards, new digital resource hub (coming soon), targeted support programmes for new start-ups, emerging and established members
- Enhanced membership programme – access different levels of business support to give you the specialist tools, knowledge and skills required to build and grow a successful and sustainable creative business
- Cluster hubs – connect with likeminded members in your area and collaborate on creative development projects, exhibitions and events
- Partnership projects – Design-Nation will be working with a range of industry partners to bring you opportunities to collaborate and innovate to develop your product and grow your professional practice.



Speckled Grey, photo by Dan Weill

MEMBERSHIP ELIGIBILITY

We are building a leading portfolio of contemporary British designer-makers, whose collective works demonstrate authentic, exceptional craftsmanship and design ability. We support members that produce exceptional craft design and product, from contemporary interpretations of traditional craft to cutting-edge experimentation and collaboration.

Qualifying craft, design and product categories are:

- Architectural product (3D)
- Ceramics
- Furniture
- Glass
- Jewellery
- Lighting
- Metal
- Mixed Media
- Paper
- Surface Design & Print
- Textiles: fashion
- Textiles: interiors
- Wood

Your membership application should demonstrate:

- deep knowledge of your craft, materials and processes
- active commitment and passion to developing your creative and business practice
- understanding and consideration of the wider contemporary design and craft market and your voice and position within this
- understanding of how Design-Nation can support the development of your practice
- understanding of how you can support the development of Design-Nation

Our independent selection panel will use the following criteria to assess your application for membership:

- Quality of work and craftsmanship
- Innovative thinking and/or problem solving
- Entrepreneurial business approach
- Quality of images and presentation of work
- Collaborations and connections with the wider sector
- What will Design-Nation membership mean to you?

Images are crucial; we will assess your application based on the images you provide! It is very important that you select images that represent current or recent work completed in the last two years. Please describe each image clearly including title of work, date it was produced, materials used, sizes, pricing and image credit (where required). Remember when choosing your images that your work is judged on quality, originality and consistency.

Design-Nation welcomes applications from UK-based designer and makers. We are committed to providing equal access to its services regardless of an individual's race, disability, gender, faith, age or sexuality.

MEMBERSHIP COSTS

Membership costs **£120 + VAT** per year, payable on selection.

There is a one-off administration fee of **£15 + VAT** payable on submission of your application.

Please note that additional costs may apply for some talent development exhibition and project opportunities.

HOW TO APPLY

Please request and complete the application form and return this, along with six images, to info@designnation.co.uk

Please follow all instructions and guidance on the application form.

Yearly membership deadlines 1st February and 1st August.