



## **Future Thinking for Design & Craft: Membership Information**



Michelle House, photo by Yeshen Venema, styled by Jessica Jung.

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's ambassadors, sector experts and senior members. Selection takes place quarterly in February, May, August and November.

## **BENEFITS OF MEMBERSHIP**

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

Building on 20 years of expert experience, we deliver bespoke projects and activities that are tailored to support the needs of our creative business members at every stage of their careers. Design-Nation works with a range of industry partners to bring you special opportunities to collaborate and innovate, to develop your product and grow your professional practice.

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 team, partners and independent selection panel
- Tailored support for your individual practice via a diagnostic action plan
- Group exhibition opportunities at UK trade and retail fairs (live events and online)
- Major exhibition opportunities at festivals such as London Craft Week and London Design Festival
- Exhibition and retail opportunities at The National Centre for Craft & Design (Design-Nation's home)
- Online exhibitions and showcases on our own platforms and through selected high quality partnerships
- Cluster hubs – connect with other Design-Nation members in your area and collaborate on creative development projects, exhibitions and events. (Note that this activity is adaptable to video-conferencing and/or face-to-face, circumstances permitting.)
- Invitations to other networking and membership events
- Up to date information on UK craft and design opportunities and news
- Buddy Scheme for members
- Access to creative retreats (circumstances permitting)
- Fortnightly member bulletins including news and opportunities
- Talent development programme – graduate programme, membership taster days, study & industry days, events, talks, lectures, awards, digital resource hub (coming soon), targeted support programmes for new start-ups, emerging and established members
- Enhanced membership programme (coming soon) – 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.

## **MEMBERSHIP ELIGIBILITY**

We continue to build a leading portfolio of contemporary British-based 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.



Speckled Grey, photo by Dan Weill, courtesy London Craft Week.

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. Images should be at least 300 dpi and no larger than 4Mb each. Please describe each image clearly including title of work, date it was produced, materials used, sizes, pricing and photographer 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 in monthly instalments or in full on receipt of the invoice

There is a one-off administration fee of **£20 + 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 complete the Application Form and return this, along with six images and your completed Equality Form to [info@designnation.co.uk](mailto:info@designnation.co.uk)

Please follow all instructions and guidance on the application form.

**Yearly membership deadlines are 1st February, 1st May, 1st August and 1<sup>st</sup> November.**