

LONDON CRAFT WEEK

Text for the London Craft Week Guide and Website Tips

The London Craft Week Guide and our website allow you to communicate your event/activation to LCW visitors. Whilst both serve a similar purpose, we thought it would be useful to share some tips to help you get the most out of your event listing(s) on both platforms.

Guide Information (See examples in Appendix 2)

For your listing in the London Craft Week Guide we require the following:

1. The title of your event

- We would suggest for it to be as informative as possible; visitors should be able to clearly understand what the event is from the title. The title should outline what the event is, who is involved and where it will take place. For example:
- <the partner name> doing <the type of event> at the <venue>
- or
- <the partner name> hosting <the type of event>
- or
- <the type of event> at the <venue> (If venue is partner's own)
- or
- <the type of event> with <hero maker/influencer> at the <venue>

2. The exact time and date of your event

- Day, Date, Start time(s) and Finish time(s)
- Note: if your event is open all day, please provide venue/store opening & closing times.

3. Full event address, contact number and website URL

- Please ensure the contact number is for a point of contact who can help with any queries in the lead up to and on the day of the event. This will be published in the LCW Guide and online so please don't share personal contact details.

4. Booking Information

- Please outline if visitors need to book a ticket for your event, how many places are available and if there is a charge.

- i.e. Booking not necessary, 50 places, free or Booking necessary, 15 places, £30 per pp

5. Type of event

- Choose from: Dinner, Drinks Reception, Demonstration, Exhibition, Installation, Open House, Performance, Product Launch, Talk, Tasting, Tour, Virtual Demonstration, Workshop

6. Craft discipline

- Choose from 65 different types of disciplines – these can be found in Appendix 1.

7. Event Text: Up to 50 words

- Please make this informative and concise. It should be written in plain English that everyone will understand. We want to draw visitors to your event, so you need to tell them why they should attend.
- The text should be in the third person, in the present tense and only include facts – no opinions. Example text can be found in Appendix 2.

8. If you are a Silver, Gold or Platinum level partner please upload a JPEG image of your logo.

Please note this will be printed in black and white.

The above information will be laid out in the London Craft Week Guide like this:

Engraving Demonstration with Tom Nicholls at Purdey The art of engraving guns developed alongside the gentlemen's sport of game shooting. A Purdey engraver demonstrates the techniques that go into sketching and engraving the intricate patterns and details on the brand's shotguns and rifles. All of the engraving work is done by hand and by eye, making this a unique and exacting discipline.	Demonstration Engraving 04 Oct 12pm–5.30pm James Purdey & Sons 57-58 S Audley St W1K 2ED Booking not necessary Free purdey.com 020 7499 1801
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Website Information

Information from your event listing in the guide will be used for the website. This includes: event title, booking information, event type and venue details. The Guide text will be displayed as the first paragraph of your website listing.

Additional information required as follows:

1. Extra 250 words for your dedicated web page

The tone of voice should remain the same as the guide. This is an opportunity to explain more

about the concept of your event and your organisation/brand/museum/gallery. Some of our visitors may not have heard about you, so please explain who you are.

2. A high-res landscape image

Specifications: 2MB and 300DPI. The image you send will be the visual representation of your event on the website. Please make it as attractive and simple as possible.

Note: The image will be cropped into a landscape banner as well as a square thumbnail. Please ensure the minimum width dimensions are 1275px.

3. Up to 3 maker profiles

We want to celebrate makers and where possible we would like to profile as many as possible on our website. Please provide a JPEG photo/headshot and a short bio (150 words max each) for 3 makers involved in your event/activation. You can also include a website URL and state their craft discipline.

Appendix 1

3D Printing	Knife making
Armoury working	Knitting
Automotive	Lace making
Basketry	Lacquering
Bell casting	Lapidary
Biofabrication	Leather working
Bookbinding	Letter carving
Calligraphy	Letter cutting
Candle making	Marbling
Ceramics	Marquetry
Clay working	Metalworking
Conservation	Millinery
Cordwaining	Mosaic
Costume and prop making	Musical instrument making
Dress making	Papermaking
Dyeing	Parquetting
Embossing	Perfume making
Embroidery	Pigment making
Enamelling	Printing
Engraving	Quilting
Etching	Recycling materials
Fan making	Restoration
Felting	Rug making
Fine art	Saddlery
Floristry	Silversmithing
Food & Drink	Stone carving
Furniture making	Sword making
Glassblowing	Tailoring

Glass working	Textile making
Goldsmithing	Thatching
Guilting	Upholstery
Gun making	Vellum making
Jewellery making	Wallpaper making
Watchmaking	Woodworking
Weaving	

Appendix 2

Examples of LCW guide listings from 2021

Central		
jaggedart Terrain: Works in Porcelain by Lucas Ferreira and Alison Gautrey A celebration of porcelain used in different ways. Lucas Ferreira's works are made from small handcrafted fragments of porcelain, accumulated to form sequences and rhythms, evoking geological formations. Almost paper-like, Alison Gautrey's spun porcelain vessels are luminously translucent and weightless, capturing the feeling of movement within the simplicity of form.	Exhibition Ceramics 28A Devonshire Street W1G 6PS jaggedart.com	04–08 Oct 11am–5pm 09 Oct 11am–3pm Booking not necessary Free
Jessica McCormack Jessica McCormack: Craftsmanship Behind the Scenes Known for merging traditional Georgian techniques with contemporary design, diamond jeweller Jessica McCormack invites you to an afternoon of curated craftsmanship, with demonstrations from the brand's in-house artisans and diamond experts.	Demonstration Jewellery Making 7 Carlos Place W1K 3AR jessicamccormack.com 020 7491 9999 JESSICA MCCORMACK	07 Oct From 3pm Booking necessary Free
JING Tea Single Garden Tea Flight Go on an immersive journey into single garden tea with JING. Their tea experts guide you through a tasting that brings to life three loose leaf teas of incredible character, craftsmanship and flavour.	Tasting Food and Drink 18–19 St Christopher's Place, W1U 1NN jingtea.com 020 8103 6733	04–10 Oct, 12pm–1pm, 2pm–3pm, 4pm–5pm Booking necessary 4 places per tasting Please arrive at least 10 minutes before your Tea Flight is due to start £15
John Smedley Matthew Foster x John Smedley Exhibition John Smedley has commissioned a curated selection of works from ceramic artist and QEST scholar Matthew Foster for London Craft Week, presented in store as part of an exclusive exhibition. Each piece is handcrafted and available to purchase.	Exhibition Product Launch Ceramics 55 Jermyn Street SW1Y 6LX johnsmedley.com 020 7907 9234	04–10 Oct 10am–5pm Booking not necessary Free