Crafts Council

OPEN CALL: GET THE NATION MAKING

Seeking two creative practitioners to develop a National Creative Prompt inspired by the Bayeux Tapestry

CREATIVE BRIEF

Could you create an invitation that gets the nation making?

Crafts Council is looking for two creative practitioners to work together to develop one National Creative Prompt, inspired by the Bayeux Tapestry, a historic loan from France, and rooted in our Make First approach.

As National Craft Partner for the British Museum's Bayeux Around Britain programme, we want to create a shared invitation to make that sparks curiosity, imagination and joy across the UK. Something people of any age, background or level of craft experience can pick up, have a go at and make their own.

Through materials, making and experimentation, the prompt will invite people to explore ideas, tell their own stories and see where their creativity takes them.

About Us

Crafts Council is the national charity for craft. We believe that craft skills and knowledge enrich everyday life, spark creativity and strengthen communities. We champion makers and creative businesses, nurture young people's talent, and build public understanding of why craft matters.

Discover more about our brilliant work here.

Context

For the first time since it was made nearly 1,000 years ago, the Bayeux Tapestry has returned to England. Following a historic agreement with France, the 70-metre-long tapestry, depicting events leading up to the Battle of Hastings and the Norman Conquest of England in 1066, is being loaned to the British Museum from September 2026 to July 2027.

The Bayeux Tapestry is a 70-metre-long masterpiece, an embroidery in wool thread on linen cloth created by women in the UK in the 11th century. Through 58 scenes, 626 characters and 202 horses, the Tapestry offers a rare window into the medieval world.

Crafts Council is the National Craft Partner for the British Museum's programme, Bayeux Around Britain, supported by WorldQuant, running from June 2026 to July 2027. Bayeux Around Britain is a nationwide programme of exhibitions, events and displays designed to share the historic loan of the Bayeux Tapestry from the French government with everyone around the UK. More than 70 museums and heritage sites are taking part. Find out more here.

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As part of this partnership, we are developing activity that uses the Bayeux Tapestry exhibition as a springboard for people across the UK to experience, explore and participate in craft and making.

At the heart of the project will be one simple, open-ended invitation to make. It should spark people's imaginations and give them the freedom to explore materials, experiment, have fun and tell their own stories through making.

Our Make First approach underpins this commission. Make First starts with making: getting hands-on with materials and processes, following curiosity, experimenting, playing and discovering ideas along the way.

Find out more about Make First on our website.

We want the National Creative Prompt to embody this approach: simple enough to invite an immediate response, open enough to encourage curiosity and experimentation, and flexible enough to take in unexpected directions.

We are seeking two makers and creative practitioners whose practice is rooted in materials, making and/or craft processes to develop the prompt together.

The ambition is a simple but powerful invitation to make: one shared starting point capable of generating many different stories and creative responses across the UK. It should work across disciplines, materials and settings, while leaving space for individual and local interpretation.

About the Brief

The challenge: Can you create one irresistible invitation to make that sparks thousands of different responses?

We want you to help us create a National Creative Prompt that gets people making, sharing stories and contributing to a collective creative moment.

Inspired by the Bayeux Tapestry, the prompt should explore the power of making to tell stories and record experiences, while opening this idea up for contemporary life in the UK. We don't want to tell everyone what to make. We want to give them an irresistible starting point.

Rooted in our Make First approach, the invitation needs to be easy to understand and accessible enough for someone to simply pick up and have a go, while being creatively rich enough to inspire makers, educators, families, communities and cultural organisations to interpret it in their own way.

The ambition is a shared starting point, not a shared outcome: thousands of individual acts of making that together tell a rich and diverse story of contemporary life across the UK.

The appointed creatives will work closely with the Crafts Council team throughout the development of the Creative Prompt.

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Why two creative practitioners?

Through this open call, we will appoint two practitioners to work together to develop one National Creative Prompt.

You can apply individually and do not need to have a collaborator in mind. Alternatively, you can apply as an existing partnership of two makers.

Bringing together two creative practices and perspectives creates space to test ideas, experiment, challenge each other and discover unexpected connections. We are interested in what can emerge through this exchange.

You do not need to apply with a finished idea. The two appointed practitioners will develop the prompt together, working closely with the Crafts Council team.

Creative ambitions

The Creative Prompt should:

- Embody Make First, encouraging discovery through materials, making and experimentation.
- Be playful, joyful and compelling, giving people an immediate reason to have a go.
- Spark imagination without prescribing what someone should make.
- Be open to people of any age, background or level of craft experience.
- Take inspiration from the Bayeux Tapestry through storytelling, collective making and shared histories, without requiring a particular material or discipline.
- Make space for different stories, identities, cultures and perspectives.
- Work across communities, places and settings.
- Create thousands of different responses connected by one shared invitation.

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- Outputs

The two creative practitioners will collaboratively develop:

- the core National Creative Prompt;
- clear, accessible instructions for participants;
- visual examples/assets that help bring the idea to life;
- content that can form part of a free downloadable resource; and
- guidance that enables the prompt to be used and adapted across different settings.

The resulting prompt will be promoted nationally and supported by a wider programme including webinars, facilitator training, community events and a public sharing campaign delivered by Crafts Council, British Museum and other partner organisations.

It is expected that there will be at least 2 moments for review and feedback before the final Creative Prompt is signed off.

Reporting to

Activity will be overseen by Amanda Rigler, Senior Learning and Participation Manager who will liaise with wider Crafts Council and British Museum team

Fees

The total commission fee is £1,750 per maker.

About You

We welcome applications from makers and creative practitioners working in any craft discipline.

We're particularly interested in practitioners who:

- Can translate complex ideas into engaging, playful and accessible creative activities.
- Are excited by storytelling through making.
- Value collaboration, inclusion and creative experimentation.
- Can create activities that work across different materials, cultures, places and communities.

We encourage applications from practitioners whose work broadens representation within craft and whose perspectives can help ensure the project reaches and resonates with diverse audiences.

How to express an interest in this brief

Please provide details of your interest in this brief by sharing:

- A short statement telling us why this opportunity interests you, what you would bring to the project, and how you approach developing ideas collaboratively. (maximum 500 words).

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- One example of a project or piece of work that demonstrates how you have created engaging and accessible opportunities for others to make, participate or experiment creatively.
- Your CV and examples of your work or relevant projects. These can be links to a portfolio, website or social media.

We will happily receive this information in another format, including video recordings.

Please email your response to learning@craftscouncil.org.uk and include 'National Creative Prompt' in the subject line.

Selection Criteria

- An invited panel of judges will assess applications against
- A strong creative practice rooted in making, materials and/or craft processes.
- Experience of creating engaging, inclusive and accessible opportunities for people to make.
- An understanding of how making can enable storytelling, experimentation and different individual responses.
- An open and generous approach to developing, testing and evolving ideas with others.
- An ability to translate creative ideas into simple, playful and accessible experiences for a wide range of people.

Deadline

The current deadline if you wish to be considered is:

- **12noon on Monday 7 December 2026**

Please direct any queries about this brief to learning@craftscouncil.org.uk

Equal Opportunities

Please also complete our anonymised Equal Opportunities Monitoring Form here.

We use this **anonymised** information to monitor and improve how we are doing to attract the best talent that is representative of the UK population, and to help us report our progress to our supporters.

Support for you

Please email learning@craftscouncil.org.uk if you have any questions, to request information in an alternative format or for any support needed. We will happily arrange for an informal conversation prior to submitting an expression of interest if that is helpful. **Whatever works best for you.**

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We are committed to supporting you with your access and support needs during this process and to ensuring any reasonable adjustments are met now and during any work with us. If you prefer to speak with us, please contact: (0)20 7806 2500.

Other

- To deliver this brief, you must be eligible to work in the UK.

Discover more about the Crafts Council here.

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