

**August 2020**

## **CRAFTS MAGAZINE UNVEILS A FRESH LOOK FOR A NEW ERA**

*Crafts* has been refreshed and reinvigorated for its landmark September/October 2020 issue, which celebrates the power of making to bring people together and change lives.

The bi-monthly magazine has been the international authority on craft for nearly 50 years and is a collector's item in its own right. The new-look *Crafts* has a lively, fresh and contemporary design and an editorial approach that explores how making can enhance all facets of life, from the clothes we wear to the spaces we inhabit.

To mark its transformation, *Crafts*' September/October issue champions those it calls 'change makers': the artists, designers, thinkers and organisations who are using craft skills and processes to make a positive impact, whether socially, ecologically or politically.

For its cover story, the magazine visited rural Mexico, where designer Fernando Laposse is driving a project that shows how craft can transform everything from farming and communities to livelihoods and ecology - while producing sustainably made objects instilled with a good dose of humour (the sisal monster gracing the issue's cover, included). Elsewhere, it meets the innovators turning ceramics green and the people campaigning for museums to return objects acquired during colonisation.

New writers for the issue include V&A East director Gus Casely-Hayford, who uses his inaugural column for *Crafts* to discuss the threads that bind us; Chicago-based artist Aram Han Sifuentes, who explores the making of protest; and novelist Tracy Chevalier who meditates on the healing power of quilting.

*Crafts* editor, Malaika Byng, says: 'Over the past few months, the world has undergone a seismic shift. It therefore feels right for *Crafts* to be more responsive to the complexities of the world around it, delving deeper into the context in which work is created, shedding light on a broader range of narratives and forms of making, and working with a wider range of contributors within the cultural sector, all while continuing to celebrate skill and the joys of making.'

The magazine is co-published by the Crafts Council and The River Group in the UK and sold internationally. It has been redesigned by Matt Ford, creative

director of The River Group, and features beautiful photography shot everywhere from Mexico to Nigeria. The masthead typeface is Dala Moa.

*Matt Ford says: 'As craft offers such compelling visuals, my aim was to give fluidity to the magazine's pages, to allow the striking imagery to breathe, and to offer changes of pace. I took inspiration from the work of Willy Fleckhaus, who made photography king, while using expressive typographic treatments.'*

## About Crafts

First published in 1973, the bi-monthly magazine sets the agenda in the craft world, keeping its international audiences of collectors, curators, makers, academics and craft enthusiasts inspired and informed about the global world of making. Exploring the intersection between craft, art, design, fashion and science, the magazine champions making as fundamental to daily life.

## About the Crafts Council

The Crafts Council is the country's foremost authority on contemporary craft in all its forms. Founded in 1971, its role as guardian and champion of national craft practice has evolved to include exploring and enabling new possibilities, making methods and technologies. It will celebrate its 50th anniversary next year with an ambitious and exciting year-long and UK-wide programme of activity. Its work is made possible by the support of trusts and foundations, individual patrons, and corporate sponsors, and through public funding by Arts Council England. [www.craftscouncil.org.uk](http://www.craftscouncil.org.uk)

## About The River Group

CEO Nicola Murphy: '*[The River Group](http://www.therivergroup.co.uk) is a 26-year-old, full-service content marketing agency based in Marble Arch, London. In an age of content spam, we don't add to the noise, we make lean content designed around a simple consumer/brand value equation. Our content combines the new science of digital media and the old artistry of storytelling. We produce content for web, social and print, to address hard-nosed marketing objectives for 24 clients including Holland & Barrett, Co-Op, Superdrug, WW, Cunard and The Ramblers. We have 104 staff, work across 18 international markets and have billings of £15million.*' [nmurphy@therivergroup.co.uk](mailto:nmurphy@therivergroup.co.uk)

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## Images

Press images of *Crafts* magazine are [available here](#). For more information, contact [media@craftscouncil.org.uk](mailto:media@craftscouncil.org.uk) or phone +00 44 (0) 20 7806 2549