

# HOW TO GIFT CONTEMPORARY CRAFT

with the craft council of bc



WHO IS THE GIFT FOR? FOR WHAT OCCASION?

*craft is emotional!*

Think about the person you are buying for, what feelings come to mind when you think of them? Joy, laughter, comfort, passion, intimidation, admiration, warmth? What do you like about them, why do you relate to them and what makes them special? If you're really stuck, think about you! What kinds of gifts do you like to receive? Gifts that you can use everyday, or

indulgences that you wouldn't buy for yourself? Are you known for your avant-garde hyper modern taste or perhaps you are detail oriented and show thoughtfulness with symbolic gifts and gestures? In the end, a gift is always a reflection of your relationship with another person.



OKAY, HOW MUCH DO YOU REALLY LIKE THIS PERSON?

*just kidding!*

A great, thoughtful gift can be found for any budget as long as you are clear on what amount you are willing to spend. Telling shop staff your budget (give or take \$10) can help them narrow the search for you. When under-

standing pricing, consider the nature of handmade gifts. An individual is behind each piece, and they crafted it with skill and care, this informs the pricing of contemporary craft.



WHAT IS THEIR STYLE?

This one could be tricky, but consider what they wear, how they decorate their home. If their Instagram had a mood, what would it be? Consider aesthetic in binary terms and work your way out: often an individual will lean towards: gold or silver; colour

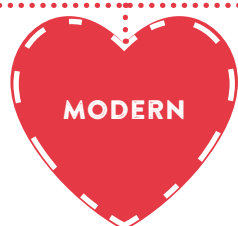
or neutrals; practicality or for-fun. There is a lot of overlap in aesthetics and different pieces of craft can be styled in different ways. Often an individual's aesthetic may be a combination of these - if you can't choose one, think of a top two!



neutrals and earth tones  
simple lines and organic shapes  
often functional  
calm, clean and neat



bold shapes and colours  
colour blocking, textures and patterns  
statement pieces that are one-of-a-kind  
work that has interesting stories or meanings behind it



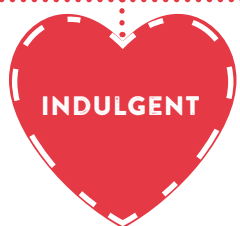
chic, sleek and cutting edge  
blacks, whites and chromes or silvers  
architectural shapes  
aesthetic that is challenging conceptually: referencing specific art movements or ideologies



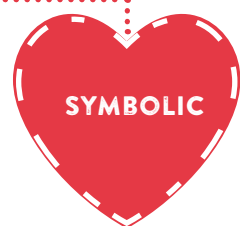
sweet, thoughtful and understated details  
charming imagery  
often symbolic in nature  
considerate colours and forms; might consider how colour informs mood



can be used in everyday life  
connected to a function: cooking, clothing, storage  
mugs, vases, minimalist jewellery, wallets/bags, scarves and knives



something one might not buy for themselves—a special treat!  
bold jewellery for special occasions  
fine craft for display: sculptural pieces, ornate vessels, hanging or framed textile work



a piece of craft you bought for someone because it reminds you of them or of a special time  
souvenirs often fall into this category, such as pieces that represent the distinct natural beauty of BC  
symbols such as hearts or certain animals might reflect how you know someone



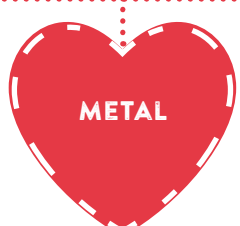
often functional/practical  
a wide range of prices, can be quite affordable  
often evokes feelings of grounded-ness and comfort



both functional and aesthetic  
often a wide and playful range of colour and pattern  
glass has a lot of movement, and works with light



good for curious minds and people who like wood. people who like wood can imagine the tree and then think, how was this made?  
each type of wood adds distinctive interest and reminds people of the natural world



oftentimes jewellery, but also knives, spoons + chopsticks  
can be both refined and industrial  
high quality materials can be more expensive  
often symbolic



many fine details to notice  
textures are often subtle, soft and comforting  
can be framed pieces, sculptural or wearable  
don't forget that paper is a fibre! we carry many beautiful handmade art cards

