

What is Craft Year?

Craft Year 2020 is a year-long celebration of contemporary fine craft.

It is a national festival promoting craft from all across the country, and an opportunity to create craft events and activities, or to simply rebrand your existing programming for Craft Year. This could include exhibitions, workshops, festivals, studio tours and more.

Through the CitizensofCraft.ca platform, we will highlight Canadian craft events at the local, regional, national and international levels in an effort to connect and build community both through, and for, craft.



WHO CAN TAKE PART & HOW?

Professional craft artists, curators, collectors, community organizers, teachers, or any lovers of all things craft!

- 1/** Attend an event
- 2/** Host an event
- 3/** Collaborate & connect
- 4/** Become a craft council member



This toolkit is intended to get YOU ready for Craft Year.

Find out more about the program, get excited, and use the assets below to help promote YOUR activities at the local and national level.

Why Craft Year?

Craft Year is an ongoing initiative rooted in education, connection, and dialogue about the world of craft. It is a path to forging new connections between craft artists, supporters, and the public at large. An opportunity for everyone to connect with the Citizens of Craft movement, discover craft artists and events across Canada and celebrating the story of craft.

Craft Year marketing helps to spread the message that craft artists are not only makers, they are producers, teachers, consumers, business owners, healers, storytellers, and so much more.

These are the Citizens of Craft, and these citizens are engaged. By attending and hosting Craft Year 2020 events and by utilizing the marketing tools provided, organizations, artists and the public can share their love of craft, be inspired, and inspire this connection in others.

CRAFT YEAR 2020 WILL..

- 1/ ENCOURAGE**
craft artists and arts-based organizations to make new connections
- 2/ INCREASE**
craft exploration and investment through new opportunities and public events
- 3/ FOSTER**
craft activity, awareness and recognition in unexpected places!

OUR HISTORY

Craft Year 2020 will be the third iteration of this national festival of events. In 2007, the Canadian Crafts Federation launched the project, tracking **712** events throughout the year. In 2015, the second Craft Year grew to **884** events. Help us paint the picture of Canadian craft in 2020. Celebrate your success and register YOUR events today.

1/ Attend an event

Canadian
Crafts
Federation

Fédération
canadienne des
métiers d'art

CITIZENS
of CRAFT™

CRAFT
YEAR 2020
ANNÉE
DES
MÉTIER
D'ART

How to participate

TAKE PART IN THE ACTION

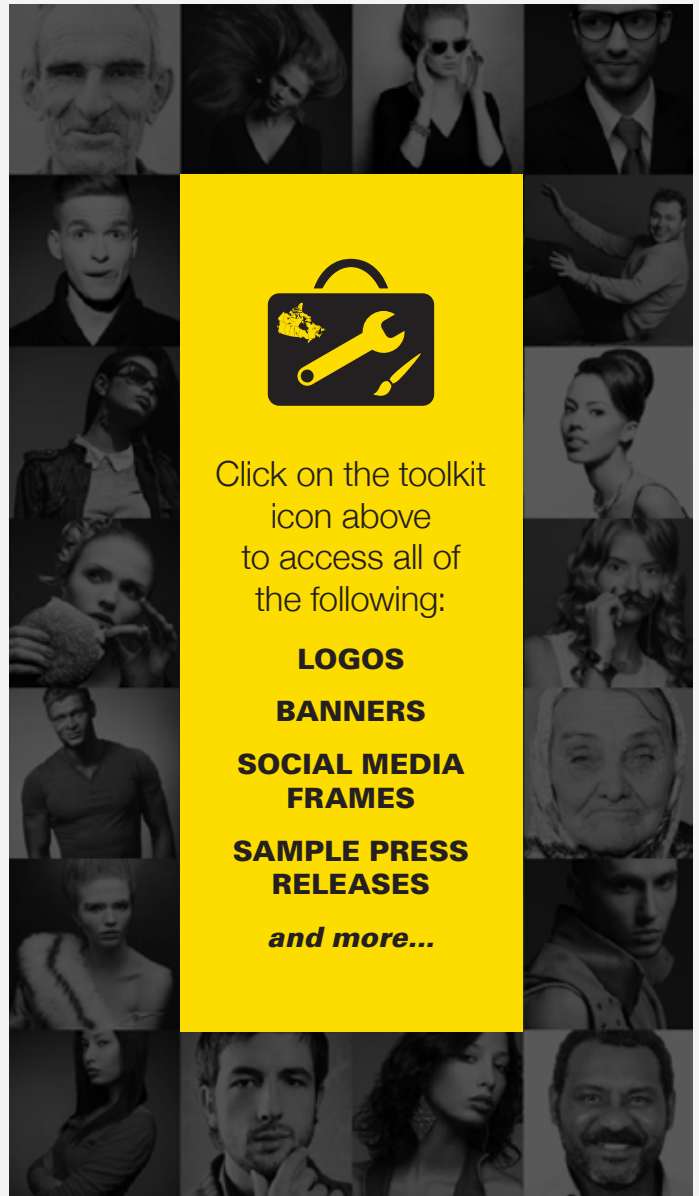
Craft based events are happening across Canada all year long. Search for events in your area, and register your own events in the database.

Workshops, gallery openings, studio tours,... anything that features professional craft and encourages public engagement with this diverse form of art can be a Craft Year event.

BECOME A CRAFT INFLUENCER. SNAP IT. STREAM IT. SHARE IT.

Share your experience! Promote the inspirational work of craft artists in your region. Use your social media skills to spread the word about craft activity, and use our toolkit to help!

#ccffcma
#craftyear
#craftselfie
#metiersdart



2/ Host an event

How to participate

TAKING A LEAD ROLE

Craft Year is your opportunity to create craft related events and activities, or to re-brand existing programming to be a part of these national celebrations. Be a part of something bigger and join a national movement of craft!



To create a **PROFILE** on CitizensofCraft.ca individuals and organizations must be members of a Provincial or Territorial Craft Council.

Not a member? Join your council TODAY.

Non-members are welcome to use all the Craft Year 2020 branding tools, and will be able to register events in the New Year - details coming soon!

In order to host an event, there are some steps you need to take:

1/



Create a **PROFILE**

Make a profile on the Citizens of Craft website.

2/



REGISTER an event

Register your events.

3/



DOWNLOAD your assets

Download Craft Year 2020.



BRAND your event

Brand your event using our guidelines.



PROMOTE your event

Share your story and put Craft Year to work for you.

Craft is not a separate entity -
it lives in healthcare, education,
science & technology, business,
social & cultural communities,
and in environmental initiatives.

We need you to help us show the world just how extensive craft's impact is, and that craft belongs in a modern, healthy society.

Featuring:



SAGE
PAUL



MICHAEL
MASSIE



SEEMA
GOEL



BRIGITTE
CLAVETTE

CITIZENS
of **CRAFT**™
THE PODCAST

LOOKING FOR A FASCINATING PODCAST?

Join us as we animate the story of craft through the values we hold dear. Each episode addresses one of the ten manifesto statements from the Citizens of Craft movement.

Listen and subscribe here:



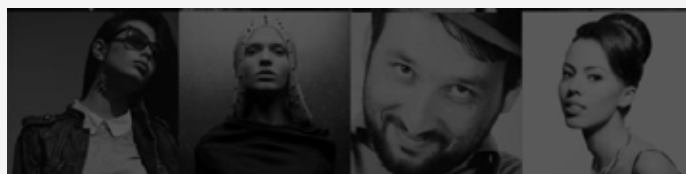
Build partnerships

Craft Year 2020 is intended to be educational and engaging, to share our collective passion for craft. We encourage you to seek outcross-sectoral opportunities for craft to shine. Reach out to new potential partners and build new relationships.

We recommend you reach out to partners working in these areas, to open a conversation about how craft affects us all, in:

- Healthcare, Education
- Science & Technology
- Business
- Social & Cultural Communities
- Tourism
- Environmental

Do you have a proposal? An idea for an innovative project? Use Craft Year 2020 as a reason to reach out, to open doors, and to start talking about craft's role in society at large.



CRAFT YEAR CAN BE A POWERFUL TOOL TO SUPPORT YOUR ACTIVITY:

- Highlight special Craft Year partnerships in your funding proposals.
- Reach out to your local government to champion craft based initiatives. Invite government representatives to be a part of your Craft Year events.
- Introduce yourself or your organization to local artist guilds, galleries, and festivals in your region and beyond.
- Challenge yourself to do something new!



**Use Craft Year as a way
to start the conversation!**

Become a council member

CONNECT WITH YOUR LOCAL CRAFT COMMUNITY

The Citizens of Craft platform will live on long after Craft Year wraps... stay involved by becoming a Craft Council member today.



Yukon Arts Society



Nunavut Arts & Crafts Association



Craft Council of British Columbia



Alberta Craft Council



Saskatchewan Craft Council



Manitoba Craft Council



PEI Crafts Council



Craft Ontario



Conseil des Métiers d'Art du Québec



Craft Council of Newfoundland & Labrador



Craft NB / Métiers d'art NB



Craft Nova Scotia



Photo: Taylor Kearny

Stand up and be counted!

By registering your events, you help to collectively build the true picture of craft in Canada. The more events we collect, the bigger our numbers get, and the better WE can fight for YOU to give craft the attention, funding, and support it deserves.

STAY UP-TO-DATE ON ALL THINGS CRAFT!



#ccffcma
#craftyear
#craftselfie
#metiersdart