

REVIEW

# What New C4 Show 'Craft: I Made This' Means for the Industry



With Channel 4's 'Craft: I Made This' creating a stir, **Danielle Lett** of Homemaker Magazine looks at the effect it could have on the industry

Our office was abuzz with delight and a sense of pride the morning of 3rd August after one of Britain's biggest programmers aired a show dedicated to crafting. Shown on More 4, Craft: I Made This was the talk of the office. And rightly so.

It followed three presenters of various levels of skill and expertise showing us from the comfort of our own homes their craft of choice and how we can all get stuck in. It was amazing to see a range of hobbies and crafts given such a public platform.

We're all familiar with the likes of household names The Great British Bake Off, and latest phenomenon The Great British Sewing Bee, so it was great to see a show exploring a more general side of the handmade, with a less competitive edge and more laid-back approach.

We watched on in wonder as presenters Clemency Green, William Greene and Ant Anstead all visited workshops, showing how we can all have a go and be handy heroes.

Shows like this do wonders for the world of craft and industry surrounding it, taking our love for making and allowing viewers to see it first-hand. Crafters took to social media to share their makes using the #CraftIMadeThis hashtag, engaging in lively discussions. A generation who might not have shown an interest in getting hands on are certainly getting stuck in now.

Speaking exclusive to Homemaker, Channel 4's Ant Anstead said: "There's a space in the world for mass produced goods. But there's a special place for something that you know you made – and that's why we called the show 'I Made This'."

Etsy and Folksy memberships will go up, and craft retailers will see a spike in sales. Unsurprisingly, such trends have already been exemplified by Hobbycraft, who after this year's Sewing Bee, experienced a record 7.6% rise in sales and a jump in profit.

As of now, Craft: I Made This was proven to be a one-off. But with the success of its terrestrial counterparts on the Beeb, there's definitely a market for shows demonstrating crafting, with step-by-step tutorials that talk you through the process. It's high time to commission a series, Channel 4!



## ICHF EVENTS APPOINTS NEW SPONSORSHIP MANAGER

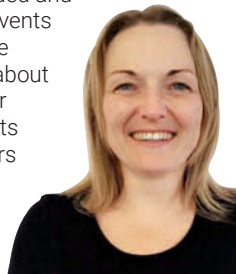
ICHF Events has created a new role within its team and appointed **Kelly Matcalfe** as sponsorship manager. Kelly joins the head office team, taking responsibility for the company's portfolio of events' sponsors.

Previously Kelly has worked in event management and sponsorship across a broad range of sectors including financial, retail, travel and leisure; where she developed high profile sponsorship partnerships with well-known big brands such as B&Q.

Commenting on her new role, Kelly said: "The sponsorship opportunities and access to an active and engaged audience are vast. Cake and creative craft businesses can take the opportunity to talk to audiences through ICHF Events' substantial social following of over 150,000 and an online presence

of over 280,000 people monthly, as well as plenty of face to face communication opportunities at its many high quality events."

Simon Burns, managing director, said: "This is an exciting time for ICHF Events and I am delighted to welcome Kelly to our team. The craft and cake sector is experiencing continued and sustained growth and ICHF Events is perfectly placed to meet the demand. We are passionate about delivering engaging shows for crafters, hobbyists, cake artists and bakers. ICHF Events offers sponsors some really unique investment opportunities and Kelly will be helping us to expand on this."



## TRIED & TESTED

### PEAKDALE PRODUCTS Copper Embossing Clock Kit



**THIS CLOCK KIT** from Peak Dale Products reflects a growing interest in the craft of metal embossing, or repoussé. It uses copper sheet to create the face of the clock, which the customer sculpts into shape using simple tools, and ideas from the pattern book included in the kit. The clock is then assembled around the copper face and can be hung in the home or given as a unique and special gift. The kit has been designed with the help of pewter artist Caroline Buchwald who works with Peak Dale Products to develop embossing kit designs.

**JECelyn LATIMER** from Crafts Beautiful magazine says: "It's time to get crafting with this Embossed Copper Clock Kit from Peak Dale Products. Everything you need to create your own timepiece is included in the box and, because the copper sheet is soft, you don't require any special metalworking tools to etch an illustration – a simple hand embossing tool is all that's needed. Because this project is easy on the hands, it would suit people of all skill levels and ages. There are eight designs by artist Caroline Buckwald for you to use, meaning that you can make this clock in next to no time."



## Korbond Unveils New Autumn/Winter Collection at Autumn Fair

Following the successful launch of its Spring/Summer storage collection, Korbond will be its new Autumn/Winter Sewing Basket collection at this year's Autumn Fair, with a number of coordinating items to match.

The new range has been inspired and carefully curated from trend research, and will feature new fabric designs that have been based on popular patterns and styles.

This season it is all about sleek frozen floral tones, cultural prints, offbeat daring styles and a casual artisan trend expressed through handmade patterns and a

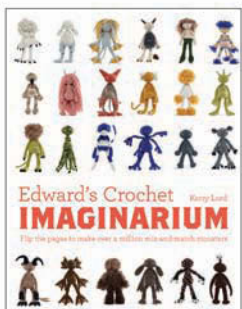
darker colour pallet. The selection of baskets will make wonderful window displays leading up to Christmas until Korbond's much anticipated next collection is revealed at Spring Fair 2017.

Korbond welcomes visitors to its two stands at Autumn Fair, at the NEC in Birmingham, on 3-7 September 2016. In addition to its popular Sewing Baskets it will also be displaying a variety of new gifting items that form a part of the complete range of haberdashery, sewing, craft and clothes care products.

Visit Korbond: Hall 1 – Stand E30/Hall 4 – Stand C33



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