

01–03 MAR 2024 (PREVIEWS 28–29 FEB)
SOMERSET HOUSE, LONDON

collect

THE LEADING INTERNATIONAL FAIR
FOR CONTEMPORARY CRAFT AND DESIGN

2024

2024 MARKS TWENTY YEARS OF COLLECT'S PIONEERING EXCELLENCE AS THE WORLD'S MOST INFLUENTIAL ART FAIR FOR CONTEMPORARY CRAFT AND DESIGN

"THE NUMBER ONE DESTINATION TO DISCOVER OUTSTANDING AND UNIQUE PIECES."
ELLE DECORATION

Raising the profile of exceptional, new contemporary craft to a collectors' market, the exhibiting galleries represent the most exciting international artists making work today.

With the support and expertise of an external Advisory Panel, the fair is kept fresh and introduces new work onto the market allowing collectors to buy with confidence.

The stunning interiors of Somerset House will be host to the fair in 2024.



→ Candida Stevens Gallery
Image: David Parry

“... WINDOWS INTO
PLACES AND CULTURES
ABOUND AT COLLECT.”
FINANCIAL TIMES



COLLECT SPOTLIGHTS EXCEPTIONAL ARTISTS AND THEIR NEW WORKS FOR SALE

The leading global platform for museum-quality contemporary craft and design, Collect focuses on quality, exclusivity, reputation and curation and seeks variety and diversity in its content and vision.

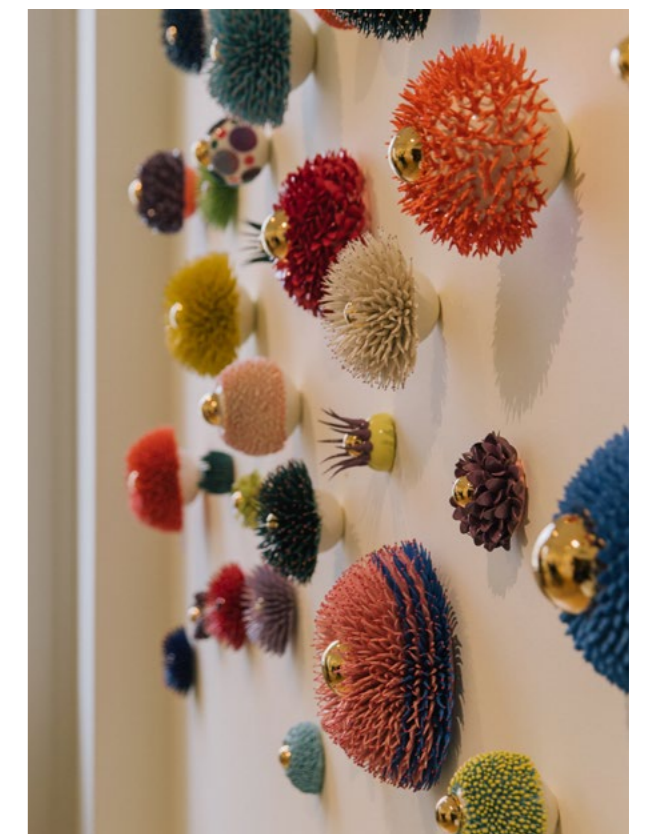
It is a requirement of the fair that over 80% of the artworks for sale have been made in the last five years.

This ensures the fair remains current, relevant and is about the living artist. This allows each gallery to curate their own space and commissioning new artworks especially for the fair.

Works span many craft disciplines including:

- ceramics
- glass
- lacquer
- art jewellery
- precious metalwork
- textiles and fibre
- wood and paper
- works using non-traditional materials

↓ Cube Gallery



**“THE CURATION/ALIGNMENT
OF DIFFERENT ARTEFACTS
WAS BEYOND EXCELLENT.
IT’S JUST SO IMMERSIVE
AND UPLIFTING TO BE
SURROUNDED BY SUCH
FABULOUS WORK IN SUCH
GLORIOUS SURROUNDINGS.”**
COLLECT 2023 VISITOR

← Flow Gallery

“COLLECT REALLY IS ONE OF THE STAND-OUT EVENTS IN LONDON’S ART CALENDAR AND CONTINUES TO KEEP THE CAPITAL ON THE MAP IN TERMS OF GLOBAL CONTEMPORARY CRAFT.”

FAD MAGAZINE

“THE SETTING OF SOMERSET HOUSE WAS A FABULOUS WAY TO ENGAGE WITH HIGH END CRAFT/ART – SO MUCH BETTER THAN THE USUAL EXHIBITION CENTRES.”

COLLECT 2023 VISITOR



↑ Bullseye Projects



← Galerie REVEL

“I ATTEND MOST OF THE LARGE INTERNATIONAL DESIGN AND ART FAIRS AND I ALWAYS LOOK FORWARD TO COLLECT. MY ROLE AS PART OF THE ADVISORY PANEL WAS INCREDIBLY REWARDING TO BE ABLE TO SEE OUR COLLECTIVE INFLUENCE ON THE SHOW AND ITS PHENOMENAL SUCCESS THIS YEAR.”

GRANT PIERRUS, FOUNDER & DIRECTOR, INTERIOR STYLE HUNTER, PIERRUS AGENCY

**“UNITING A HOST
OF GALLERIES AND
DESIGNERS, COLLECT
ART FAIR IS THE PLACE
TO DISCOVER NEW AND
EMERGING TALENT.”
WALLPAPER***

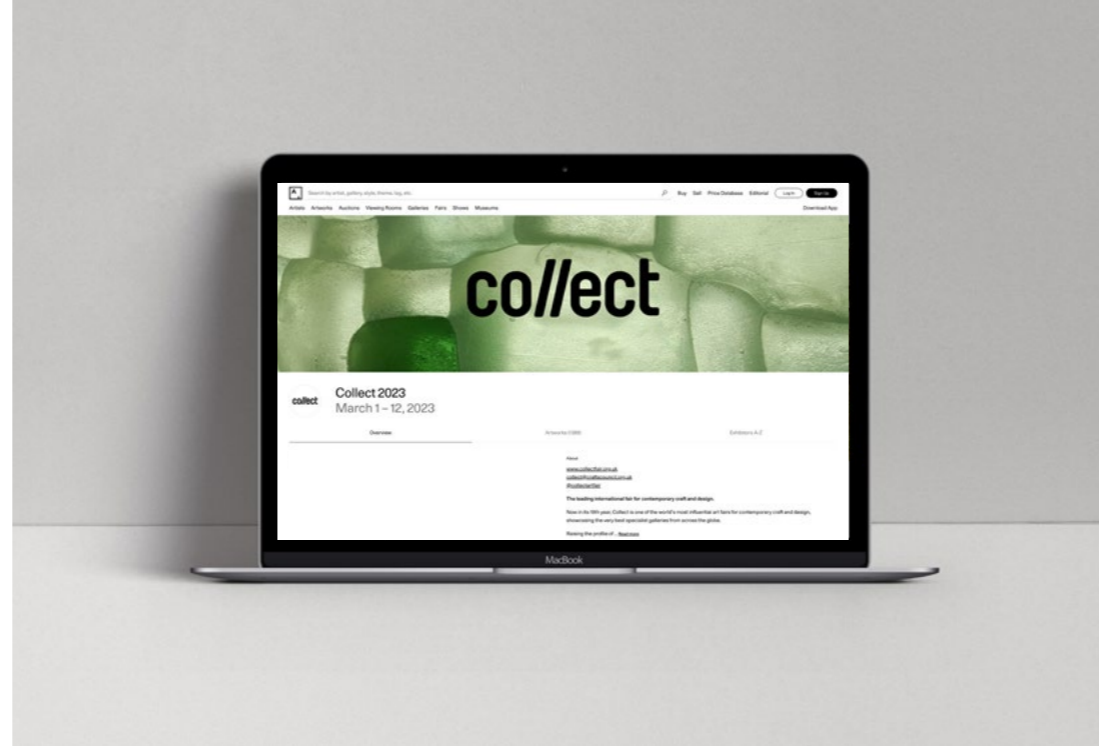


WITH GREAT ANTICIPATION FOR THE FAIR, AND EXCEEDING PRE-PANDEMIC FIGURES, COLLECT 2023 SAW RECORD VISITOR NUMBERS

With over **12,600** visitors coming in person to Somerset House, and **6,730** experiencing the fair online via Artsy.net, the 2023 fair enjoyed an overall audience of **19,330**.

Art consultants, interiors specialists, collectors, museum curators, design practitioners and wider enthusiasts flock to the fair for an unrivalled opportunity to discover the very best handcrafted artworks for sale, meet the artists and do business with the galleries.

Delivering the very best international representation in the market, the fair drives the desire for the acquisition of contemporary craft and design.



“COLLECT IS MAKING WAVES IN ART WORLD CIRCLES.”
GALERIE (USA)



ARTSY

SOMERSET
HOUSE
stop inside think outside

COLLECTORS' PROGRAMME

DEVELOPING RELATIONSHIPS THROUGHOUT THE YEARS, THE FAIR HAS AN ENVIABLE LIST OF OVER 800 UK AND INTERNATIONAL VIP PARTNERS

The Collectors' Programme consists of private tours, special previews and tailored events, led by industry experts. The fair supports partners to develop tailored content and targeted marketing materials to appeal to their audiences.

Through the various activities of the Collectors' Programme, guests gain exclusive insight into contemporary art, craft and design, as well as learning about the art market, buying and collecting trends.

IN 2023:

- 500 private tour attendees invited by VIP partners including: V&A Museum Patrons, Bonhams, Calico Club and Cromwell Place
- 2000 Private View invitations distributed to corporates

→
London
Glassblowing
Gallery
Image:
Mark A J Porter



→ Contemporary
Applied Arts





↓ BR Gallery
Image: Mark A J Porter

**“FOR SOME OF MY PARTICIPANTS,
WHO RECENTLY ARRIVED IN
LONDON, IT WAS THEIR FIRST
VISIT TO THE FAIR, AND THE
QUALITY OF THE ARTWORKS HAS
BLOWN THEM AWAY.”**
EXCEPTIONAL ART, VIP PARTNER

↓ Gallery Sklo
Image: Crafts Council

↑ Contemporary Applied Arts

**“IT WAS NICE TO HAVE
VIP PREVIEW DAYS WITH
EXCITING COLLECTORS,
LEADING TO GOOD SALES.”**
SIAT GALLERY (SOUTH KOREA)



“I ENJOYED THE FAIR THIS YEAR AND FELT THE EXHIBITORS WERE TYPICALLY OF A HIGH CALIBRE WITH MANY INTERESTING PIECES. I PURCHASED A PIECE I COULDN'T BE HAPPIER WITH AND WILL BE KEEPING MY EYES ON A FEW MORE GALLERIES INTO THE FUTURE.”

ARTLOGIC, VIP PARTNER



↑ jaggedart

→ FIVE
Image: Crafts Council





COLLECT 2023 PARTNERS INCLUDED:

CORPORATES

Amex & ICC
Barclays Wealth
Clifford Chance
Coutts
Cadell & Co
Dura Society
HSBC
Mishcon de Reya
Natwest
Royal Bank of Scotland
Schroeders
Rolls Royce Clients

← North Lands Creative
↓ Candida Stevens Gallery



PATRON GROUPS

- Art Fund Patrons
- Association of Women Art Dealers
- Association of Women in the Arts (AWITA)
- Camden Arts Centre Patrons
- Cockpit Arts Patrons
- Contemporary Art Society Patrons
- Contemporary Glass Society Trustees
- Courtauld Institute Patrons
- Design Museum Patrons
- Dulwich Picture Gallery Patrons
- English Heritage Guardians
- Bishopsland Trustees
- British Ceramics Biennale Trustee
- British Friends of the Art Museums of Israel (BFAMI)
- Leighton House Patrons
- Museum of London Patrons
- Museum of the Home Patrons
- Outset Contemporary Art Fund Patrons
- Photography Gallery Patrons
- Royal Academy Patrons
- Royal Society of Sculptors Patrons
- Somerset House Patrons
- Tate Patrons
- V&A Museum Patrons
- Woman's Art Center of the Hamptons



↑ Collect VIP Lounge

ART ADVISORY GROUPS

- America Women's Club of London
- Art Escapades
- Artisan Art Intelligence
- Exceptional Art and Design
- Frank Hindley Art Advisors
- GEM X
- Georgina Macpherson
- Hotel Art Consultants
- Kensington & Chelsea Women's Club
- Makers and Museums
- MAAK Collectors
- One Stop
- Rue Pigalle
- Rise Art
- Spirit Now
- Sotheby's Institute Alumni
- Sotheby's Auction House Clients
- The Wick
- Young Professionals in the Arts



→ Traver Gallery
Image: Crafts Council



↑ Galerie Marzee
Image: Mark A J Porter

MEMBERS CLUBS
Arts Club Dover Street
Home House
Ten Lifestyle
Velocity Black

INTERIOR, DESIGN AND ARCHITECTURE AGENCIES
Calico Club
Caroline Fisher Projects
Art & Offices
Curio
David Collins Studio
Design Luxury & Lifestyle
Interior's Magazine
The British Institute of Interior Design

Fiona Barratt Interiors
House & Garden
House of Grey
Kelly Hoppen
Maddux Creative
Maybourne Hotel Group
Pierrus Agency
Richard Parr Associates
Studio Reed
Winch Design



→ Collect VIP Lounge

DESIGN AND INTERIORS

At Collect we bring new interior design and architectural practices to the fair via partners and collaborations.

Many new architecture and design practices were in evidence at the fair sending senior designers and their clients.

In addition, Cox London, the London interiors atelier, created a stunning VIP Lounge for Collect 2023. With an exciting new body of work, beautifully created by its workshops, Cox London unleashed natural forms of interior beauty with every piece.

“AT COX LONDON, WE ARE FOREMOST ARTISTS AND MAKERS AND SO HAVE AN ABSOLUTE AFFINITY WITH COLLECT. FROM THE HANDMADE, SOUL-NOURISHING WORK IT SHOWCASES, TO THE EXTRAORDINARY ARTISANS IT CELEBRATES. TO PARTNER WITH COLLECT IS THE MOST NATURAL ALLIANCE.”
COX LONDON, VIP LOUNGE SPONSOR



← ↓ Cox London VIP Lounge



VIP LOUNGE SPONSOR



**“AS A MAGAZINE WHICH CELEBRATES
EXCEPTIONAL INTERIORS AND DECORATIVE
ARTS, THE WORLD OF INTERIORS IS TRULY
DELIGHTED TO HAVE THIS UNIQUE PARTNERSHIP
WITH COLLECT, A RENOWNED LEADING
AUTHORITY ON CONTEMPORARY CRAFT AND
DESIGN WHOSE ETHOS AND VALUES ARE IN
PERFECT ALIGNMENT WITH OURS.”**
WORLD OF INTERIORS

↓ The New Craftsmen



MEDIA PARTNER

THE WORLD OF
INTERIORS

COLLECT 2024



↑ 50 Golborne

PAGE 15

MUSEUMS AND CURATORS

COLLECT IS THE FAVOURITE HUNTING GROUND FOR PASSIONATE MUSEUM CURATORS AND KEEPERS OF COLLECTIONS OF CONTEMPORARY CRAFT

Museum budgets are put aside every year, specifically for Collect. Thus demonstrating the confidence in finding the highest calibre of artworks from which to select for acquisition.

From the launch in 2004 the fair has cultivated relationships with museums and sees objects purchased annually to grow collections across the world.

AMONG THE MUSEUMS THAT ACQUIRED FROM COLLECT 2023 WERE:

- Victoria & Albert Museum
- National Museums of Scotland
- National Museums NI

→ Galerie REVEL
Image: David Parry



“BEING ABLE TO HAVE MUSEUM CURATORS AS VISITORS AND HAVE THEM COLLECT WORKS DIRECTLY FROM THE BOOTH WAS ONE OF THE MOST EXCITING PARTS FOR US AND THE ARTISTS.”

SIAT GALLERY (SOUTH KOREA)



EXHIBITORS

COLLECT SHOWCASES THE VERY BEST SPECIALIST GALLERIES FROM ACROSS THE GLOBE

Galleries at Collect represent the most exciting international artists making work today.

Selected and approved by the Advisory Panel, the quality of artists and artworks at the fair is dependent on the expertise and reputation of the excellent galleries that take part in the fair.



“A ONE-STOP SHOP FOR DISCOVERING FRESH CONTEMPORARY CRAFT CREATED IN THE LAST FIVE YEARS.”
WALLPAPER*

40

40 galleries exhibited

400

over 400 artists from across the world

40

Artists represented at the fair from over 40 nations

96%

of exhibitors said Collect expanded their existing buying audience

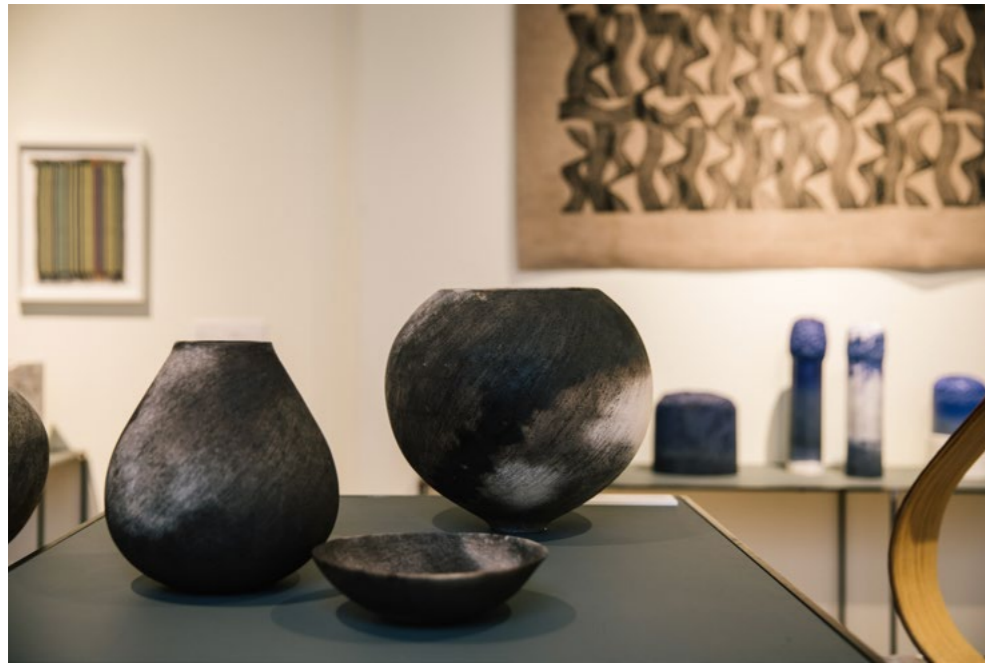
87%

of exhibitors said Collect increased their exposure to museums professionals

90%

of exhibitors said they'd recommend Collect to other galleries not currently exhibiting

→ 1882 Ltd.



↑ Craft Scotland

**“COLLECT IS REALLY THE
BEST CONTEMPORARY
CRAFT EXPO IN THE
WORLD!”**
BR GALLERY (CHINA)



↑ Traver Gallery
Image: Crafts Council



← Pik'd



↑ Gallery Sklo

“A UNIQUE EVENT WITH AN INTERNATIONAL SCOPE THAT HAS ALLOWED US TO GIVE IMPORTANT VISIBILITY TO THE EMERGING ARTISTS THAT GALERIE REVEL REPRESENTS.”
GALERIE REVEL (FRANCE)

↓ Icheon Ceramic by Han Collection

“IT IS A VERY WELL ORGANISED FAIR WITH A CHARMING AND HELPFUL TEAM. WE FELT THE ORGANISERS WERE VERY SUPPORTIVE OF OUR FIRST APPEARANCE AT COLLECT.”
LONG & RYLE (UK)

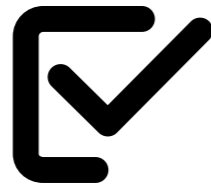


COLLECT OPEN

A SHOWCASE OF AMBITIOUS, CONCEPTUAL, CRAFT-LED INSTALLATIONS BY INDIVIDUAL ARTISTS AND COLLECTIVES

Whether challenging perceptions on materiality, a social or political statement, or something altogether more personal; Collect Open is the highlight of this annual international fair and has established itself as a valuable thought-provoking element of Collect.

A unique opportunity for individual artists or collaborators to exhibit alongside world-class galleries, Collect Open proposals are reviewed by an Advisory Panel.



Every 2023 Collect Open exhibitor would recommend the programme to other artists who might be considering applying



← Michèle Oberdieck

“BEING PART OF COLLECT OPEN HAS ALLOWED ME TO WORK ON LARGE SCALE SCULPTURAL PIECES AND PUSH THE BOUNDARIES OF MY PRACTICE TO MAKE SITE-SPECIFIC WORK. I’VE BEEN ABLE TO CONNECT WITH GALLERIES AND CURATORS THAT I HAVE ONLY DREAMED OF CHATTING WITH!”

LOUISE FRANCES SMITH

“AS A NEW MAKER THIS WAS AFFIRMATION AT THE HIGHEST LEVEL, I SOLD MY ENTIRE BODY OF WORK TO A WELL RESPECTED COLLECTOR, TWO GALLERIES ASKED TO EXHIBIT THE WORK AND I GOT SEVERAL SUBSEQUENT COMMISSIONS.”

BELINDA COYNE

↓ Theo Brooks



MARKETING CAMPAIGN

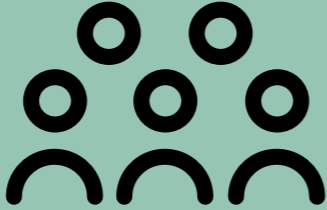
THE CRAFTS COUNCIL HAS ACCESS TO HIGHLY ENGAGED AND KNOWLEDGEABLE AUDIENCES, AND POSITIONS CONTEMPORARY CRAFT STRATEGICALLY IN THE MARKETPLACE

To attract an engaged audience to the fair, the marketing campaign runs across both digital and print supported by targeted social media reach, an extensive PR campaign, dynamic sponsor activity and media partnerships with magazines such as World of Interiors and Crafts.



19.3K

total audience
– 12.6k in person
– 6.7k online



6.7K

unique international visitors to Collect Fair at Artsy.net
– 62% USA
– 26% UK
– 12% rest of the world



22.6K

Collect Instagram following
– up 50% from 2022



90.1K

unique visits to Collect web pages across campaign



718K

collective Crafts Council social media following and reach



1.2M

impressions generated from social media campaign



491

social media posts across all Crafts Council channels

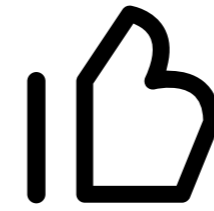
AUDIENCE

↓ BR Gallery
Image: Mark A J Porter



“THE VARIETY OF THE HIGHEST QUALITY WORKS ON DISPLAY ACROSS ALL DISCIPLINES. A TRULY GLOBAL DISPLAY OF CRAFT OF THE HIGHEST QUALITY. WORKS WERE UNEXPECTED, JOYFUL AND BOUNDARY PUSHING.”

COLLECT 2023 VISITOR



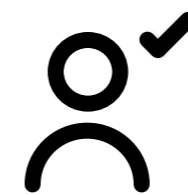
75%

of visitors rate Collect 'excellent' or 'very good'



85%

of visitors said they would attend the fair next year



94%

said the exhibiting galleries or artists were 'very good' or 'good'



96%

said the quality of works were 'very good' or 'good'

↓ Candida Stevens Gallery
Image: Mark A J Porter



↑ Siat Gallery

**“THE DISCOVERIES, THE VIBE,
THE IMPASSIONED, INFORMED
COMMUNICATIVE GALLERISTS
AND ARTISTS. LOVE IT!”**
COLLECT 2023 VISITOR

**“WONDERFUL MIX OF GALLERIES
AND ARTISTS. IT’S THE HAND-
CRAFTED NATURE THAT I ENJOY
THE MOST. VARIETY IS BRILLIANT
REGARDLESS OF PERSONAL
AESTHETIC, THERE IS SO MUCH
TO EXPLORE AND ADMIRE”**
COLLECT 2023 VISITOR

PR CAMPAIGN

A hugely important part of the audience campaign for Collect is its PR strategy.

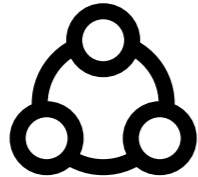
Targeting luxury, cultural and high-end titles, Collect attracts and inspires the very best journalists from leading publications from across the world, hungry to preview the next edition of the fair.

The 2023 campaign was impressive with 140 articles across print, online and social media generating a phenomenal international reach of 709M OTS*.



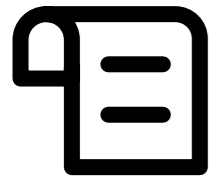
140 pieces of media coverage secured:

- 105 online
- 17 print
- 17 social



709M

total reach



46 articles in top-tier media



13 1:1 interviews secured

*Opportunity to see



MONOCLE



THE  TIMES

The Guardian



Wallpaper*

Artlyst

artnet

THE WORLD OF INTERIORS

THE ART NEWSPAPER

ELLE DECORATION

HOUSE & GARDEN



BRUMMELL

CRAFTS

BILLIONAIRE

elite traveler
THE PRIVATE JET LIFESTYLE MAGAZINE

design/milk®

The Daily Telegraph

FAD magazine

dezeen

Galerie

HOMES & GARDENS

hypebae



STYLE



TALKS

THE COLLECT TALKS PROGRAMME BRINGS TOGETHER INTERNATIONAL VOICES TO CELEBRATE CRAFT, EXPLORE CONTEMPORARY ISSUES AND INSPIRE AUDIENCES

Hosted in partnership with publications Crafts and World of Interiors, as well as the LOEWE Foundation, the Collect talks programme is an arena for critical debate and inspiring and informative insights into craft and culture.

In 2023, the talks hosted by Crafts included speakers such as: jewellery artist and designer-maker Emefa Cole; metalsmiths Callum Partridge, Francisca Onumah and David Clarke.

World of Interiors features editor Amy Sherlock interviewed Jeannie Lee; director of Siat Gallery (South Korea), Varuna Kollanethu; director of Ruup & Form (UK), interior designer Chris Cox of Cox London.

Plus the incredibly popular annual talk from the LOEWE FOUNDATION and a feature talk highlighting some of our Collect Open makers.



↑ Thrown

TALKS PROGRAMME PARTNER

CRAFTS

→ Collect Talks Theatre



SPONSORS AND PARTNERS

COLLECT HAS BUILT HIGHLY SUCCESSFUL AND COLLABORATIVE PARTNERSHIPS, CREATING BESPOKE PACKAGES THAT CONSISTENTLY DELIVER ON OBJECTIVES.

Return on investment for partners continues to overperform at Collect.

Their support enables the fair to evolve as brands recognise the value in their alignment with the fair and the culturally informed audiences it gives them access to.



↑ LOEWE Foundation Craft Prize Winner 2022, Dahye Jeong

ASSOCIATE SUPPORTER

**LOEWE
FOUNDATION**

AWARD PARTNER

**Brookfield
Properties**

VIP LOUNGE SPONSOR



“CONTINUING OUR COMMITMENT TO CRAFT AND THE ARTS, THE LOEWE FOUNDATION IS PROUD TO JOIN FORCES WITH THE CRAFTS COUNCIL IN SUPPORT OF COLLECT 2023. THIS LONG-STANDING COLLABORATION ALLOWS US TO MAKE A REAL IMPACT BY SHINING A LIGHT ON CRAFT AND ITS POWER TO ADVANCE SOCIETY. DISCOVERING THE OUTSTANDING MAKERS IN THE SHOW IS ALWAYS AN HONOUR AND SO INSPIRING FOR THE LOEWE FOUNDATION CRAFT PRIZE.”
SHEILA LOEWE, PRESIDENT
LOEWE FOUNDATION

“AS A LEADING GLOBAL DEVELOPER AND OPERATION OF REAL ESTATE, BROOKFIELD PROPERTIES BELIEVES IN THE UNIQUE ABILITY OF ART AND CULTURE TO TRANSFORM SPACES AND BRING PEOPLE TOGETHER AND PROVIDE INSPIRATION. THAT IS WHY WE ARE PROUD TO SPONSOR COLLECT ART FAIR 2023 AND AWARD THE BROOKFIELD PROPERTIES CRAFT AWARD FOR THE FOURTH YEAR TO THE BEST AND BRIGHTEST OF BRITISH CRAFT TALENT.”
CAITLIN WARFIELD
BROOKFIELD PROPERTIES

CONTACT US

WOULD YOU LIKE TO BE A PART OF THIS EXCEPTIONAL ART FAIR?

TO FIND OUT MORE ABOUT EXHIBITING, SPONSORSHIP AND MEDIA PARTNERSHIPS, OR BECOMING PART OF THE COLLECTORS' PROGRAMME AT COLLECT, PLEASE CONTACT THE TEAM AT COLLECT@CRAFTSCOUNCIL.ORG.UK

COLLECT TEAM

Isobel Dennis
Fair Director

Daniella Wells
Market Consultant

Sarah Dormer
Fair Manager

Nico Pianet
Head of Operations

Philippa Hobson
Collectors' Programme Consultant

WEB

collectfair.org.uk
craftscouncil.org.uk

FOLLOW THE FAIR ON SOCIAL MEDIA


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[@craftscouncil](https://www.instagram.com/craftscouncil)
[#Collect2024](https://twitter.com/Collect2024)

 
[@CraftsCouncilUK](https://www.facebook.com/CraftsCouncilUK)

ALL PHOTOGRAPHY

Iona Wolff
(unless otherwise stated)



↑ Galerie REVEL

The Crafts Council is the national charity for craft. We inspire making, empower learning and nurture craft businesses. We believe craft skills and knowledge enrich and uplift us as individuals, and, in doing so, will change our world for the better.



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SOMERSET HOUSE, LONDON**

collect

**THE LEADING INTERNATIONAL FAIR
FOR CONTEMPORARY CRAFT AND DESIGN**