

COCKPIT ARTS



MAKER
DIFFERENCE

Design Lovers and Fashionistas Take Heed You can Make Difference by Supporting Designer-Makers

Press Release 5 February 2009: On 12 June 2009, Cockpit Arts 'Notorious for fostering some of London's most exciting creative talent' (Vogue), is launching 'Maker Difference' a new campaign to raise awareness of, and encourage support for talented designer-makers. Exceptional designs are made every day by small independent businesses in the UK. With credit crunch concerns and a growing landfill of throwaway purchases - buying beautifully made work by talented designer-makers is a fresh and exciting 'feel-good' shopping experience that can 'Make Difference'.

The campaign comes to life on 12-14 June 2009 (Holborn) and 19-21 June 2009 (Deptford) when Cockpit Arts opens the doors to its renowned London studios, inviting the public inside. At these free summer 'Open Studios' events you can meet designers and see new trends in the making. Invest in fabulous fashion buys, cool home collectables and more from £5-£5,000. Special attractions include tours and tips for 'recessionistas' and wannabe collectors, 'Design-Shorts' screenings, 'Makers-Makes' for children and adults, something suitably sparkly for Coutts London Jewellery Week and 'pop up' cafes. Further details can be found at www.cockpitarts.com.

Maker Difference Manifesto



Maker Difference to your lifestyle

Don't be a slave to dull shopping - get in touch with your creative side, meet designers, see unique pieces in the making and discover trends as they unfold.

Maker Difference to the landfill

One stunning key piece can transform a look. Live, and shop, more sustainably through buying beautifully made pieces to be treasured and kept.

Maker Difference to your finances

Be clever with your credit-crunch spending - investing in high-quality craft can be a tangible investment to be enjoyed whilst it accumulates value.

Maker Difference to creativity in the UK

Buying exciting work by UK designer-makers supports independent businesses and enables them to continue creating inspiring work.

"In these hard times invest in key items instead of throwaway purchases." Vivienne Westwood

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"If the high street crush is getting too much and you're ready for something a little different then be sure to schedule in a visit to Cockpit Arts' Open Studio Days..." Vogue

"Cockpit Arts is a hotbed of creative talent" Elle Decoration

"Shop, enjoy the creative buzz and feel a warm glow - knowing that you have picked up something special whilst supporting independent designer-makers. What's more this camaraderie strengthens creativity in the UK and you could have bagged yourself a future collectable."

Vanessa Swann, Chief Executive, Cockpit Arts

ENDS

Summer Open Studios Listings

Cockpit Arts HOLBORN

Friday 12 June, 7-9pm, Saturday 13 June - Sunday 14 June, 11am – 6pm

(Friday 12 June, 6-7pm VIP RECEPTION & PRESS CALL – invitation only)

Cockpit Yard, Northington street, London, WC12 2NP

Tubes: Holborn, Chancery Lane & Russell Square

Cockpit Arts DEPTFORD

Friday 19 June, 6-9pm, Saturday 20 June – Sunday -21 June, 11am – 6pm

18-22 Creekside, London SE8 3DZ

Tubes/BR: Deptford Bridge DLR, Deptford overground, Greenwich/Cutty Sark DLR

Free Entry

For further information: www.cockpitarts.com, info@cockpitarts.com, 020 7419 1959

Editors Notes

Open Studios Attractions:

- Meet over a hundred of the UK's leading designer-makers.
- See behind the scenes in the studios and watch exciting new pieces being exquisitely made.
- Invest in fabulous fashion buys, cool home collectables and more from £5-£5,000.
- Watch 'Design Shorts' screenings which uncover the skilled craftsmanship behind pieces you may have seen in shops, galleries or catwalks.
- Tours and tips for recessionistas and wannabe collectors on key investment pieces, collecting and commissioning.
- Something suitably sparkly in honour of Coutts London Jewellery Week.
- Get creative with 'Makers-Makes' activities for children and adults by designer-makers such as 'Busbie's Badge Making'.
- Indulge at organic pop-up cafés by Kennards Good Foods and East Dulwich Deli.

Cockpit Arts is the UK's only creative business incubator for designer-makers. Renowned for being a 'hotbed of creative talent' our studios are brimming with cutting edge fashion, jewellery and interior products. As a registered charity we exist solely to nurture creative talent, from first beginnings through to international success. We house 165 designer-makers at our incubators in London all benefiting from affordable studio space, inclusive professional development support, one-to-one business mentoring and public selling opportunities.

Digital Media Partner **i-dmedialondon**

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