



COCKPIT ARTS

WELCOME TO COCKPIT ARTS

Award winning creative business incubator, supporting talented designer-makers...



We have been supporting London's talented designer-makers since 1986. Cockpit Arts is an award winning social enterprise and creative business incubator. We are renowned for being a hotbed of creative talent, helping 165 resident designer-makers to grow their businesses through our Incubator Package and hundreds more through our Making It workshops and seminars.

Our mission is to support and promote talented designer-makers from all backgrounds through all stages of their career. We strive to raise standards in the contemporary craft and design sectors, making an important contribution to the UK cultural landscape and economy.

*'Fostering some of
London's most exciting
creative talent...'*
— Vogue



Find out more at
www.cockpitarts.com

CREATIVE TALENT AT COCKPIT

Our designer-makers create
exceptional craft in the UK...



Our incubators in London are home to a dynamic network of both established designer-makers and those who are just starting out. There is an eclectic mix of jewellers, silversmiths, ceramicists, glass artists, fashion designers, product designers and more.

The creative community at Cockpit Arts makes it a vibrant and exciting place to be. Our alumni include the likes of Clarissa Hulse, Scott Wilson, Ian Stallard of Fredrikson Stallard, Petra Boase, Sophie Harley and Jo Gordon. Pieces made at Cockpit Arts are exhibited and sold in the UK and internationally in leading galleries and outlets such as Selfridges, Harrods, Tate Modern and the V&A. Celebrity clientele include Kate Moss, Keira Knightley, Madonna, Kylie and Jonathan Ross.

Visit our designer-maker
directory at
www.cockpitarts.com



MAKING IT IN BUSINESS

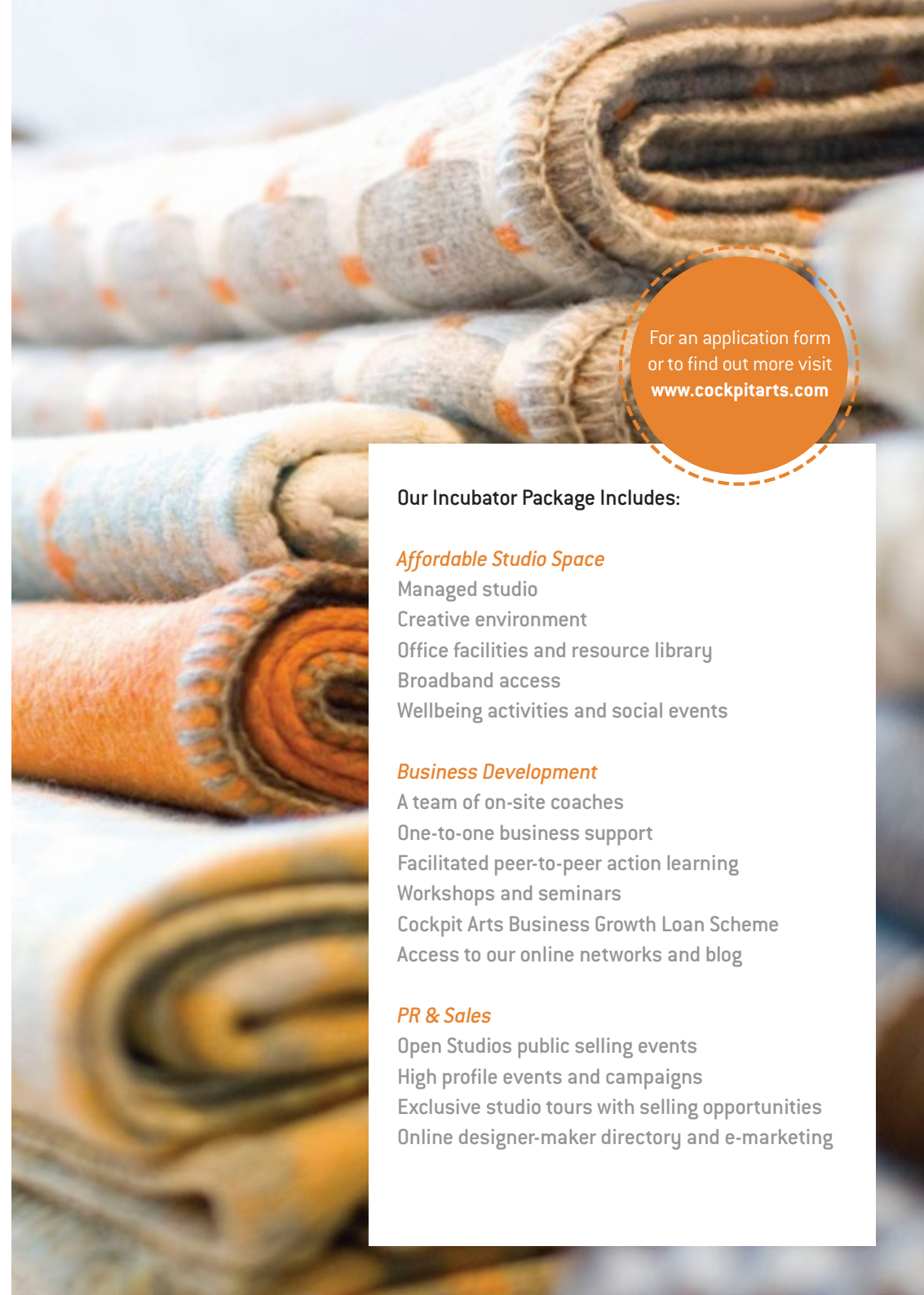
We help Britain's creative talent create thriving businesses...



As a business incubator, we offer more than just affordable creative workspace. We have an experienced on-site team, offering an array of support services to help accelerate the successful development of designer-maker businesses.

We take a holistic approach as our business incubator is specifically tailored to help designer-makers who want to increase their profit whilst developing creatively. Designer-makers can tap into what they need, when they need it, and, as we are a social enterprise, our services are provided as a package below commercial rates.

Having a studio at Cockpit Arts is a recognised benchmark of excellence in creativity and craftsmanship. With our business support, designer-makers' profits at Cockpit have increased year-on-year at an average of 25% (above the rate of inflation) since we started measuring in 2005.



For an application form
or to find out more visit
www.cockpitarts.com

Our Incubator Package Includes:

Affordable Studio Space

- Managed studio
- Creative environment
- Office facilities and resource library
- Broadband access
- Wellbeing activities and social events

Business Development

- A team of on-site coaches
- One-to-one business support
- Facilitated peer-to-peer action learning
- Workshops and seminars
- Cockpit Arts Business Growth Loan Scheme
- Access to our online networks and blog

PR & Sales

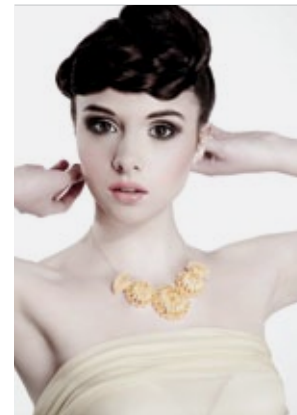
- Open Studios public selling events
- High profile events and campaigns
- Exclusive studio tours with selling opportunities
- Online designer-maker directory and e-marketing



THE COCKPIT EFFECT

We are actively involved in craft sector research and supporting creativity in the UK...

Our team works with leading economists and research institutions to track and evaluate the development of the designer-maker businesses based at our incubators through annual business reviews.



Our research helps us to evaluate the 'Cockpit Effect' - the impact of our incubator services and support, so we can adapt quickly and effectively to meet the needs of designer-makers.

This generates success stories from which other makers can learn and helps us to identify issues and trends which have broader implications. The research aims to stimulate debate and progress in the craft and design sector as a whole.

Incubator Interventions

Product development and range planning
 Marketing and PR strategy
 Financial planning, budgeting and pricing
 Sales strategy, routes to market and export
 Scalability and routes to manufacture
 Operational planning and systems
 Access to finance
 Employing people, contracting and outsourcing
 Time, project and people management
 Creative, entrepreneurial environment

Impact

Creative output
 Brand profile
 Profitability
 Turnover
 Sustainability
 Productivity
 Growth
 Confidence
 Motivation

To read our latest reports and impact measures visit
www.cockpitarts.com



HIGH PROFILE EVENTS

Bringing the work of designer-makers to the centre stage...

Cockpit Arts was one of the first organisations to initiate Open Studios events, exciting behind the scenes shopping experiences where visitors meet and buy direct from the makers. Held in the summer and at Christmas the Open Studios attract over 10,000 visitors each year.



Each year we present a high-profile project, site-specific installation or exhibition. We have exhibited at COLLECT at the V&A and Saatchi Gallery and organised installations and 'pop-up' projects at Carnaby Street, The Great Eastern Hotel, The Shop at Bluebird and Canary Wharf. We also take an active role in London Jewellery Week and London Design Festival and hold a number of exclusive events for Friends of Cockpit Arts.

Our Maker Difference campaign generated over 12,000 supporters for craft and we are regularly highlighted in the media including Vogue, Time Out, Evening Standard, Elle Decoration, Crafts and House & Garden.



Register for our e-newsletter and be the first to hear about new happenings
www.cockpitarts.com



SUPPORT US

You can get involved and make a real difference to designer-makers through supporting our work...

To find out more visit
www.cockpitarts.com

Becoming a Friend can cost as little as £30 and is an easy, enjoyable way for everyone to play a role.

Individuals or organisations can sponsor one or more Awards to help designer-makers starting out in business. We also have Sponsorship Packages that can be tailored to meet your organisation's needs and budgets.



SOCIAL ENTERPRISE

We trade for social purposes and reinvest in the community...

We are an award winning social enterprise and a registered charity, which means that any profit we make is ploughed back to further our mission to support and promote designer-makers.

To increase access to our activities we have also developed a number of Awards and community partnerships such as the 'Creative Careers' programme, which provides a unique entry route for emerging creative talent to work alongside established designers in a professional environment.



CASE STUDY 1 KATHARINE MORLING



'My time here has seen my practice grow and change. It is a very encouraging and supportive atmosphere in which to make brave choices and become a little more business savvy, which in the end gives me more time to be creative.'

— Katharine Morling

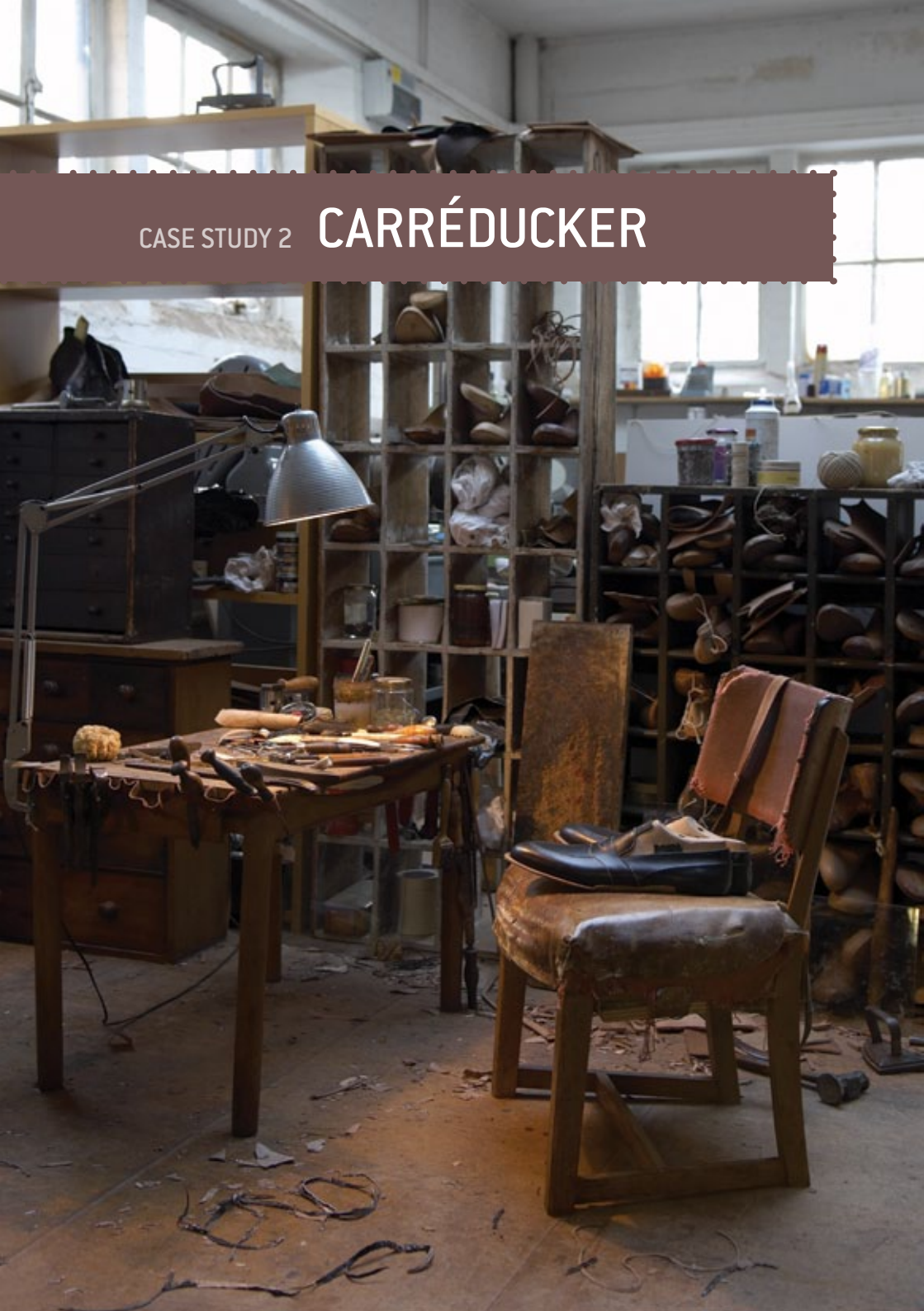
Over the last few years Katharine Morling has built an international reputation for her large scale 'Three Dimensional Sketch' ceramics.

Katharine has developed her creative practice significantly during her time at Cockpit Arts, whilst completing a Masters at the Royal College of Art. She uses the Open Studios as a way to keep in touch with collectors and gallerists, inviting them to see her newest work 'hot from the kiln'. Katharine has dyslexia and we have helped her to find ways to get to grips with organisational planning and set up efficient systems for her business, freeing up her time for creativity.



Today Katharine's work is exhibited widely in the UK and internationally. Among her many successes and accolades she scooped the Winner of Prix de la Communauté française Wallonie-Bruxelles at the World Crafts Council's second European Triennial of Ceramic and Glass in 2010.

CASE STUDY 2 CARRÉDUCKER



'We knew how to make shoes, but we didn't have experience of building and running a business, which involves a whole new set of skills.'

— carréducker

Bespoke shoemakers James Ducker and Deborah Carré are passionate about craftsmanship, design and style. Creating their hand-sewn shoes involves over two hundred steps and the shoes can last for a lifetime.

The partners joined Cockpit Arts as a new business start-up with a vision to establish carréducker as an international luxury brand. We helped them to develop a robust business plan and gain access to finance, which put them in a position to significantly grow their business. They successfully forged British manufacturing partners in order to develop Limited Edition ranges and enter new overseas markets. Today they have gained a loyal following of UK and international customers and run intensive shoemaking courses in London and New York.

carréducker continue to benefit from our coaching and were one of a number of Cockpit makers selected for the Crafted scheme with Arts & Business and Walpole. They established a significant brand partnership with Gieves & Hawkes Bespoke and now have a presence at 1 Savile Row, where they offer an in-house service on view to the public.





CASE STUDY 3 THORNBACK & PEEL



'Starting a business can be complicated, but Cockpit has supported us with advice at every stage.'

— Thornback & Peel



When they joined Cockpit Arts Juliet and Delia wanted to expand their business whilst maintaining high quality hand-finished work in keeping with their design and brand. With our help they gained access to finance and developed an effective strategy to develop their product range, set up a successful on-line shop and increased their production capacity.

Within two years of receiving their loan funding from Cockpit, Thornback & Peel reported an increase in turnover of 400%. Today they employ a full time studio manager and have products stocked in over 60 UK stores including Liberty and Paul Smith as well as European and US outlets.



CASE STUDY 4 NDIDI EKUBIA



'What were once dreams are now becoming realities!'

— Ndidi Ekubia

Ndidi Ekubia is a contemporary silversmith using traditional hand-raising techniques to create visually stimulating yet functional silverware, recognised for its distinctive 'rhythmic' style.

Starting in 2005, Ndidi had been producing high quality functional silverware. Her work was in great demand; however she had aspirations to improve the profitability and sustainability of her business model. We helped her to identify a different strategy and reposition her work in the collector market. This involved access to finance which contributed towards creating a new body of large scale work, matching her with a mentor from a luxury brand company and developing her management skills in order to take on studio apprentices.

In the last few years Ndidi has seen a marked increase in profitability and profile. Her work has been auctioned at Sotheby's and is exhibited by leading galleries and in a number of private collections in the UK and internationally. The Ashmolean Museum purchased her 'Calm Contortion Wine Cooler' a major piece and the largest Art Fund purchase at 'Collect' in 2010.



CASE STUDY 5 RACHEL GALLEY



Award winning jeweller Rachel Galley is already making great strides towards fulfilling her ambition to create an internationally recognised brand for her timeless, wearable pieces.

When she first joined Cockpit we helped provide Rachel with the knowledge and know-how she needed to lay strong foundations for her business strategy and brand, which still keep her on track today. She quickly demonstrated a flair for business as well as design, creating high end collections and more affordable diffusion ranges. By year four, Rachel had consistently doubled her turnover year-on-year. She continues to report steady increases in both sales and profits and has employed a full time studio manager.

'I make great sales and commissions at the Open Studios to lovely customers who really appreciate the fact that we are creating something just that little bit special.'

— Rachel Galley



Rachel's new collections also continue to win acclaim and she is involved in exciting high-profile projects. For a recent collaboration with Honda Europe she created a conceptual head piece, using car parts encrusted with over 4000 Swarovski crystals.

www.cockpitarts.com

We are extremely grateful to all our Friends and supporters. A list of our current supporters is available to view online at www.cockpitarts.com.

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Thank you



Photography credits —

Pg6 bottom - Sylvain Deleu, Pg8 - Richard Riddick, Pg10 - Jamie Trounce, Pg11 bottom right - Daniel Valla, Pg16 - James Gardiner, Pg17 top left - Adrian Laurie, Pg18 - Tom Harford Thompson, Pg20 - Tomas Valenzuela Blejer, Pg21 bottom right - Stephen Brayne.

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