

August Craft Month 2024

PR & Communications Evaluation



Key Aim & KPIs

Key Aim

Drive visibility of the August Craft Month brand across Ireland in Summer 2024, encouraging people to get involved and celebrate August Craft Month this year. CTA – **augustcraftmonth.org**

KPIs

- Proactivity achieve a minimum of **134 items of high-quality dedicated media coverage** for August Craft Month 2024, with a minimum combined reach of 50,000,000.
- Ensure a geographical spread of coverage for August Craft Month 2024 across Ireland, with a minimum of 54 items in NI and 80 in ROI market.
- Achieve at least **20 broadcast pieces** for August Craft Month 2024.
- Increase print coverage to at least 45 pieces for August Craft Month 2024.
- Enhance and extend PR initiatives in key social media platforms, aiming for a minimum of 50% of media coverage to incorporate social media engagement.







Launch Media Release: An August Craft Month Launch media release was issued to media in NI and ROI announcing the launch of the 'Largest Ever August Craft Month'. This was tailored for ROI and NI markets, including a micro-release for longer lead titles.

Event and regional Listings: An NI and ROI events listicle was issued. This was further tailored to each county within NI and ROI, including event listicles for final weeks.

PR Photography: Launch photography in NI and ROI took place with images used to accompany the launch media release.

Features & Profile Pitching: A number of story angles were assembled and pitched to media to secure print/online features and broadcast interviews.

Planner and tracker: Updated daily for client on key activity progress, upcoming actions and coverage tracking.





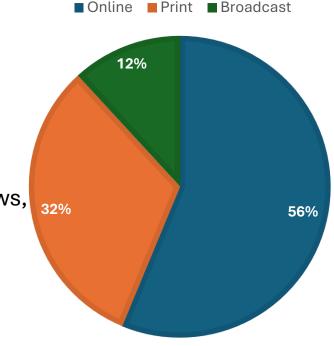
Coverage Highlights





Results Summary

- 144 pieces of coverage, exceeding targets by 7%
- 56 pieces of NI coverage, **exceeding targets by 4%**
- 88 pieces of ROI coverage, exceeding targets by 10%
- 17 broadcast pieces of coverage. However, last year we had only 13 interviews, have a 31% increase from last year.
- 46 print pieces of coverage, exceeding targets by 2%.
- 29% of coverage included social media engagement, and our KPI was 50%.
- 82% of coverage included a link to the August Craft Month website.



MEDIA VEHICLE



Combined Daily Reach: 50,809,567

KPIs & Results Summary

• Proactivity achieve a **minimum of 134 items** of high-quality dedicated media coverage for August Craft Month 2024, with a minimum combined reach of 50,000,000.

Achieved 144 pieces of media coverage, with a combined reach of over 45 million.

• Ensure a **geographical spread** of coverage for August Craft Month 2024 across Ireland, with a minimum of 54 items in NI and 80 in ROI market.

56 pieces of NI coverage and 88 pieces of coverage in ROI achieved.

• Achieve at least **20 broadcast pieces** for August Craft Month 2024.

17 pieces of broadcast coverage achieved.

• Increase print coverage to at least 45 pieces for August Craft Month 2024.

Achieved 46 print pieces.

• Enhance and extend PR initiatives in key social media platforms, aiming for a minimum of 50% of media coverage to incorporate **social media engagement**.

29% of coverage included social media engagement.



Coverage To Date

ROI Coverage Breakdown

- 88 pieces of ROI coverage in total.
- 34 pieces of print coverage, 39 pieces of online coverage and 15 pieces of broadcast coverage.
- 77% of coverage included a link to <u>https://augustcraftmonth.org/</u>
- Interviews took place with 17 different spokespeople, this included broadcast makers Juliane Gorman, Gabriela Avram, Catherine O'Connor, Anna Doyle, Tracey Smith, Sam Gleeson, Sarah McKenna, Eliee Garcia, Eoin Shanley, and representatives Eimear Harding and Ava Hayes.
- Total Reach: 26 million





NI Coverage Breakdown

- 56 pieces of NI coverage in total.
- 12 pieces of print coverage, 42 pieces of online coverage and two pieces of broadcast coverage.
- 89% of coverage included a link to https://augustcraftmonth.org/
- Interviews took place with 3 different spokespeople, including Ruth Osborne, Tracey Whitehead and Josh Lynas.
- Total Reach: 24 million





NI Coverage Overview





Biggest celebration of craft on island of Ireland returns for 2024

03/07/2024

August Craft Month back with packed programme of over 300 events

The highly anticipated month-long celebration of Irish craft has officially launched. This year's August Craft Month brings together an array of talented makers hosting over 300 events with representation that is set to include every county on the island of Ireland.

August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene.

03/07/2024 Online piece Bloom Magazine







NI Life & Stv NIAMH MCENEANEY WHAT'S ON SPECIAL

NI on the August Craft Month

THE highly-anticipated month-long celebration of Irish craft is soon set to officially launch.

This year's August Craft Month brings together an array of talented makers hosting over 300 events with representation that is set to include every county on the island of Ireland. August Craft Month celebrates a

rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene.

With events taking place across Northern Ireland and the Republic of Ireland, August Craft Month provides unique opportunities for people to get involved as well as supporting makers by buying products and learning more about their work. Led by Design & Crafts Council

Ireland and Craft NI, the annual celebration is once again part of an island-wide summer

programme. There is a packed itinerary of over 300 events currently planned,

which is continuing to

grow, with a whole range of crafts from ceramics to carving,

glass to sewing available to be explored.

There is something for everyone, of all ages, and all levels of expertise. This year has seen makers come together to form more established communities and crafting events, as August Craft Month becomes more established.

Rosemary Steen, CEO, Design & Crafts Council Ireland, said, "We are thrilled to once again work with Craft

programme of events for 2024 taking part across the whole of Ireland.

"This is the third year we've developed an all-island August Craft Month and we've seen increasing engagement from craft makers across the island, introducing new audiences to ways to take part in the crafts. We're delighted to see over

300 events listed in the programme in 2024. It is a fantastic opportunity for people to take the plunge into the craft world, to see the amazing crafts happening in their local communities and across the country."

Katherine McDonald, Director of Craft NI, added: "August Craft Month is a fantastic platform to honour and acknowledge the skilled makers we have right on these shores.

"This year's programme has shaped up to be one of our best, with a really diverse range of craft disciplines including ceramists, textile makers, glassblowers, designermakers and many more. It's a great opportunity to try a craft for yourself. "Handmade pieces are often one of a kind and make the most thoughtful and considered gift or an excellent way to show self-care." Dr Suzanne Lyle, Head of Visual Arts, Arts Council of Northern Ireland, commented: "The Arts Council of Northern Ireland is delighted to support Craft NI and August Craft Month. "The monthlong celebration is an annual highlight in

the arts calendar offering hundreds of events, workshops and exhibitions that shine a spotlight on NI craft and showcasing the work of our talented designer makers. "It is great to see Craft NI continue their collaboration with Design & Crafts Council Ireland, making this an all-island celebration that reaches more people. Well done to all involved!"

For the first time ever, you can use the August Craft Month interactive map on the augustcraftmonth.org website to find the closest events happening in your local community.

For the full programme, visit www. augustcraftmonth.org. Share your own craft adventures by tagging @ augustcraftmonth24 and use the hashtags #augustcraftmonth2024 #makeseebuy cgaf.com.



03/07/2024 **Print Piece**

Sunday Mirror







THE IRISH NEWS

Coverage

CULTURE THE IRISH NEWS 16 **Craft work**



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There's no end

to what you can create, as long as

responsible way

Artisans from across Ireland and further afield will take part in next month's annual celebration of craft lenny Lee finds out more and speaks to Co Down artist Ruth Osborne who uses nature to inspire and produce her work

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THE IRISH NEWS UESDAY JULY 23.2

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It's a great initiative for bringing makers from across the whole of the island of Ireland together, to showcase skills, raise awareness about heritage crafts, and to pass those on to different generations

who takes much inspiration from the ara and aborcline of Strangford Torigh, "It's such a fascinating area, even in terms of the changing light and you've got sort of woodlands and

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Ruth's handmade linen earth vessels



Donaghadee artist Sharon Regan with Katherine McDonaid from Craft NI and Einnar Harding of DCCI Design & Crafts Council Iroland

of other craft makers and musicians DESTIVAL PICKS across North Down for the annual Twilight Market and Arts Night on

fired.

Join Starroi Ropa in her perfect where we will create ceramic birds from clay and impress foliage and texture upon the surface of the clay. Coloured slip can then be applied to decorate the birds before they are

Blossom and Bloom with Felt-makers North Guild, Lisburn City Library, August 16 Enjoy learning about wet felting a fun and hauds on textile craft com

ining wool fibres, water and friction a create unique and beautiful ples Dive into creativity with a Summer Sea Sculpture worksho Make a Kinetic Mobile by hand.

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23/07/2024 **Print Piece** Irish News

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THE IRISH NEWS

Coverage

CULTURE THE IRISH NEWS 16 **Craft work**



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Ruth's handmade linen earth vessels



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Dive into creativity with a Summer Sea Sculpture worksho

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23/07/2024 **E-Paper Piece Irish News**







THE IRISH NEWS

Coverage Ireland celebrates arts and crafts throughout August

Artwork inspired by nature



Co Down textile and print artist Ruth Osborne, who is taking part in August Craft Month

By Jenny Lee

July 23, 2024 at 6:00am BST

From glassblowing to wool spinning, Viking knitting to woodturning, T-shirt printing to having a go at the pottery wheel, there must be something for everyone in August Craft Month.

Highlighting the vibrant local craft scene across the island of Ireland in all its forms, from traditional to contemporary, the month provides unique opportunities for people to learn about, make, see, and buy craft.

Supported by Design & Crafts Council Ireland and Craft NI, there is a packed itinerary of over 300 events, taking place across every country in Ireland.

The event celebrates our rich craft heritage, including a focus on those artisans who are keeping ancient traditions alive. One such artist, who is involved in several August Craft Month events, is Ruth Osborne.

23/07/2024 Online piece

Irish News







Ireland celebrates arts and crafts throughout August

Story by Jenny Lee • 1d • 🗇 5 min read

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2/07/2024 Online piece

*Syndicated from Irish News





Farming Life

Enjoy eclectic events in Antrim across the month-long programme from Design & Crafts Council and Craft NI

26/07/2024 Online piece

Farming Life

August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Antrim.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise.

August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene.





REPORTER

Fermanagh's craft month offers diverse events in August



A month-long celebration of local craft is back this year with a host of events scheduled across Fermanagh.

Workshops, exhibitions, open studios and festivals are set to take place during the August Craft Month.

Organised by the Design & Crafts Council Ireland (DCCI) and Craft NI, individuals of all age groups and skill levels can participate in a variety of activities.

Crafts from ceramics to carving, glass to sewing will be highlighted in the celebration, offering something for everyone.

The programme aims to keep the rich heritage of Irish craft alive and introduce fresh talent.

This year, local makers such as Tracey Whitehead and Elaina Blampied are involved in the festivities.

The activities on offer in Fermanagh include the Buttermarket self-guided tour in Enniskillen, which is free throughout August.

AUGUST CRAFT MONTH

26/07/2024 Online piece

The Impartial Reporter



Pottery tours at Belleek Visitor Centre will take place during Craft Month. (Image: Impartial Reporter)



Enjoy eclectic design & crafts events in Antrim

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www.augusteraftmonth.

30/07/2024 Print Piece News Letter







Enjoy eclectic events in Co Down across the monthlong programme from Design and Crafts Council and Craft NI

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01/08/2024 Online Piece

Farming Life





10 things to do in Northern Ireland

6. Whitehead Crafters' Market, Whitehead, County Antrim, 3 August. Join a vibrant day filled with artistic inspiration at the Whitehead Community Centre nestled along the breathtaking Causeway Coastal route. As part of August Craft Month, they are excited to open their doors to a spectacular Crafters' Market, where creativity takes centre stage.

31/07/2024 Online Piece

What's On NI







Fermanagh Makers Get Involved in August Craft Month, Ireland's Biggest Celebration of Craft Enjoy eclectic events in Fermanagh across the month-long programme from Design & Crafts Council and Craft NI

August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Fermanagh.

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August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene.

People can enjoy creative craft celebrations on their doorstep, as well as hit the road on a craft inspired adventure or staycation. Led by Design & Crafts Council Ireland (DCCI) and Craft NI, the annual celebration is once again part of an island-wide summer programme. This year also sees August Craft Month continue their long-term collaboration with Cork Craft & Design.

Local makers such as; Tracey Whitehead and Elaina Blampied will all involved in the celebrations and events, to name a few.

The programme provides unmissable opportunities to experience, participate in, support, buy and learn about the local stand-out craft sector. Below you will find just a few of the exciting events on offer in Fermanagh:

01/08/2024 Online Piece

Fermanagh & Omagh District Council



Ambition Magazine

NEWS

Biggest celebration of craft on island of Ireland returns for 2024

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01/08/2024 Print Piece NI Chamber Ambition Magazine



Jago



August Craft Month: The highly anticipated month-long celebration of Irish craft has officially launched! This year's August Craft Month brings together an array of talented makers hosting nearly 300 events with representation in almost every county on the island of Ireland. August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene. With events taking place across Northern Ireland and the Republic of Ireland, August Craft Month provides unique opportunities for people to get involved as well as supporting makers by buying products and learning more about their work. Supported by Design & Crafts Council Ireland and Craft NI, the annual celebration is once again part of an island-wide summer programme. There is a packed itinerary of nearly 300 eclectic events, with craft disciplines including ceramists, textile makers, glassblowers, designer-makers and more all available across the Republic of Ireland and Northern Ireland. For events taking place in Northern Ireland, please visit https://augustcraftmonth.org/e... 02/08/2024 Online Piece

Arts Council NI







Enjoy eclectic events in Co Down across the monthlong programme from Design and Crafts Council and Craft NI

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01/08/2024 Online Piece

News Letter





10 things to do in Northern Ireland

8. August Craft Month, Belfast and across NI, 28 July – 31 August. From jewellery-making classes, open studios where you can watch highly skilled artisans at work, to workshops onboard a famous battleship, the countdown is on for the annual celebration of Northern Irish craft. August Craft Month celebrates the vibrant local craft scene right across Northern Ireland, providing unique opportunities for people to get involved as well as supporting makers by buying products and learning more about their work.

07/08/2024 Online Piece

What's On NI





Belfast Times

06/08/2024 Online Piece

8. <u>August Craft Month</u>, Belfast and across NI, 28 July – 31 August. From jewellery-making classes, open studios where you can watch highly skilled artisans at work, to workshops onboard a famous battleship, the countdown is on for the annual celebration of Northern Irish craft. August Craft Month celebrates the vibrant local craft scene right across Northern Ireland, providing unique opportunities for people to get involved as well as supporting makers by buying products and learning more about their work.

Belfast Times





Mourne Observer

August Craft Month August is Craft Month, so if you are interested in crafts visit the website. AugustCraftMonth.or g, and have a look at our events below. * Children's Clay Club-Following the success of last year's youth ceramics programme, the Clay Club started last night, 6 August, and is also running on 13 and 27 August for participants aged 10 to 14. * Youth metalsmithing course - Join Claire Mooney for a two-day course. The workshops will take place Monday, 12 August and Tuesday, 13 August, from 1 to 4pm. Everyone will have the opportunity to experiment in copper and make a silver piece on day two. Due to the nature of the workshop, there is managed risk and young people are expected to behave responsibly throughout. Participants should be age 13-18. This course is already almost fully booked. The cost is £50 per

person. Sign up via Eventbrite. * Adult ceramics two-day workshop -Peter from **Preaching House** Pottery commenced the two-day class on Thursday past. This class is fully subscribed. We hope to have the final pieces on display next week. * Basket weaving class - Soheil ran another course in willow weaving on Friday. Again all the participants left with a sense of fulfilment and achievement. whilst making their own bespoke piece . They then went out and filled their newly woven baskets with beautiful flowers from the Hub's community garden.

07/08/2024 Print Piece

Mourne Observer **Down Edition**





Fermanagh Makers celebrate craft month



Fermanagh Makers get involved in August Craft Month, Ireland's biggest celebration of craft

BY CHARLOTTE MCCUTCHEON

A MONTH long celebration of local craft across the island of Ireland, launches with a host of exciting overts taking place throughout Fermanagh. This year August Craft

Month returns with a packed programme of over 400 events across all corners of the island.

Events include, workshops, exhibitions, open studios and festivals to allow audiences to immerse thomselves in local craft. With a whole range of crafts from cerantics to carving, glass to sewing available to be exptored.

August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene. One of the exciting programmes that will be taking place is the Buttermarket self guided tour.

Visitors will enjoy a pleasant and relaxing day out walking around the t8 studios, galleries and shops and stopping for refreshments at the Coffee Shop of the Buttermarket Courtvard.

Another art filled programme is a visit to Belieek Visitor Centre for a guided pottery tour.

The 30-minute guided tour allows visitors full access behind the scenes of the manufacturing and ereative process that goes into every piece of Belleck fine china, produced on site since 1887.

There will also be Wool Spinning Taster Sessions on 3 August, these 30-minute hands-on sessions are perfect for beginners and fibre enthusiasts alike.

07/08/2024 Print Piece Fermanagh

Herald







Local heritage craft workshop to open its doors as part of August Craft Month

A HERITAGE crafts workshop open day is taking place in Siom Mills this weekend as part of August Confi Month, a month-long celebration of local craft across the initiand of Treatman and Ruchel Leary will all be involved in Among the other events planned for Tyroon

Meenfis, an omth-long celleration of local craft zeros the simular of firmals. Crafts Workshop Open Day is taking place at 31 Pasceck Road, Son Mills sturkely from Home Sopm, and erreits is result of the source o

we will have demonstrations of weaving by hand and by pot workshop at Ukiyo Holistic Centre, 30b Gortin Rd,

raditional Donegal spinning wheel. "The woodturning, weaving and blacksmithing 12.30em.

Mills. Make, decorate and paint your very own planter post The open day will be accessible to everyone out old with make and do activities available for The event is part of host of exercising available for the output of host of exercising available for the event is part of host of exercising available for the output of host of exercising available for the event is part of host of exercise ava

and use with makes and subscription activate seminor of activates and mainise throughout the day." The event is part of a host of excising events taking place throughout Throne with Gardik Mi and Design this increvents initiation. this important initiative. August Craft Month has a packed programme of over adventure or staycation. doorstep, as well as hit the road on a craft inspired

adventure or stryculon. All central norse all contrares of the shares a structure or stryculon. All central norse all central structure or stryculon. All central norse all central structure or stryculon. All central norse all central structure or stryculon. The structure or stryculon is norse again part of an and feature house and structure or stryculon. The structure or stryculon is norse again part of an and structure of structure of structure or structure of structure of structure or structure or structure of Within a winor tange training available to be explored. There is Design something for everyone of all ages and all levels of For the first time ever, you can use the August Center of the first time every of the first time

Month interactive map on the augustcraftn



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website to find the closest events happening in your @augustcraftmonth24 and use local community. For the full island-wide programme, visit For more information, and to get a feel for the craft www.augustcraftmonth.org. events near you and across Ireland, Share your own craft adventures by tagging www.augustcraftmonth.org.

08/08/2024 **Print Piece**

Strabane Weekly





EAST DOWN ADVERTISER

Down Makers Get Involved in August Craft Month, Ireland's **Biggest Celebration of Craft**

Enjoy eclectic events in Down across the month-long programme from Design & Crafts Council and Craft NI

August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Down.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise. August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene. People can enjoy creative experience, participate in, craft celebrations on their doorstep, as well as hit the the local stand-out craft road on a craft inspired sector. adventure or staycation. Led by Design & Crafts Council Ireland (DCCI) and Craft NL the annual celebration is once again part of an island-



important initiative.

This year also sees August Craft Month continue their into your home by joining long-term collaboration with us to enjoy this fun and Cork Craft & Design. informative workshop. Local makers such as; Pat Participants will be provided Wilson, Ruth Osborne and with all materials needed to Christine Casey will all be create a beautiful wreath or involved in the celebrations table centre piece. and events, to name a few. The programme provides unmissable opportunities to support, buy and learn about Summer Wreath Workshop can be adopted to suit the different seasons.

Location: 2-6 Irish Street, Downpatrick Price: £24 Date & Time: Tue 20 Aug wide summer programme. at 1pm-3:30pm

For the first time ever, you can use the August Craft Month interactive map on the augusteraftmonth.org website to find the closest events happening in your local community.

For the full island-wide programme, visit www. Choose from a variety of artificial flowers and augusteraftmonth.org. foliage and add seasonal Share your own craft embellishments using wire. adventures by tagging This method of wreath maugusteraftmonth24 making is a great way to and use the hashtags transform your home and #augustcraftmonth2024 #makeseebuy

For more information, Craft NI and Design & and to get a feel for the Crafts Council Ireland have craft events near you and come together to deliver this across Ireland, visit www. augusteraftmonth.org.

09/08/2024 Print Piece

East Down Advertiser





Coverage Belfast Telegraph



DEVENICU ICI AND I OWED I OLICU EDNI

AUGUST CRAFT MONTH, VARIOUS From jewellery-making classes to open studios where you can watch highly

skilled artisans at work, explore Northern Ireland's vibrant local craft scene. 10/08/2024 Print Piece Belfast Telegraph





Coverage Belfast Telegraph

Embrace giant family adventures across Northern Ireland

Part one of Tourism NI's top 100 things to visit in the months ahead



August Craft Month, various

From jewellery-making classes to open studios where you can watch highly skilled artisans at work, explore Northern Ireland's vibrant local craft scene.

10/08/2024 Online Piece

Belfast Telegraph







ADULT CLAY WORKSHOPS | ANCIENT IRISH POTTERY

AUG 24 2024 10:30 - 13:00

FLOWERFIELD ARTS CENTRE 185 Coleraine Road

> Portstewart Co. Londonderry BT55 7HU

20/08/2024 Online Piece whatsonni.com

Cost: £30 full, £27 concession UNCOVER THE ANCIENT ARTISTRY OF IRISH NEOLITHIC POTTERY

As part of August Craft Month, take some time to uncover the ancient artistry of Irish Neolithic Pottery in our immersive workshop with archaeologist Catriona Brogan and Potter Fiona Shannon. Experience the magic of moulding clay into timeless treasures while connecting with Ireland's fascinating past. Following a short talk from Catriona, you will have the opportunity to create a piece inspired by Irish Neolithic pots using ancient techniques such as burnishing with stones and creating decoration with wood and bone. An unmissable dig into our ancient past.

Enter promo code **Concession** on Eventbrite and click **Apply** to activate the discount at the online check out. Concession rates apply to students, those aged 65 years and older and those who are unwaged. Please note that you may be asked to supply your student ID or ID at the door of the event when presenting your concession ticket

Entrance Fee 30/27



	028 /0831400
×	reception@flowerfield.org
Q	https://www.flowerfield
8	om/flowerfieldartcentre/

...ram.com/flowerfieldarts/

J



Jago

World class events on offer this August Craft



20/08/2024 Online Piece <u>Northern Ireland</u> <u>World</u>

County Antrim: Embellished Linen Purse Workshop, Lagan Valley Island 1 The

Enjoy a variety of eclectic events across Northern Ireland this month With only two weeks left to go, make sure to catch some of the exciting events taking place across Northern Ireland this August Craft Month before you miss out.







World class events on offer this August Craft



20/08/2024 Online Piece <u>NewsLetter</u>

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Rewry Reporter

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21/08/2024 Online Piece <u>Newry Reporter</u>



Derry Journal

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Local heritage craft workshop open

A LOCAL heritage crafts workshop opened its doors as part of a month-long criebration of local craft across the island of

a minim-rong reference in text error across the same or refersa. Gain Heritage Arts and Crafts, based at 33 Pencock Road, Sire Mills, provider tailtien in woodharning, blackamithing and familture making using traditional methods with a strong emphasis on hand skills

To recently held a workshop/open studio day as part of the August Call Monds programme with the event focusing on neritage crafts, including could table, demonstrations, meet the taker and make and do activities.

mater and made and do activities. Participating makers from across the local area and Donegal also took part and showcased their skills. Woodcarring was demensated on a machine lather with wood carving and green woodstoching carried out on a pole lather alongoide blacksmitting techniques. As a celebration of Sian Maller rich history of linear making,

The second state show the stress stress stress is a stress of the stress of the stress stress

face cardiomatabip. Tano Campbel has been a master joiner for over 55 years being self-compleyed and working muchly with hand taths to produce formiture and hardwood extranses. He has revived the art of woodnerming in his local area-techning and doministrating for basineservistade, local schoolky measures and making bequike piezes for private indiculous.

and the set of the

He is now a professional teacher. The local business also sells bespoke hundmade furniture and ood turned items from sustainable locally sourced handwoods rom its studio, and currently provides tuition in woodturning, niture and cabinetmaking, green wood working, odcarving and blacksmithing for individuals and small

addition, it has also started Crowstown lane woodturni lub where like-eninded people with an interest in wood turning an come together to share ideas, and further their

taition can also be arranged at a time that saits the instants. The event at Gaia Heritage part of a host of exciting events taking place throughout Tyrone with **Conft NI** and Design & Crafts Council Ireland coming together to deliver this important

For further details, visit https://www.gaiaheri or email info@gaiaheritagecrafts.com Meanwhile, for more information on Graft Month, visi

www.augusterafimonth.org.



22/08/2024 Print Piece









23/08/2024 Online piece Bloom Magazine

Enjoy a variety of eclectic events across Northern Ireland this Bank Holiday Weekend with August Craft Month!

With bank holiday weekend approaching, make sure to catch some of the exciting events taking place across the Northern Ireland this August Craft Month before you miss out. Celebrating the vibrant local craft scene, a wealth of exhibitions, demonstrations and workshops have been taking place across Northern Ireland giving people the chance to support local makers by buying products and learning more about their work. With a total of over 400 events on offer across Northern Ireland and the rest of the country this August, here is some of the events taking place across Bank Holiday Weekend!





Derry Iournal

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23/08/2024 Online Piece

Derry Journal





NORTHERN IRELAND'S BUSINESS ADDRESS BUSINESSFIRST INFORM : CHALLENGE : INSPIRE

August Craft Month Bank Holiday events



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Business First



1960

Rewry Reporter Events on offer this Bank Holiday weekend



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Date: Thu 22 Aug at 10am - Sat 24 Aug at 5pm Quilt Fayre Stormont Hotel Belfast, Upper Newtownards Rd, Belfast BT4 3LP Price: £10.50 - £13 23/08/2024 Online Piece News Letter







Northern Ireland Chamber of Commerce and Industry



Enjoy a variety of eclectic events across Northern Ireland this Bank Holiday Weekend with August Craft Month!

Posted By: Craft Northern Ireland 23rd Aug 2024



23/08/2024 Online Piece NI Chamber





ONOrthern Ireland World

Final few world class events on offer this August Craft Month

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28/08/2024 Online Piece <u>NI World</u>



jago



Still time to catch final events for August Craft Month



28/08/2024 Online Piece

<u>Ulster Gazette</u>

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28/08/2024 Online Piece

The County Down Outlook

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Still time to catch final events for August Craft Month



28/08/2024 Online Piece The Newry

Democrat

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28/08/2024 Online Piece

Tyrone Courier

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TYRONE CONSTITUTION Still time to catch final events for August Craft

Month



28/08/2024 Online Piece

<u>Tyrone</u> <u>Constitution</u>

AUGUST

CRAFT MONTH

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28/08/2024 Online Piece

Strabane Weekly

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28/08/2024 Online Piece

Antrim Guardian

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28/08/2024 Online Piece

Ballymena Guardian

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28/08/2024 Online Piece

Coleraine Chronicle

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28/08/2024 Online Piece

Ballymoney Chronicle

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28/08/2024 Online Piece

Ballycastle Chronicle

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28/08/2024 Online Piece

Northern Constitution

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Final few world class events on offer this August Craft Month



29/08/2024 Online Piece <u>Newry Reporter</u>

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AUGUST

CRAFT

MONTH



Derry Journal

Final few world class events on offer this August **Craft Month**



29/08/2024 **Online Piece**

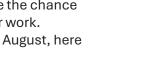
Derry Journal

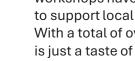
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News Letter 🥐

Coverage

Final few world class events on offer this August Craft Month



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Jago



Northern Ireland Chamber of Commerce and Industry





Posted By: Craft Northern Ireland 29th Aug 2024



29/08/2024 Online Piece NI Chamber





Telegraph

'My workshops would be printing, natural dying, block printing...'

A Co Down-based artist is working on carrying on Ireland's linen heritage, as she tells Tara Moyes

uth Osborne, professionally known as Ruth Osborne Art, creates various pieces of art all using Irish linen as the base of her work. This comes after developing an interest from her education in art history.

"Tve always done my own print-making and so it was just really an evolution of developing my interest in printmaking but also working in arts education and learning more about the textile heritage that we have in Northern Ireland, particularly in Irish linen," she says.

"That kind of evolved into me now working with more natural materials alongside print and Irish linen.

"Most of what I make is textile artworks that could be framed or be wall hangings or that could be little vessels. I also then do a small selection of reproduction prints and cards which are based on my original textile works."

Belfast in particular has a long history of linen, once being called a Linenopolis in the 19th and 20th centuries. Upholding this heritage through the use of Irish linen has become fundamental in Ruth's work.

"That heritage is really important to why I work with Irish linen, and I think there are so many people with family connecting them, no matter where I go there's someone connecting them to the Irish linen industry. So that sort of sense of heritage and sense of place that linen has is really important to my work." There is the factor of sustainability and being

environmentally friendly that is important to Ruth. "In terms of linen as a textile, it's a natural and

⁻In terms of linen as a textile, it's a natural an plant-based material and it's very sustainable and very environmentally friendly in how it's produced.

"All of that's quite important, I want to think in a more sustainable way, and I want to create in a more sustainable way. I only work with linen that I've sourced from Irish guild linen members, so it's about making sure the linen is authentically designated as Irish linen." As well as the artistic factors and benefits of

using the material.

"The linen holds colour in print and texture in such an amazing way. Although I do make work with paper and on other fabrics, the linen is where I find that the textures and colours that I want to work with come through in a way which captures my imagination and sort of fulfils what I want to create.

Along with working with the environment and nature, a lot of Ruth's artworks are heavily inspired by nature itself: "I'm mostly inspired by nature and the changing seasons, but I'm not always trying to reflect an exact season. "It might just be a mood or a feeling connec ed with a season or a place, so it doesn't neces sarily have to be a literal interpretation. It can be about separating the small details or trans tions with colours that can come with the sea sons in my work."

She adds: "I try to connect it back to folklore and meaning so I'm quite invested in the sym bolic meaning behind plants and trees, and I bring some of that folklore into how the work should be interpreted.

"I do take a lot of inspiration from locations and don't necessarily create a literal represen tion of a location, but I'll take inspiration from its colours and the landscape to create a piece I'm working more with natural colours, like dyes that I make myself from foraged plants.] feel like it's quite site and land responsive." For Ruth, her most popular item varies from audience to audience, saying that her Irish lir en works that are framed, would be the most

popular commission request.

"Although I have made more retail-focused pieces, like Irish linen candle holders, which are very popular when I do artisan craft markets. What's popular sort of depends on the market and whether it's for an exhibition or more retail-focused work.

Ruth has been an independent artist since t beginning, creating her pieces from her hom studio. "All my work is original aside from the greetings cards I reproduce. All the work is made by me as a maker. It's pretty much my c ative process and my research and experime tation that then leads to the final piece, it's nc something I have other people involved with.

Outside of her home studio, Ruth has variou workshops all across Northern Ireland. "I have one strand of workshops that I delive and they'd be well-being-focused.



Coastal Path by Ruth Osborne



29/08/2024 Print Piece

Belfast Telegraph





Telegraph

'I'm mostly inspired by nature': Co Downbased artist shares how she is carrying on Ireland's linen heritage



Ruth Osborne

Tara Moyos Yesterday at 07:23



Ruth Osborne, professionally known as Ruth Osborne Art, creates various pieces of art all using Irish linen as the base of her work. This comes after developing an interest from her education in art history.

"I've always done my own print-making and so it was just really an evolution of developing my interest in printmaking but also working in arts education and learning more about the textile heritage that we have in Northern Ireland, particularly in Irish linen," she says. 29/08/2024 Online Piece Belfast Telegraph





ROI Coverage Overview

THE GLOSS MAGAZINE

FLEXING: at Yoga Picnic, held on July 7 at Lilliput House, Co Westmeath. Now in its third year, the line-up includes movement, therapies, discussion and music in a beautiful outdoor setting www.theyogapicnic.com.



APPRECIATING: August Craft Month. This annual Island-wide celebration is a chance to enjoy events and exhibitions, es, as well as support makers by buying craft and learning more about their work.www. augustcraftmonth.org.

4 | July/August 2024 | THE GLOSS MAGAZINE

THIS MONTH WE'RE ...



DINING: at Floritz, the glamorous new destination restaurant in the Townhouse on the Green hotel, 22 St Stephen's Green, Dublin 2. Designed by Project Orange, the flamboyant decor matches the exotic menu. www.floritz.ie.

CHECKING OUT: The "More Power To You" exhibition at Hugh Lane Gallery, Dublin 1, dedicated to Irish artist Sarah Purser. It features 100 works including portraits of WB Yeats and Maud Gonne. From July 10, www.hugh!ane.ie.

04/07/2024 Print piece







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THE GLOSS MAGAZINE



11/07/2024 Online piece

APPRECIATING: August Craft Month. This annual island-wide celebration is a chance to enjoy events and exhibitions, as well as support makers by buying craft and learning more about their work. <u>www.augustcraftmonth.org.</u>





kildarelive

Fun courses and events coming to Kildare during August Craft Month

August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout in Kildare



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August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Kildare.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise. August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene.

26/07/2024 Online Piece Kildare Live





kildarenow

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26/07/2024 Online Piece Kildare Now

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irelandlive

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Fun courses and events coming to Kildare during August Craft Month

August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Kildare.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise. August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene.

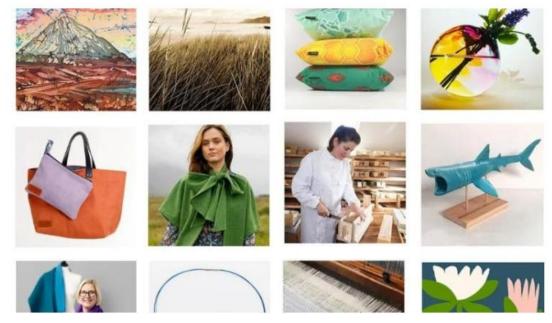




irelandlive

Donegal Design Makers get involved with craft month

August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene



August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Donegal. This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise. August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene. People can enjoy creative craft celebrations on their doorstep, as well as hit the road on a craft

26/07/2024 Online Piece Donegal Live

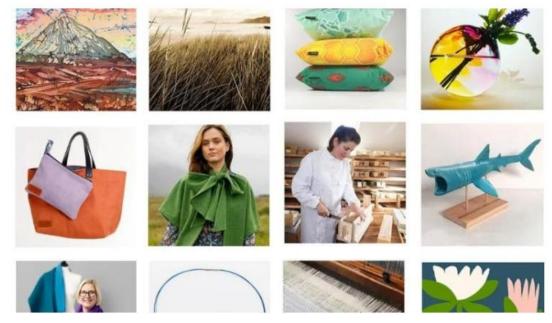




donegallive

Donegal Design Makers get involved with craft month

August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene



August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Donegal. This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise. August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene. People can enjoy creative craft celebrations on their doorstep, as well as hit the road on a craft

26/07/2024 Online Piece Donegal Live







August Craft Month -Ireland's Biggest Celebration of Craft



26/07/2024 <u>Online Piece</u> Lm fm (Louth & Meath)

Enjoy eclectic events in Meath across the month-long programme from Design & Crafts Council and Craft Northern Ireland

August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Meath.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include: workshops





louthlive

Louth makers urged to get Involved in August Craft Month

Enjoy eclectic events in Louth across the month-long programme from Design & Crafts Council and Craft NI



August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Louth.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise. 26/07/2024 Online Piece Louth Live

August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene.

People can enjoy creative craft celebrations on their doorstep, as well as hit the road on a craft inspired adventure or staycation. Led by Design & Crafts Council Ireland and Craft NI, the annual celebration is once again part of an island-wide summer programme. This year also sees August Craft Month continue their long-term collaboration with Cork Craft & Design.

Local makers such as; Sarah McKenna, Fiona Quigley and Aine Dunne will all be involved in the celebrations and events, to name a few.

The programme provides unmissable opportunities to experience, participate in, support, buy and learn about the local stand-out craft sector. Below you will find just a few of the exciting events on offer in Louth:





irelandlive

Louth makers urged to get Involved in August Craft Month

Enjoy eclectic events in Louth across the month-long programme from Design & Crafts Council and Craft NI



August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Louth.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise. 26/07/2024 Online Piece Ireland Live

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tipperarylive

Tipperary Makers set to take part in island-wide summer programme

Enjoy eclectic events in Tipperary across the month-long programme from Design & Crafts Council and Craft NI



August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Tipperary.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft.

26/07/2024 Online Piece Tipperary Live





irelandlive

Tipperary Makers set to take part in island-wide summer programme

Enjoy eclectic events in Tipperary across the month-long programme from Design & Crafts Council and Craft NI



August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Tipperary.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft.

26/07/2024 Online Piece Ireland Live





Wicklow News



26/07/2024 Online Piece Wicklow News

🛗 🕒 5:30 pm 🙎

Wicklow makers get involved in August Craft Month, Ireland's biggest celebration of craft

August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Wicklow.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise.

August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene.







Celebrating craft in all its forms, from traditional to contemporary, August Craft Month is for everyone. Immerse yourself in the wonderful visual and hands on experience of craft.

Highlighting the vibrant local craft scene right across the island of Ireland. August Craft Month provides unique opportunities for people to get involved to learn about, make, see, and buy craft!

During August Craft Month, various events, workshops, exhibitions, and activities take place right across the island of Ireland, showcasing the talents of local craft makers and artists. 26/07/2024 Online Piece Dublin.ie





kilkennylive

Kilkenny makers get behind in August Craft Month



26/07/2024 Online Piece Kilkenny Live









Events underway in Tipperary as part of August Crafts Month



A number of events are taking place throughout Tipperary as part of August Craft Month.

It's a month-long celebration of local craft across the island of Ireland with a packed programme of over 400 events across all corners of the island.

August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene. 28/07/2024 Online Piece Tipp FM



Waterford News

Waterford makers celebrate Craft Month

August Craft Month will be celebrated in Waterford with an array of events



This year, August Craft Month returns with a packed programme of over 400 events across all corners of the country.

Local Waterford makers such as Siobhán Joyce and Suzan McCreadle will be involved in the celebrations and events.

August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene.

The programme provides opportunities to experience, participate in, support, buy and learn about the local stand-out craft sector.

Locals interested, can join Siobhán Joyce on August 2, for a workshop at Curragh Bay Beach and experience ceramic making outdoors in this special family edition of Cré Wanderings.

The immersive coastal experience is designed for kids aged seven plus and young teens, participating by an adult family member or guardian.

AUGUST CRAFT MONTH

29/07/2024

Online Piece

News & Star

Waterford



HOMES INTERIORS & LIVING

LIVING



A round-up of some of the top activities and must-see events happening across the country in the coming weeks.

EVENTS

August Craft Month 2024

This year's August Craft Month will bring together an array of talented makers with events taking place across the island of Ireland. Celebrating a rich craft heritage, the event will feature a huge and diverse range of artisans, both established and new, who keep fascinating ancient traditions alive through vibrant and contemporary work. Brought together by Design & Crafts Council Ireland and Craft NI, the annual celebration is once again part of an islandwide summer programme. With a packed schedule across the Republic of Ireland and Northern Ireland, August Craft Month is a chance for people to enjoy unique events. and exhibitions, as well as an opportunity to support makers by buying craft and learning more about their work, augusticraftmonth org.





30/07/2024 Print piece

Ireland's Home Interiors & Living





04

Makers urged to take part in August **Craft Month**

offer in Louth:

Location

East coast.

Donard McCabe donard.mccabe@dundalkdemocrat.ie

August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Louth. This year August Craft Month

6pm-8pm. returns with a packed programme Experience the joy and therapeutic value of journaling. of over 400 events across all corners of the island. Events include; workshops, parent and child connect to their

exhibitions, open studios and festivals to allow audiences to growth through creativity. immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to upwards. sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise. August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and

new talented makers bringing real August 7pm - 9pm. vibrancy to the scene. People can enjoy creative craft celebrations on their doorstep, as can decorate and impress with well as hit the road on a craft patterns and textures. inspired adventure or staycation. Led by Design & Crafts Council Ireland and Craft NI, the annual celebration is once again part of an fired and collected at a later date or Sarah can arrange shipping.

island-wide summer programme. bridgestreetstudios.com This year also sees August Craft Month continue their long-term collaboration with Cork Craft & Tapestry Design.

Local makers such as: Sarah McKenna, Fiona Quigley and Åine Dunne will all be involved in the celebrations and events, to name a few. The programme provides

unmissable opportunities to experience, participate in, support, buy and learn about the local stand-out craft sector. Below are

just a few of the exciting events on for hotels, churches, LinkedIn International Offices in Dublin and more recently Pinterest's new **Parent and Child Therapeutic** Dublin offices.

As a member of CTA Journaling with Fiona Quigley Location: Bridge Street Studio Contemporary Tapestry Artists 97 Bridge Street, Dundalk; Price: Ireland, she represents them in this 660 for one adult and one child; unique hands on tapestry weaving Date & Time: Tuesday 6th August workshop at her studio for August Craft Month. The workshop will introduce

participants to the art of tapestry This workshop aims to help weaving. The participants will explore emotions and facilitate personal tapestry design in Ireland and learn

techniques that will help them No experience necessary, all design their own tapestry piece. materials provided. Age 10 Participants will prepare looms, weave patterns, finish their

tapestry and bring it home from the Make a Vase with Soft Slabs studio as a keepsake and with Sarah McKenna Ceramics inspiration into the world of Location: Bridge Street Studios, tapestry weaving. Craft NI and Design & Crafts 97 Bridge Street, Dundalk: Price:

650; Date & Time: Thursday 15th Council Ireland have come together to deliver this important initiative. Create your own unique vase. For the first time ever, people using soft slabs of clay which you can use the August Craft Month interactive map on the augustcraftmonth.org website to Vases will be dried, glazed and

find the closest events happening in your local community To book this event please visit: For the full island-wide

programme, visit www.augustcraftmonth.org. Share A Practical Guide to Weaving your own craft adventures by tagging @augusteraftmonth24 and An Cruach,

Ballymakenny, Drogheda, Co. Louth, Ireland; Price: Free; Date & use the hashtags ≠augusteraftmonth2024 Time: Sunday 11th August 10am -#makeseebuy

For more information, and to get Åine Dunne is a tapestry weaver a feel for the craft events near you working from her studio in the and across Ireland, visit Boyne Valley on Ireland's Ancient www.augustcraftmonth.org. She has produced commissions



Sarah McKenna will be holding a Make a Vase with Soft Slabs workshop on Thursday 15 August in Bridge Street Studios



A Parent and Child Therapeutic Journaling workshop takes place on 6 August

30/07/2024 Print piece

Dundalk Democrat



loy:

Kildare Nationalist

Kildare makers get involved in Craft Month

By Conor Forrest

August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Kildare. This year August Craft

Month returns with a packed programme of over 400 events across all corners of the island. Events include workshops, exhibitions, open

studios and festivals to allow audiences to immerse themselves in local craft. Below are just a few of the exciting events on

offer in Kildare: OLámha Pop-Up Store; Southwells, Market Square, Kildare town; Monday 1 July at 10am to Saturday 31 August at 5pm. Price: free. O Lámha ('from the hands') is a collective group of Kildarebased creators and de-

signers. The pop-up store is located at Southwells store beside Hartes of Kildare on Market Square in Kildare town. This store will showcase the in-credible talent and craftsmanship that Kildare has to offer, featuring demonstrations and 'Meet the Maker' events throughout its duration until the end of August. The collective group of diverse crafters includes Pure Oskar, Coolree Design, Loinnir Jewellery, Kil dare Candle Barn and

many more.

Wet Felting A Funk Feline - Full Day Felting Slip Hall, Main St, Donaghcumper, Celbridge Sunday 18 August 10.30am-4pm. Price: €95 In this full day course, participants will learn the basics of wet-felting the world's oldest form of textile making. This is a fabulous introduction to

a very sensory craft, suit able for beginners and intermediate feltmakers as they will be using a resist and making a 3D item. Tamzen (former chairperson of Feltmakers Ireand and textile professional of 25yrs+ experience) will introduce the

group to the basics of wet felting, then move on to felting around a resist to produce a 3D item. Everyone will go away with their own pet cat and plenty of skills to use in their own work and a creative buzz! All materials are provided. This is a full day course for adults There will be a coffee

break and lunch break (please bring a packed lunch or there are plenty of eateries in Celbridge as well as the local food and craft market). For the first time ever you can use the August Craft Month interactive map on augustcraftmonth.org to find the closest events happening in your local community.



Events in Kildare include an opportunity to create funky felines!

30/07/2024 Print piece

The Kildare Nationalist



^{Kildare} Nationalist

Kildare makers get involved in August Craft Month

August Craft Month returns with a packed programme of over 400 events across all corners of the island



August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Kildare.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft.

The programme provides unmissable opportunities to experience, participate in, support, buy and learn about the local stand-out craft sector. Below are just a few of the exciting events on offer in Kildare: 30/07/2024 Online piece

The Kildare Nationalist





The Munster Express

Waterford Makers Get Involved in August Craft Month

month-long celebration of to get a feel for the craft local craft across Ireland, events near you and across launches with a host of Ireland, visit www.augustexciting events taking place craftmonth.org. throughout Waterford.

August Craft Month, a For more information, and

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise.

August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene. People can enjoy creative craft celebrations on their doorstep, as well as hit the road on a craft inspired adventure or staycation. Led by Design & Crafts Council Ireland and Craft NI, the annual celebration is once again part of an island-wide summer programme. This year also sees August Craft Month continue their longterm collaboration with Cork Craft & Design. Local makers such as; Siobhán Joyce and Suzan McCreadle will be involved in the celebrations and events, to name a few. The programme provides unmissable opportunities to experience, participate in, support, buy and learn about the local stand-out craft



Joel M Smyth, Designer and Jewellery Maker with Katherine McDonald, Craft NI and Eimear Harding, DCCI.



Makers with Craft NI and DCCI.

30/07/2024 Print piece

Waterford News & Star





Local Craft Month

Darragh Murphy

This year, <u>August Craft</u> Month returns with a packed programme of over 400 events across all corners of the country.

Local Waterford makers such as Siobhán Joyce and Suzan McCreadle will be involved in the celebrations and events.

August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene. The programme provides opportunities to experience, participate in, support, buy and learn about the local stand-out craft sector.

Locals interested, can join Siobhán Joyce on August 2, for a workshop at Curragh Bay Beach and experience ceramic making outdoors in this special family edition of Cré Wanderings.

The immersive coastal experience is designed for kids aged seven plus and young teens, participating by an adult family member or guardian.

Explore your creativity together as you learn how to make ceramics inspired by the natural surroundings. By the end of the workshop, guests will have handcrafted a unique piece to take home or leave with Siobhán be fired into ceramic and collected later.

Additionally, a four week ceramic handbuilding class for adult beginners and improvers interested in learning how to make a range of ceramics will be available in Lismore this year for those who are interested. During this project block, participants will learn to make a variety of cups and mugs.

They will be using hand-building techniques and add a personal touch to their pieces through decoration.

At the end of the block, four of your favourite pieces will be glazed and fired for you to enjoy at home. In a workshop taking place at the Friendship Café at Coffee House Lane in Waterford City, guests can create symbolic art that represents each participant's personal journey of change and growth, with accommodations for those with limited dexterity.

Each session begins with a guided meditation focused on transformation, encouraging everyone to reflect on their personal journeys and the challenges of change.

Afterward, you'll have the opportunity to journal your thoughts and share them with the group, fostering meaningful family discussions and deeper connections.

By the end of the workshop, guests will have crafted a wound-up butterfly in a matchbox, symbolizing the act of breaking free from constraints and embracing change.

For more information on local events throughout the month go online and visit www.augustcraftmonth.org.



August Craft Month returns

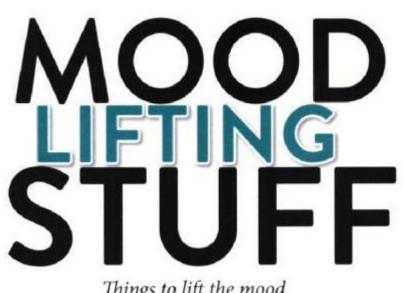
30/07/2024 Print piece

Waterford News & Star









Things to lift the mood with Bianca Luykx



IT'S CRAFT MONTH

A month-long celebration of Irish craft is underway, with over 300 events in various craft disciplines (ceramists, textile makers, glassblowers, designermakers and more) taking place across Northern Ireland and the Republic. You can use the August Craft Month interactive map on the augustcraftmonth.org website to find the closest events happening in your local community. You can also share your own craft adventures by tagging @augustcraftmonth24. 31/07/2024 Print piece

VIP Magazine







Waterford Makers Get Involved in August Craft Month, Ireland's Biggest Celebration of Craft

Enjoy eclectic events in Waterford across the month-long programme from Design & Crafts Council and Craft NI

25th July 2024: August Craft Month, a month-long celebration of buy and learn about the local standlocal craft across the island of Ireland, launches with a host of exciting events taking place offer in Waterford. hroughout Waterford. CRÉ WANDERINGS // This year August Craft Month returns with a packed programme of Family Edition (Outdoor Ceramics Workshop) Location: Curragh Bay Beach, returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in Co.Waterford Price: €60 per family (1 Child aged 7+ and 1 Adult) Date & Time: Friday 2nd 9:30am - 11am Looking for a fun, creative local craft. With a whote range we crafts from cramics to carving. Locking for a fun, creative crafts to sewing available to be explored. There is something and all levels of all aces, and all levels expertise. August Craft Month celebrates a August for a 1.5-hour workshop at beautiful Curragh Bay Beach and August Craft Month celebrates a beautiful Curraph pay beach and rich eraft heritage with artistans experience ceranic making keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene. beautiful curraph pay beach and utdoors in this special family edition of Cré Wanderings. This immersive coastal experience is vibrancy to the scene. People can enjoy creative craft celebrations on their doorstep, as well as hit the road on a craft inspired adventure or staycation. Led by Design & Crafts Council you learn how to make ceramics 25th July 2024: August Carfin impired by the natural surroundings. Month, a month-long celebration of viella, a month-long celebration of viella was month-long to the surrounding surroundings. With a viel and the surrounding surrounding surrounding with a viel and the surrounding surrounding surrounding viella viel and surrounding surrounding surrounding surrounding surrounding surrounding surrounding surrounding surrounding viella viel surrounding viella surrounding su exciting events taking place throughout Waterford. This year August Craft Month group size returns with a packed programme of over 400 events across all corners of https://book.stripe.com/00g031al M0nh3bWfZu the island. Events include; workshops, exhibitions, open studios and festivals to allow CRE HANDBUILDING // Cups & Mugs Location: SVP Hall, 2 Chapel audiences to immerse themselves in Street, Lismore, Co.Waterford local craft. With a whole range of Price: €240 crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels Date & Time: Every Monday August 12th – September 2nd 6:30pm – 9pm A 4 week ceramic handbuilding of expertise. August Craft Month celebrates a class for adult beginners and rich craft heritage with artisans improvers interested in learning keeping ancient traditions alive and new talented makers bringing real how to make a range of ceramics During this project block, participants will learn to make a variety of cups and mugs using vibrancy to the scene. People can enjoy creative craft celebrations on their doorstep, as handbuilding techniques and add a personal touch to their pieces well as hit the road on a craft inspired adventure or staycation. Led by <u>Design &</u> Crafts Council through decoration. At the end of the block, four of your favourite pieces will be glazed and fired for Ireland and Craft NI, the annual you to enjoy at home. To book visit: elebration is once again part of an island-wide summer programme. This year also sees August Craft Month continue their long-term collaboration with <u>Cork Craft</u> & https://book.stripe.com/bIY5nl51s 2vpaEo3cm FLUTTERBY BUTTERFLY Location: Friendship Café, 118 Coffee House Ln. Waterford Design. Local makers such as; Siobhán Joyce and Suzan McCreadle will be Price: €30/ 1 Adult and 1 Child Date & Time: involved in the celebrations and Tuesday 20th August 10am-12pm Explore the theme of transformation through creative and events, to name a few. The programme provides unmissable opportunities to

reflective processes. Together, you will all create symbolic art that experience, participate in, support, represents each participant's personal journey of change and growth, with accommodations for those with limited dexterity. Each session begins with a soothing guided meditation focused on Amakeseebuy

transformation, encouragin everyone to reflect on their persona journeys and the challenges of change. Afterward, you'll have the opportunity to journal your thoughts and share them with the group, fostering meaningful family discussions and deeper connections By the end of our workshop, you and will have crafted a wound-up butterfly in a matchbox symbolizing the act of breaking free from constraints and embracin change. This creation will serve as a keepsake, a beautiful reminder of your shared experience and the powerful theme of transformation To book visit: conscious crafting.com/workshop-with-filter/ Craft NI and Design & Craft Council Ireland have come together to deliver this important initiative

For the first time ever, you can use the August Craft Month interactive map on the augustcraftmonth.org website to find the closest events happening in your local community. For the full island-wide programme, visit your own craft adventures by tagging @augustcraftmonth24 and use the hashtags # a u g u s t c r a f t m o n t h 2024

For more information, and to get a feel for the craft events near you and across Ireland, visit www.augustcraftmonth.org.



31/07/2024 Print piece

Dungarvan Leader





DUNGARVAN Øbserver

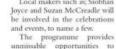
Waterford makers get involved in August Craft Month, Ireland's biggest celebration of craft ENJOY ECLECTIC EVENTS IN WATERFORD ACROSS THE MONTH-LONG PROGRAMME FROM DESIGN & CRAFTS COUNCIL AND CRAFT NI

month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Waterford.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events aged 7+ and 1 Adult) include; workshops, exhibitions, open studios and festivals to allow a.m. - 11.00 a.m. audiences to immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for August for a 1.5-hour workshop everyone, of all ages, and all levels at beautiful Curragh Bay Beach of expertise. and experience ceramic making August Craft Month cele-

brates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene. People can enjoy creative craft

guardian. Explore your creativity celebrations on their doorstep, as together as you learn how to well as hit the road on a craft make ceramics inspired by the inspired adventure or stavcation. natural surroundings. By the end Led by Design & Crafts Council of the workshop, you will have Ireland and Craft NI, the annual handcrafted a unique piece to celebration is once again part of take home or leave with Siobhán an island-wide Summer probe fired into ceramic and colgramme. This year also sees lected later (2-4 weeks). August Craft Month continue their long-term collaboration with Cork Craft & Design. limited https://book.stripe.com/00g031 Local makers such as; Siobhán alM0nh3bWfZu



Cups & Mugs The programme provides Location: SVP Hall, 2 Chapel unmissable opportunities to Street, Lismore, Co. Waterford experience, participate in, sup-Price: €240 port, buy and learn about the Date & Time: Every Monday local stand-out craft sector.

AUGUST Craft Month, a Below you will find just a few of August 12th - September 2nd the exciting events on offer in 6.30 p.m. - 9.00 p.m.

> Waterford A 4 week ceramic handbuild CRÉ WANDERINGS // ing class for adult beginners and Family Edition (Outdoor improvers interested in learning Ceramics Workshop) how to make a range of ceramics. During this project block, partic-Location: Curragh Bay Beach, Co.Waterford ipants will learn to make a vari-Price: €60 per family (1 Child

outdoors in this special family

edition of Cré Wanderings. This

designed for kids aged 7+ and

adult

immersive coastal experience is

group size:

CRE Handbuilding //

ety of cups and mugs using handbuilding techniques and add a personal touch to their pieces Date & Time: Friday 2nd 9.30 through decoration. At the end of the block, four of your favourite Looking for a fun, creative pieces will be glazed and fired for outdoor activity that the whole you to enjoy at home. family can enjoy this Summer? book To Join Siobhán Joyce on the 2nd

https://book.stripe.com/bIY5al 51s2vpaEo3cm Flutterby Butterfly

Location: Friendship Cafe, 118 Coffee House Lane, Waterford Price: €30 for 1 Adult and 1 Child

Date & Time: Tuesday 20th young teens, participating by an August 10.00 a.m. - 12.00 noon family member or Explore the theme of transformation through creative and reflective processes. Together, you will all create symbolic art that represents each participant's personal journey of change and growth, with accommodations for those with limited dexterity. Each session begins with a sooth-Booking is essential due to ing guided meditation focused on transformation, encouraging everyone to reflect on their personal journeys and the challenges of change. Afterwards, you'll have the opportunity to journal your thoughts and share them with the group, fostering meaningful family discussions and deeper connections. By the end of our workshop, you and will have

crafted a wound-up butterfly in a matchbox, symbolizing the act of breaking free from constraints and embracing change. This creation will serve as a keepsake, a beautiful reminder of your shared experience and the powerful theme of transformation

To book visit: conscious-crafting.com/workshop-with-filter/ Craft NI and Design & Crafts Council Ireland have come together to deliver this important initiative

For the first time ever, you can use the August Craft Month interactive map on the augustcraftmonth.org website to find the closest events happening in your local community. For the full island-wide pro-

gramme, visit www.augustcraftmonth.org. Share your own craft adventures by tagging @augustcraftmonth24 and use the hashtags #augustcraftmonth2024 #makescebuy

For more information, and to get a feel for the craft events near you and across Ireland, visit www.augustcraftmonth.org



Joel M. Smyth, Designer and Jewellery Maker, with Katherine McDonald, Craft NI, and Eimear Harding, DCCI.

31/07/2024 Print piece

Dungarvan Observer







Local makers get behind in August Craft Month

August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Kilkenny.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise.

At the National Design & Craft Gallery (NDCG) Past. Present - Future, Perfect, a will open on Saturday, August 10 as part of Kilkenny Arts Festival and will run until October 28. From traditional

techniques

innovations, the pieces on process involved, and the display reflect the diversity artist's vision. Curated by Ava and skill of 46 of the region's Haves, the exhibition makers. The exhibition explores the intersection of Made Local exhibition by showcases the talent and time, history and future Cork Craft & Design (CCD) dedication of CCD members possibilities in celebration of who have contributed to the fifteen years of CCD's Cork vibrant craft community in Craft Month. Meanwhile at St Mary's Cork to produce locally made Cathedral on James Street a

pieces. Each item tells a story - of exhibition of current work by to modern the materials used, the Irish Patchwork South

Harding

Midlands Branch members will take place from August 12 to 23. There will be daily demonstrations patchwork and quilting for visitors for the duration of the exhibition and a great variety of work and techniques on display at St Mary's Cathedral in the Chapter Room.

On August 13 at the community hall in Thomastown there will also be a contemporary weaving workshop with Kay Roche. Explore weaving using many different materials including repurposed fabric, lace, ribbons and other textiles. Participants are asked to bring along anything that means something to you and weave it into your piece. Looms will be warped up and ready to use so you can spend your time designing and weaving. This event, which will explore contemporary weaving as well as looking at more traditional methods costs €40 and refreshments will available. he augustcraftmonth.org.

31/07/2024 Print piece

> Kilkenny People





Heath Chronitle

Craft month workshops across county

AUGUST Craft Month, a month-long celebration of local craft across the island of the name of their chosen tree Ireland, launches with a host of exciting events taking place throughout Meath. The programme provides

unmissable opportunities to experience, participate in, support, buy and learn about the local stand-out craft sector.

Two of the local workshops will take place in the Deepark Community Hub, Carlanstown. A Kimono Making Workshop takes place this Fri-

day, 2nd August from 9.45am to 4.30pm where participant will learn to cut, sew and finish a kimono from a commercial pattern. The fee is €150. (To book visit: calendly.com/ wrenandmabel/)

A Lampshade Making workshop takes place on Saturday 10th August from 10am to 12.30pm. This two and half hour workshop is perfect for beginners to learn the craft

of contemporary lampshade making. Create a 30cm drum lampshade using fabric of your choice. Choose from fabric provided or bring your own if you wish. No sewing skills are required for this workshop. Fee €65. To book visit: calendly.com/wrenandmabel/

A Create an Irish Woodland Lantern workshop takes place in Anita Revnolds' studio at Shanco, Ballivor on Saturday 24th August from 2pm to 5pm. Anita will have a pottery workshop for up to 12 people in her studio, in a fun relaxed event suitable for all abilities, making ceramic lanterns

Each lantern will be decorated with imprints of native Irish leaves picked in her garden.

Each participant will add in Irish using Anita's wooden Gaelic font used by her father and grandfather in their printing business. After the workshop, Anita

work and arrange for the collection of the pieces later. To book, visit anitareynoldsartanddesign.com/products.

will fire and glaze everyone's

Joel M Smyth, Designer and Jewellery Maker with Katherine McDonald, Craft NI and Eimear Harding, DCCI at the launch of August Craft Month.





A woodland lantern making workshop will take place at Anita Reynolds' Studio in Shanco, Ballivor.

31/07/2024 Print piece

Meath Chronicle





ARGUS

Packed programme of events for August Craft Month in Louth

A host of exciting events are taking place throughout Louth in August as Craft Month returns with a packed programme. August Craft Month cele-

brates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene.

People can enjoy creative craft celebrations on their doorstep, as well as hit the road on a craft inspired adventure or stavcation

Led by Design & Crafts Coun-cil Ireland and Craft NI, the annual celebration is once again part of an island-wide summer programme. Local makers including, Orla

Studios, Dundalk and Garrett in Co Louth. Mallon, Carlingford are among tions and events.

Orla Barry running a water- can arrange shipping. 22 at 7pm painting of a hare/ Fiona Quigley is leading a day August 6 from 6pm to 8pm. turies. value of journaling.



Barry, Sarah McKenna and Fiona Quigley from Bridge Street House Carlingford as part of the August Craft Month programme

those involved in the celebra- patterns and textures. Vases will team. As part of the Meet the be dried, glazed and fired and Maker event some of Garrett's The month kicks off with collected at a later date or Sarah colleagues and fellow designer makers will be in the gallery colour workshop for adults on Rachel Tinniswood will show to talk about the processes Thursday August 1 in Bridge teach the basics of the ancient and inspiration behind their Street Studios at 7pm. She will art of Batik, a wax resist method work in various disciplines, guide those attending in cre- of mark making on fabric, in including Sarah McKenna with ating their own watercolour Bridge Street Studios on August her distinctive ceramic style and Martina Scott who creates Garrett Mallon Design House beautiful limited edition prints workshop in therapeutic journ- Carlingford will open its doors on Irish linen. aling for parents and children in for a special Meet the Maker The event will run from 1pm-Bridge Street Studios on Tues- event on Saturday August 17. 5pm and light refreshments .Garrett will be available to will be served as Garrett will This workshop aims to help talk visitors through his work be celebrating 10 years of the parent and child connect to and the inspiration behind his Design House in Carlingford their emotions and facilitate collections, as well as sharing this summer. personal growth through cre- some of the techniques and To round August Craft Month ativity so that they can expe- equipment that goldsmiths off, print-maker Grainne Murrience the joy and therapeutic have been using for many cen- phy and Oscar Diaz of The Fab Lab are holding a two day Ceramic artist Sarah McK- In addition to his workshop workshop in multi-plate digital enna will demonstrate how to and jewellery showcase, Garrett woodcut printmaking at Creamake a vase with soft slabs on has curated a selection of the tive Spark on the weekend of Thursday August 15 from 7pm best of contemporary Irish craft August 31/September 1. to 9pm. Participants will create from almost 100 makers across For details of these and other their own unique vase, using the island, with all work made events taking place around the soft slabs of clay which they in Ireland- an ethos which is country see www.augustcraftcan decorate and impress with very important to him and his month.org

31/07/2024 Print piece

The Argus





Tuam Herald

Tuam and Headford creatives host events for Craft Month **By Patrick Flaherty**

AUGUST Craft Month, a celebration of local craft across Ireland, gets underway next week with free events in Tuam and Headford.

From traditional to contemporary, Craft Month allows people to immerse themselves in the world of craft making and provides a unique opportunity to learn, make, see and buy crafts. There will be 400 events across Ireland, with eight taking place in Galway. including a tour of Tuam artist Karena Ryan's studio and a group craft making workshop hosted by the Headford Lace Project.

Karena Ryan is a multiaward-winning artist, whose creative process merges stitch with knit, paint, print and collage, resulting in a dynamic interaction of textures and techniques.

She has exhibited her work internationally, most recently in the EU Parliament in Brussels, Mayfair in London and as part of the "Straight out of Ireland" showcase in Philadelphia. The studio tour gives visitors

a chance to hear Karena speak about her art and the techniques used in her work. City. Tours takes place next

Monday August 5, every half hour from 12-3.30pm. P,laces can be booked via karenaryanartist.com.

Elsewhere, the Headford Lace Project are hosting a get together with other craft makers and groups in the area as part of their Crafternoon Tea event. **CRAFTERNOON TEA**

Shared group craft activities are known to boost mental health and wellbeing. All who attend will benefit by sharing their skill sets, stories and examples of their work. Headford Lace Project will also exhibit a diverse range of handmade lace items from their archive during the event to bring about inspiration, while visitors are encouraged to bring any current textile projects with them to work on. Refreshments will also be available.

Crafternoon Tea takes place in the Anglers Rest Hotel in Headford on Saturday August 18 from 2pm to 4.30pm, with the family friendly event being free of charge. Some of the other Galway highlights during Craft Month include a display showcasing

the craft of bodhran making in Roundstone, a wedding crios weaving workshop in Spiddal and an Irish Patchwork Society Exhibition in Galway

For information on all events in Galway, visit augustcraftmonth.org.



INSET: TUAM artist Karena Ryan will hold studio tours.

PHOTO MARTINA REGAN.



31/07/2024 Print piece

> The Tuam Herald



Limerick to get crafty for August Craft Month



The By Design artists will do window demos through the month of August.

CRAFT Month returns to *Q* <u>Limerick</u> across the month of August, with events taking place throughout the city to mark the annual celebration of arts and crafts.

August Craft Month is Ireland's biggest celebration of craft

01/08/2024 Online piece

The Limerick Post





Westmeath Examiner

Westmeath makers get involved in August Craft Month, Ireland's biggest celebration of craft

August Craft Month returns today with a programme of more than 400 events across all corners of the island, and locals such as Eddie Conor Byrne, Claire Delabre and Caithriona Devine are among those involved.



01/08/2024 Online piece

The Westmeath Examiner





CONNACHT **TRIBUNE**



ensuring the creations are 100% A HOST of Galway's most tal-Irish. ented crafters and artists are

taking part in August Craft Month, a month-long celebra-It is open to all ages and in vites the visitor to reflect and tion of local craft across the isappreciate the beauty of the land of Ireland - and they're ofwhite wonders of the island fering the public a rare chance through the traditional craft o to experience their work and weaving Love Is In The Air takes place

talent up close and personal. Nationally August Craft at the Sally Garden Gift Shop it Month sees a packed pro-Spiddal's Ceardlann Craft Vil gramme of over 400 events lage on Saturday, August 17 across all corners of the island. from 10am to Sprn. These Events include workshops, exhibitions, open studios open to couples who would like and festivals to allow audiences to design their own handwover

craft.

utes.

a short video to watch.

to immerse themselves in local crios for their wedding cere mony. In this special master Among the Galway attracclass you will learn how to cre tions is a chance to join the legate woven patterns on an inkle endary Malachy Kearns of loom and make your own tradi Roundstone Music & Crafts for a tional Irish Crios. display on the Craft of Bodhran Making, view the workshop

But it is limited to just three area, wall area displaying 'The couples at a cost of €75 per cou Story of Bodhran making', with ple - which includes all materi

Roundstone Music & Crafts These are just some of the examples of local events during has been in operation for 50 August Craft Month, celebratin years and it is always free to come and have a look at the disthe rich craft beritage with arti play of work and a view of the sans keeping ancient tradition workshop area - but during the alive and new talented maker. busy season time can't always bringing real vibrancy to the be given to interacting with peoscene For the full island-wide pro

So now you can book your gramme, visit www.augustcraf free tour in advance until Saturmonth.org

day, August 31, from 11.30am to 4pm. Formal talks are 40 min-Inishbofin Community Centre is hosting Bofin Weaves "Canvas of Light: Weaving Inish-

bofin's White Wonders the weekend after this - from Fri-Bofin Weaves' Camas of Light day, August 9, at 12pm to Sunat Inishbofin Community Centre the weekend after next day, August 11, at 5pm. This is a weaving exhibition of



Make your own handwover wool from the pure-bred Galwedding crios at Love is in way Sheep (Galway Wool Co-op)

This one-day workshop i



Free guided tours...Malachy Kearns of Roundstone Music & Crafts demonstrates half a century of his craft.

01/08/2024 Print piece

> Connacht Tribune





1045



Kerry makers involved in **August Craft** Month

August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Kerry. Kerry. This your, August Guitt Morth re-turns with a packed programme of over 400 events across all corners of the island. Events include work-abarya, exhibitions, open studios and festivalists allow and milences to immersise themselves in local cath. There's a whole range of caths from coramics to carrying gloss to sovering to be explored. There is something to be explored. There is something to be explored. There is something

provides an opportunity to see the innovative and diverse approaches to ceramic at that make hish ceram-ics truly exceptional. The exhibition will showcase exceptional unique ceramic artworks, including the following to name a few artists - Eleen Singleton, Adri-an Bother, Sally Cush, Cana O'Keefe for everyone, of all ages, and all lev-els of expertise. and many more. Cuft NI and Design & Cufts Council Instant have come together to deliv-er this important initiative.

the creativity and confurmanship of Ireland's finest ceramic artists. Mill Grove Gallery has been supporting Irish Ceramics for over 25 years. This

exhibition is a celebration of high ceramics at their very best, featuring

exclusive and unique works by the most talented artists in the field. It

August Cail Month celebrates a rich caaft heritage with artisans keeping ancient traditions alive and new tal-ented makes sbringing real vibrancy to the scene. Share your own craft adventures

by tagging asingusteraftmonth24 and use the hashtags Asignsteraft-month2024 #makeseebuy Some of the exciting events on offer in Kerry include: For more information, and to get a feel for the cialt events near you and across Ireland, visit www.au-Le Chéile Showcase

Location: Kenmare Butter Market, The Square, Kenmare gust craftmonth.org, Priori €10

Date & Time: Mon July Lat Ilam - Sat 17th Aug Spm

A captivating mixed media show-case taking place at Kenmare Butter Market from June 29th to August 17th, Open every Tursday to Sat-unday! Explore a diverse amay of autoric expressions as load desire. taristic expression-asload design-ensistic expression-asload design-ensistic expression-asload design-ensistic experimentation of the experimental cratitions. Le Chelle celebrates the richt tapestry of constructionmonation thirting within our community. Don't mits this opportunity to im-mense yousself in the beauty and imagination of Kemmer's design landscape.

Sew Your Own Patchwork Cush-

lon Cover Location: Tulee, County Kerry Price CIO

Date & Time: Sat 3 Aug at 11am - Ipm

Create and sew your own patchwork cushion cover using a sewing ma-chine, during a two-hour workshop. 9 squares measuring llcm x ilcm 9 squares measuring licm x licm are cut out and laid into your own design & sweed togethen. Material used will be 100% ootton or linen. The parchwork square is then lined with wadding and calco. For more advanced severs, piping, can be added or a border is simply added around the patchwork square cash ion front then the back is carefully measured it sourced on linebr.

measured & sewed on finally. Kenmare Arts Festival 2024: A

Celebration of Irish Ceramics at Mill Cove Gallery

Location: Mill Cove Gallery 21 Main Street Kenmare County Keny Price FREE

Date & Time: Sun 4 Aug - 18th Aug The Kenmare Arts Festival returns from August 4 to 18th, featuring a remarkable Irish Ceramics Exhibi-tion at Mill Cove Gallery. This exhibittor, showcasing specially com-missioned ceramics by Mill Cove Gallery launched earlier this year, promises to be a highlight of the fes-tival, offering a unique glimpse into 01/08/2024 Print piece

Kerry's Eye





August Craft Month underway with lots of events happening in Kerry



Joel M Smyth, Designer and Jewellery Maker with Katherine McDonald, Craft NI and Eimear Harding, DCCI.

August Craft Month kicked off today, with a packed events schedule right across the country. It is a month-long celebration of local craft and they have over 400 events organised. 01/08/2024 Online piece

Radio Kerry







NEWS

a few.

The

Kenny Makens Get Involved in August Craft Month

August Craft Month, a month-long i unmissable opportunities to celebration of local craft across the experience, participate in, support, island of Ireland, launches with buy and learn about the local a host of exciting events taking stand-out craft sector. Below you place throughout Kerry. will find just a few of the exciting This year August Craft Month events on offer in Kerry: returns with a packed programme of over 400 events across all Le Chéile Showcase corners of the island. Events Location: Kenmare Butter Market, include: workshops, exhibitions, The Square, Kenmare open studios and festivals to allow Price: €10 audiences to immerse themselves 1 Date & Time: Mon 1 Jul at 11am in local craft. With a whole range Sat 17th Aug 5pm of crafts from ceramics to carving, A captivating mixed media glass to sewing available to be showcase taking place at Kenmare explored. There is something for i Butter Market from June 29th to everyone, of all ages, and all levels August 17th. Open every Tuesday of expertise. to Saturday! Explore a diverse August Craft Month celebrates a array of artistic expressions as rich craft heritage with artisans | local designers & photographers keeping ancient traditions alive come together to exhibit their and new talented makers bringing unique talents and creations. real vibrancy to the scene. Le Chéile celebrates the rich People can enjoy creative craft tapestry of creative innovation celebrations on their doorstep, thriving within our community. as well as hit the road on a craft Don't miss this opportunity to inspired adventure or staycation. immerse yourself in the beauty Led by Design & Crafts Council and imagination of Kenmare's Ireland (DCCI) and Craft NI, the design landscape. The opening annual celebration is once again event is on Sat 29th June at part of an island-wide summer 6:30pm, featuring a live Q&A with programme. This year also sees award winning photographer Rich August Craft Month continue their Gilligan. Rich shoots a wide range long-term collaboration with Cork of commissioned commercial Craft & Design. and portraiture projects while Local makers such as; Adrian Duyn, continuing to pursue his own Eamonn O'Sullivan and Harriet personal work, capturing through McKenna will all be involved in the i his unique lens many well-known celebrations and events, to name I lrish figures including Cillian Murphy & Saoirse Ronan. His programme provides work has been published in many



publications including iD, The New from August 4 to 18, 2024, featuring York Times, Vogue & Time. a remarkable Irish Ceramics Exhibition at Mill Cove Gallery,

Sew Your Own Patchwork This exhibition, showcasing specially commissioned ceramics by Mill Cove Gallery launched Location: Tralee, County Kerry earlier this year, promises to be a Date & Time: Sat 3 Aug at 11am -

Cushion Cover

Price: €10

finally.

Kenmare Arts Festival 2024

Mill Cove Gallery

Price: FREE

highlight of the festival, offering a unique glimpse into the creativity and craftsmanship of Ireland's Create and sew your own patchwork cushion cover using finest ceramic artists. Mill Cove a sewing machine, during a Gallery has been supporting two-hour workshop. 9 squares Irish Ceramics for over 25 years. measuring 11cm x 11cm are cut 1 This exhibition is a celebration of out and laid into your own design Irish ceramics at their very best, & sewed together. Material used featuring exclusive and unique will be 100% cotton or linen. The works by the most talented patchwork square is then lined artists in the field. It provides an with wadding and calico. For more opportunity to see the innovative advanced sewers, piping can be and diverse approaches to ceramic art that make Irish ceramics truly added or a border is simply added around the patchwork square exceptional

cushion front then the back is The exhibition will showcase carefully measured & sewed on exceptional unique ceramic artworks, including the following to name a few artists; Eileen Singleton, Adrian Bother, Sally A Celebration of Irish Ceramics at Cush, Clara O'Keefe and many more.

Location: Mill Cove Gallery 21 For more information, and to get Main Street Kenmare County Kerry a feel for the craft events near you and across Ireland, visit www. Date & Time: Sun 4 Aug – 18th Aug augustcraftmonth.org. The Kenmare Arts Festival returns

02/08/2024 **Print Piece**

Killarney Outlook





CULTURE

Limerick to get crafty for August

by Katie O'Donovan katie@limerickpost.ie

CRAFT Month returns to Limerick across the month of August, with events taking place throughout the city to mark the annual celebration of arts and crafts.

<u>August Craft</u> Month is Ireland's biggest celebration of craft, hosted in conjunction with the Design and <u>Crafts Council</u> and Craft NI.

On August 3 and 4, a pop-up exhibition will be hosted by the members of the Glass Society of Ireland, with two private workshop sessions and an exhibition open to the public, exploring the creative process between the writer and glass artist.

The exhibition takes place in Spacecraft Artists' Studios, Unit 6 in Mungret Court, and is free and open to all.

On Saturdays throughout August, Demo in Our Window will take place at Castletroy Town Centre with one of the BY DESIGN – A Local Story artists hosting a weekly demonstration.

People can visit, watch the makers create, have a chat, ask some questions, and maybe even join in. The event is free and open to all, running from 1.30pm until 3.30pm.

Later in the month. Bring Out Your Lace 2024 will take place at 16 Roches Street, run by Friends of Lace Limerick in collaboration with People's Museum Limerick, inviting members of the public to bring their lace items to be assessed, catalogued, and photographed.

The group will share useful advice about lace preservation and storage. Friends of Lace will also organise a pop-up exhibition with pieces from its members' personal collections.

All events are free and are open to all to attend.

03/08/2024 Print Piece

Limerick Post



Jago

Heath Chronicle

Craft month workshops across county



02/08/2024 Online Piece

Meath Chronicle

August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Meath.

The programme provides unmissable opportunities to experience, participate in, support, buy and learn about the local stand-out craft sector.





Irish Daily Mail



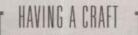
03/08/2024 Print Piece

Irish Daily Mail



jago





AUGUST Craft Month is back for 2024 with a packed programme of over 300 events across the island of Ireland.



The highly-anticipated month-long celebration of Irish craft has afficially launched. This year's August Craft Month brings together an array of talented makers hosting over 300 events with representation that is set to include every county on the laland at ireland. August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new falented makers bringing real vibrancy to the scene. With events taking place across both Northern Ireland and the Republic of Ineland, August Craft Month provides unique opportunities for people to get involved as well as supporting makers by buying products and learning more about their work. Led by Design & Crafts Council Ireland and Craft NL the annual celebration is once again part of an island-wide summer programme. There is a packed itinerary of over 300 events currently planned, which is continuing to grow, with a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages. and all levels of expertise. This year has seen makers come together to form more established communities and crafting events, as August Craft Month becomes more established. Rosemary Steen, CEO, Design & Crafts Council Instand (DCCU, said, "We at Design & Crafts Council Instand are thrilled to once again work with Craft NI on the August Craft Month programme of events for 2024 taking part across the whole Island of Ireland. "This is the third year we've developed an all-Island August Craft Month and we've seen increasing engagement from craft makers across the island, introducing new audiences to weys to take part in the crafts. We're delighted to see over 300 events Istad in the programme in 2024. "It is a fantastic opportunity for people to take the plunge into the craft world, to see the amazing crafts happening in their local communities and across the country." For the first time evec you can use the August Craft Month interactive map on the augustorarbrionth.org website to find the closest events happening in your local community) For the full island-wide programme, visit www.augustcraftmonth.org.



03/08/2024 **Print Piece**

Irish Daily Star





irelandlive

Limerick artistic talent celebrated in August Craft Month event line-up

The annual experience kicks off this weekend in Limerick city



Artist Sharon Regan with Katherine McDonald, Craft NI and Eimear Harding, DCCI

AUGUST Craft Month, a month-long celebration of local craft across the island of Ireland, launches in Limerick this weekend.

Led by Design & Crafts Council Ireland (DCCI) and Craft NI, the annual celebration is part of an island-wide summer programme.

03/08/2024 Online Piece

Ireland Live



limericklive

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03/08/2024 Online Piece

Limerick Live





irelandlive

Crafty Laois town to host August Craft Month events

Mountmellick crafters to teach denim upcycling and host Crafternoon Tea



04/08/2024 Online Piece

Ireland Live

Artist Sharon Regan with Katherine McDonald, Craft NI and Eimear Harding, DCCI

Laois craft makers have joined in the action for the national August Craft Month, Ireland's Biggest Celebration of Craft.

August Craft Month has kicked off, a month-long celebration of local craft across the island of Ireland.

Two events are hosted in Laois, both in <u>Mountmellick</u> which has a historic association with craft, especially its famed Mountmellick Work embroidery.





laoislive

Crafty Laois town to host August Craft Month events

Mountmellick crafters to teach denim upcycling and host Crafternoon Tea



04/08/2024 Online Piece

Laois Live

AUGUST CRAFT

MONTH

Artist Sharon Regan with Katherine McDonald, Craft NI and Eimear Harding, DCCI

Laois craft makers have joined in the action for the national August Craft Month, Ireland's Biggest Celebration of Craft.

August Craft Month has kicked off, a month-long celebration of local craft across the island of Ireland.

Two events are hosted in Laois, both in <u>Mountmellick</u> which has a historic association with craft, especially its famed Mountmellick Work embroidery.





August Craft Month

August 01 @ 09:11 am - August 31 @ 09:11 am

Biggest celebration of craft makers on the island of Ireland returns for 2024. August Craft Month back with a packed programme of over 400 events. With events taking place across the Republic of Ireland and Northern Ireland, August Craft Month provides unique opportunities for people to make, see, learn about and buy craft. This year's August Craft Month brings together an array of talented craftspeople and makers hosting over 400 events around the island of Ireland. Supported by Design & Crafts Council Ireland and Craft NI, the annual celebration is once again part of an island-wide summer programme. There is a packed itinerary, with craft disciplines including ceramists, textile makers, glassblowers, designer-makers and more all available across the Republic of Ireland and Northern Ireland. Some events are free, others are ticketed, prices vary. https://augustcraftmonth.org/ https://www.instagram.com/augustcraftmonth24/

https://www.facebook.com/AugustCraftMonth/ Pictured: Design & Crafts Council Ireland Communications Manager Eimear Harding , Craftsperson Maggie Napier, Craft NI Director Katherine McDonald and Head of Visual Arts, Arts Council of Northern Ireland Dr Suzanne Lyle.



Details

Start: August 01 @ 09:11 am End: August 31 @ 09:11 am Cost: Some events are free, others are ticketed, prices vary.

Venue

E: info@augustcraftmonth.org W: augustcraftmonth.org/

Categories



04/08/2024

Online Piece

Mayo.ie

Arts, Culture & Heritage | Foxford





Nine fun things to do across Ireland over the August bank holiday weekend

Ah, a bank holiday weekend – three words that go together so well! This weekend is action-packed with festivals galore, and a sprinkling of sunflowers. Dive in to our rundown of what's on over the coming weekend and start planning.

August Craft Month

All over Ireland

Exhibitions, workshops, meet-and-greets, fairs are happening all over the country to celebrate Craft Month. This is a wonderful opportunity to learn about all the different crafts, get a hands-on experience, and purchase a unique piece. Visit the dedicated website to view all the events happening during the month.

04/08/2024 Online Piece

Irish Examiner











Joe Queenan, managing director, FOXFORD, Minister Dara Calleary and Mary Blanchfield, head of operations, DCCI, at the launch of August Craft Month at the FOXFORD Experience. Photo: Michael McLaughlin

August Craft Month opens in Mayo at FOXFORD Experience

FROM pottery markets, open studios and wood turning exhibitions to craft markets, fairs and festivals, the annual celebration of Irish craft has officially begun.

August Craft Month celebrates the vibrant local craft scene right across the island of Ireland, providing unique opportunities for people to get involved as well as supporting makers by buying products and learning more about their work.

Led by Design & Crafts Council Ireland (DCCI) in partnership with Craft NI, the monthlong celebration, now in its third year, will once again be part of an island-wide summer 04/08/2024 Online Piece

The Connaught Telegraph





mayolive

August Craft Month opens in Mayo

Several events are set to take place across Mayo this month as part of the craft festival



Joe Queenan, Managing Director, Foxford, Minister Dara Calleary and Mary Blanchfield Head of Operations DCCI at the launch of August Craft Month at the FOXFORD experience, Mayo

From pottery markets, open studios and woodturning exhibitions and craft markets, the annual celebration of Irish craft has officially begun, and will continue through the entire month.

Some of the festival's events include a wool spinning workshop in Ballycastle, a mosaic tour in Cong Woods, and a ceramic workshop in Castlebar.

The Foxford experience welcomes all to learn from their experienced guides about a century of innovation, forward-thinking, manufacturing and craftsmanship.

04/08/2024 Online Piece

Mayo Live









GET CRAFTY

The highly anticipated August Craft Month will bring together an array of talented makers with events taking place across the island of Ireland. Highlights include seaweed foraging, pressing and art in Cork as well as bodhran making in Galway. augustcraftmonth.org 01/08/2024 Print Piece

RSVP Magazine







CRAFT MONTH IN TOWN

August Craft Month has kicked off nationwide and Laois is hosting two events for the first time, both in Mountmellick. Ethelda Ellis and Laois Quilters will host a FREE event called Upcycling Denim Jeans, in Mountmellick Library, O'Moore Street. It is on Saturday, August 17 from 10am to 2pm. It is a demonstration of how quilted wall hangings and furnishings as well as bags can be made from old denim jeans. Members will bring along old jeans and threads etc. for everyone to use during short workshops and help attendees to hand sew small articles that can be taken home with them. The second event is a FREE Crafternoon Tea at the Museum Studio in the MDA, Irishtown. It is on Wednesday, August 21, 12pm to 5pm. Mountmellick Development Association is hosting the tea to celebrate Mountmellick Embroidery. This event will Include: A selection of museum short films showing throughout the day, including The Museum Welcome, The Culture Night and The Mountmellick Town Trail. A Guided Tour of the Museum which this year features a selection of new storyboards. Complimentary Tea and Treats. For the full island-wide programme, visit www.augustcraftmonth.org. Share your own craft adventures by tagging @augustcraftmonth24 and use the hashtags #augustcraftmonth2024 #makeseebuy

06/08/2024 Print Piece

Leinster Express



Roscommon Herald

Wire rings workshop

August Craft Month, a month-long celebration of local craft, will see events taking place throughout Roscommon. Among the events is a wire rings workshop At Rathcroghan Visitor Centre, Tulsk, on Saturday, August 17 from 10am-3pm.

The one-day workshop will focus on making a variety of rings using wire, gemstones, and beads. Learn, have fun, a laugh and a chat while creating beautiful rings. To book, visit: www.hazelrocksjewellery.ie/ shop/rings-rings-ringswire-rings-workshop/. 06/08/2024 Print Piece

Roscommon Herald





Nationalist

BORRIS

CELEBRATING CRAFT MONTH

Borris Lacemakers will celebrate August craft month with two workshops. The first one will be held in the beautiful setting of Borris house on Saturday 17 August from 10am to 4pm. Come along and learn the basics of Borris Lace. The cost is €40 and tea/ coffee and light refreshments will be served. The second event will be a display and a demonstration in the Arboretum, Leighlinbridge on Saturday 31 August from noon to 4pm. Participants will be able to see samples of Borris Lace and meet the lacemakers. For bookings or further details. email borrislacemakers@gmail.com.

06/08/2024 Print Piece

The Nationalist (Carlow Edition)





Nationalist

CRAFT MONTH

As part of August craft month, Borris Lacemakers will hold a display and demonstration in the Arboretum, Leighlinbridge on Saturday 31 August from noon to 4pm. Participants will be able to see samples of Borris Lace and meet the lacemakers. For bookings or further details, email borrislacemakers@gmail.com. 06/08/2024 Print Piece

The Nationalist (Carlow Edition)





Guardian

A celebration of craft skills

August Craft Month 2024

AUGUST Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Tipperary.

This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft, with a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise

August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene.

People can enjoy creative craft celebrations on their doorstep, as well as

hit the road on a craft inspired adventure or staycation. Led by Design & Crafts Council Ireland and Craft NI. the annual celebration is once again part of an island-wide summer programme. This year also sees August Craft Month continue their longterm collaboration with Cork Craft & Design

Local makers, such as Marie-Therese For more information, and to get a Walker in Nenagh, will be involved in feel for the craft events near you and the celebrations and events. The programme provides unmissable month.org. opportunities to experience, participate in, support, buy and learn about the local stand-out craft sector. Below you will find just a few of the exciting events on offer in Tipperary.

MEET DESIGNER GOLDSMITH MARIE-THERESE WALKER

Location: 1st Floor, 20 Kenvon St. Nenagh

Marie-Therese Walker is an award-winning goldsmith and designer who specialises in one-off commissions. The jewellery is handmade using traditional techniques by

Marie-Therese Walker in her workshop. Her work is created using precious metals and carefully selected precious and semi-precious gemstones. MTW also creates a number of limited-edition ranges which are for sale at her workshop and online. Marie-Therese of MTW Jewellery will give you a glimpse at some of her favourite and most treasured gemstones and show how she uses them in her work

Advanced booking is required: info@ mtwjewellery.com.

TIPPERARY TOWN CRAFT GROUP LOCATION: TIPPERARY TOWN LIBRARY PRICE: FREE

DATE & TIME: EVERY THURSDAY IN AUGUST 10.30AM - 12 NOON

Drop in to the craft group every Thursday. Bring your knitting or craft project, and have an informal chat with tea, coffee and biscuits, possibly work on a group project day. Craft NI and Design & Crafts Council Ireland have come together to deliver

this important initiative.

For the first time ever, you can use the August Craft Month interactive map on the augustcraftmonth.org website to find the closest events hap-

pening in your local community. across Ireland, visit www.augustcraft-



Nenagh-based award-winning goldsmith Marie-Therese Walker.

07/08/2024 **Print Piece**

Nenagh Guardian





08/08/2024 Print Piece

Limerick Leader

AUGUST CRAFT MONTH

Events will take place throughout the month of August to celebrate arts and crafts. Activities celebrating diverse arts and crafts from glasswork to lace work will be held. All events are free and open to the public to attend.





Limerick's Newspaper since 1889

Locals encouraged to get more crafty and creative

ABIGAIL HAYDEN

E: abigail.hayden@limerickleader.ie

AUGUST Craft Month, a month-long celebration of local craft across the island of Ireland, has launched in Limerick.

Led by Design & Crafts Council Ireland (DCCI) and Craft NI, the annual celebration is part of an island-wide summer programme.

People can enjoy creative craft celebrations on their doorstep, as well as hit the road on a craft inspired adventure or staycation.

The programme provides opportunities to experience, participate in, support, buy and learn about the local craft sector.

On each Saturday throughout August, BY DESIGN – A Local Story makers will be doing a 'Demo in Our Window' in Castletroy Town Centre from 1-3:30pm. The general public is welcome to "Come visit, watch the makers create, have a chat, ask some questions and maybe even join in". The



Artist Sharon Regan with Katherine McDonald, Craft NI and Eimear Harding, <u>DCCI</u>

event is free to attend and open to all. Friends of Lace Limerick ganise a pop-up exhibition with pieces from its members' personal collections.

Friends of Lace Limerick in collaboration with People's Museum Limerick are organising a 'Bring Out Your Lace' event on Saturday, August 24, where you can bring in your own items of lace to be assessed, cata

lace to be assessed, catalogued and photographed. The group will share useful advice about lace preservation and storage. Friends of Lace will also or08/08/2024 Print Piece

Limerick Leader







CRAFT MONTH IN TOWN

August Craft Month has kicked off nationwide and Laois is hosting two events for the first time, both in Mountmellick. Ethelda Ellis and Laois Quilters will host a FREE event called Upcycling Denim Jeans, in Mountmellick Library, O'Moore Street. It is on Saturday, August 17 from 10am to 2pm. It is a demonstration of how quilted wall hangings, furnishings and bags can be made from old jeans. There will be old jeans and threads for everyone to use during short workshops and help to hand sew them into small articles to take home. A FREE Crafternoon Tea takes place at the Museum Studio in the MDA. Irishtown on Wednesday, August 21, 12pm to 5pm, to celebrate Mountmellick Embroidery. This event will Include: A selection of museum short films including The Museum Welcome, The Culture Night and The Mountmellick Town Trail. Take a guided tour of the museum which has new storyboards. Complimentary tea and treats. For the full island-wide programme, visit www.augustcraftmonth.org. Share your own craft adventures by tagging @augustcraftmonth24 and use the hashtags #augustcraftmonth2024 #makeseebuy

13/08/2024 Print Piece

Leinster Express







Crafty Mountmellick to take part in month long celebration

Lynda Kiernan news@leinsterexpress.ie

Laois craft makers have joined in the action for the national August Craft Month, Ireland's Biggest Celebration of Craft.

August Craft Month has kicked off, a month-long celebration of local craft across the island of Ireland.

Two events are hosted in Laois, both in Mountmellick which has a historic association with craft, especially its famed Mountmellick Work embroidery.

Local makers Ethelda Ellis and Laois Quilters will be involved in the celebrations and events.Upcycling Denim Jeans is a FREE craft

demonstration at Mountmellick Library, O'Moore Street, Mountmellick, on Saturday, August 17 from 10am to 2pm.

It is a demonstration of how quilted wall hangings and furnishings as well as bags can be made from old denim jeans. Members will bring along old jeans and threads etc. for everyone to use during short workshops and help attendees to hand sew small articles that can be taken home with them. Crafternoon Tea will take place

at the Mountmellick Museum Studio in the MDA, Irishtown, Mountmellick, on Wednesday, August 21 from 12pm to 5pm.

To support August Craft

Month, Mountmellick Development Association invite you to Crafternoon Tea at the Museum Studio celebrating Mountmellick Embroidery. "Enjoy the museum visitor experience and wander through the museum exhibits of needlework and much more. Then partake of some refreshments and tasty treats to finish off your inspiring retreat. Here at the museum our origins are deeply rooted in the past, but our vision is firmly set on the future," say

Mountmellick Museum.

The event will include a selection of museum short films showing throughout the day, including The Museum Welcome, Culture Night and The Mountmellick Town Trail

videos. There will be a guided tour of the museum which this year features a selection of new storyboards, followed by complimentary tea and treats.



Artist Sharon Regan with Katherine McDonald, Craft NI and Eimear Harding, DCCI

13/08/2024 Print Piece

Leinster Express



Jago



Garrett Mallon hosts 'Meet the Maker' event

The Garrett Mallon Design House owner said he is thrilled to announce the celebration of its 10-year anniversary with a series of exciting events planned throughout the summer months.

Founded by renowned goldsmith and jewellery designer Garrett Mallon, this milestone marks a decade of excellence in handcrafted jewellery and Irish craftsmanship in Carlingford, Co. Louth.

Highlights include an exclusive in-store event, an exciting competition, and special discounts both in-store and online.

To celebrate the anniversary and to coincide with National Heritage Week and August Craft Month, Garrett Mallon will host an exclusive 'Meet the Maker' event.

This special occasion will feature the talented textile Scott, designer Martina her renowned for limited-edition Irish linen



The Garrett Mallon Design House celebrates 10 year anniversary

reimagined

Carlingford Lough.

his

craftspeople from across the prints, and the acclaimed ceramicist Sarah McKenna. The event will take place at the Garrett Mallon Design House on Saturday, August 17th from 1pm to 5pm.

Visitors will have the of Irish craftsmanship. unique opportunity to engage with Garrett, Martina, and Sarah. hearing the fascinating stories behind their beautiful crafts.

In addition, attendees can enjoy special discounts on Garrett's stunning handmade jewellery, as well as on an array of crafts from over 100 Irish artists and

window, creating an etched surface that reflects the sandy texture of the shore.

This reimagined collection introduces new pieces inspired by the shoreline pebbled of Carlingford Lough.

With over 35 years of experience in jewellery design. Garrett Mallon has become a celebrated figure in Irish craftsmanship, known for creating beautiful pieces that blend traditional skills with contemporary Irish island of Ireland. This design.

celebration promises to be a The retail gallery at the highlight of the summer, Design House, curated by showcasing the rich heritage Garrett, has transformed into and contemporary creativity a vibrant hub for creativity.

It began by showcasing the In honour of this occasion, work of 30 artists and Garrett has revisited and craftspeople and has since first expanded to feature over 100 signature collection, the talented makers from across Cloicin Collection, named Ireland.

after the stony shoreline of The Garrett Mallon Design House invites you to Garrett drew inspiration join in celebrating a decade of from the pebbled beaches artistic excellence and to explore the be new additions and the famous Cloc Mor stone visible from his to the Cloicin Collection.

13/08/2024 **Print Piece**

Dundalk Democrat



Nationalist

CRAFT MONTH

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13/08/2024 Print Piece

The Nationalist (Carlow Edition)





Nationalist

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The Nationalist (Carlow Edition)





Waterford News

Waterford craftworkers exhibit at Kilkenny Arts Festival



Robyn Caie, Cementique, Co. Waterford.

Craftworkers from County Waterford were among those who exhibited their wares at the Craft Market initiative that was held recently at the Medieval Mile Museum in Kilkenny.

The event was organised in conjunction with the Design &

14/08/2024 Online Piece

Waterford News & Star





irelandlive

Kilkenny makers showcase their work at local crafts market



15/08/2024 Online Piece

Ireland Live

Woodturner Fred O'Mahony who showcased his work at the market



Design & Crafts Council Ireland (DCCI) opened its pop-up Craft Market as part of the Made Local initiative in the Medieval Mile Museum in Kilkenny last weekend.



kilkennylive

Kilkenny makers showcase their work at local crafts market



15/08/2024 Online Piece

Kilkenny Live

Woodturner Fred O'Mahony who showcased his work at the market

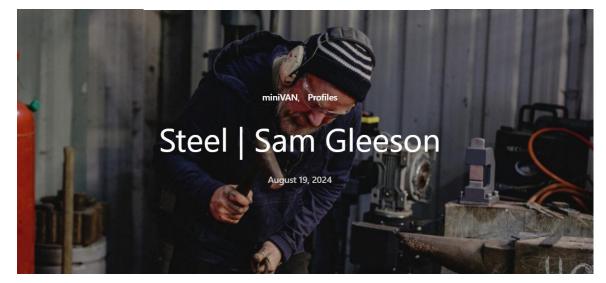


Design & Crafts Council Ireland (DCCI) opened its pop-up Craft Market as part of the Made Local initiative in the Medieval Mile Museum in Kilkenny last weekend.





a VAI Publication



TP: Are there any upcoming projects you'd like to share with us?

SG: Yes, many! I've certainly not been idle whilst juggling the newborn twins and two older kids! Firstly, my wife and I are just in the beginnings of securing funding to build a community-based arts, crafts and cookery school here in Clare – a space for people to come and learn, skill-share, stay, develop ideas, and grow. 'Under One Roof' is a collective effort to build something that hasn't been done in Ireland before, so keep an eye out as our story progresses. We are starting this journey with a free workshop as part of National Heritage Week /August Craft Month. In October, we will welcome 19/08/2024 Online Piece

What's On NI





Nationalist

CRAFT MONTH

As part of August craft month, Borris Lacemakers will hold a display and demonstration in the Arboretum, Leighlinbridge on Saturday 31 August from noon to 4pm. Participants will be able to see samples of Borris lace and meet the lacemakers. For bookings or further details, email borrislacemakers@gmail.com. 20/08/2024 Print Piece

The Nationalist (Carlow Edition)







longfordlive

Longford event for Craft Month

The month-long celebration of craft is drawing to a close



21/08/2024 Online Piece

Longford Live (Longford Leader)









Bring Out Your Lace 2024



Saturday, 24 August 2024

- 0 10:30 15:30
- The People's Museum Limerick, Limerick, V94 HF53

AUGUST CRAFT MONTH

20/08/2024

Online Piece

Limerick Live95









NEWS

3 lovely classes and workshops you can still book during August Craft Month

By Yay Cork August 22, 2024



22/08/2024 Online Piece <u>Yay Cork</u>





DUNDALK www.dundalkdemocrat.ie DENOCRAT

Garrett Mallon Design House celebrates 10 years with 'Meet the Maker' event

27/08/2024 Print Piece Dundalk Democrat

The ioth-anniversary celebration at the Garrett Mallon Design House was a wonderful day filled with warmth and community spirit, as visitors came from near and far to congratulate Garrett Mallon on this milestone.

"It was heartening to hear so many stories of pieces purchased for special occasions over the years, with some having travelled across the globe", Garrett said.

The event also featured talented textile designer Martina Scott, known for her limited-edition Irish linen prints, and acclaimed ceramicist Sarah McKenna.

Both artists were delighted to engage with visitors, sharing insights into their work as the celebration coincided with <u>August Craft</u> Month and the start of National Heritage Week.



Ceramicist Sarah McKenna and Alice Kearns





irelandlive

Garrett Mallon Design House in Louth celebrates 10 years in business

Carlingford jewellery designer marks 10 year anniversary of his business with a 'Meet the Maker' event



Gerissa Wilson, Martina Scott, Lenna Mallon, Garrett Mallon, Sarah Mallon, Sarah McKenna and Joanna Zapolska celebrating the 10th anniversary of Garrett Mallon Design House

The 10th-anniversary celebration at the Garrett Mallon Design House in <u>Carlingford</u> was a wonderful day filled with warmth and community spirit, as visitors came from near and far to congratulate Garrett Mallon on this milestone.

27/08/2024 Online Piece Ireland Live





louthlive

Garrett Mallon Design House in Louth celebrates 10 years in business

Carlingford jewellery designer marks 10 year anniversary of his business with a 'Meet the Maker' event



Gerissa Wilson, Martina Scott, Lenna Mallon, Garrett Mallon, Sarah Mallon, Sarah McKenna and Joanna Zapolska celebrating the 10th anniversary of Garrett Mallon Design House

The 10th-anniversary celebration at the Garrett Mallon Design House in <u>Carlingford</u> was a wonderful day filled with warmth and community spirit, as visitors came from near and far to congratulate Garrett Mallon on this milestone.

27/08/2024 Online Piece Louth Live









6 fun things to do in Dublin this weekend (Aug 30-Sept 1)

August Craft Month



View more on Instagram

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From lace making and weave looming, to pottery making and leather re-purposing, August Craft Month is a celebration of the country's craft sector, providing opportunities for all to learn about, make, see, and buy incredible pieces. You can find the full list of events here. 29/08/2024 Online Piece <u>RTE</u>







31/07/2024

Interview with Gabriela Avram from Friends of Lace Limerick

Limerick Live95 FM





01/08/2024

Interview with Eimear Harding and Juliane Gorman

Dublin South FM









06/08/2024

Interview with Catherine O' Connor of Bofin Weaves

> Connemara Community Radio







08/08/2024

Interview with Sarah McKenna

Dundalk FM





16/08/2024

Interview with Anna Doyle

Spirit FM









20/08/2024

Interview with Eliee Garcia

C103





20/08/2024

Interview with Anna Doyle

Dublin South FM









21/08/2024

Interview with Eoin Shanley of Copperfish

East Coast FM





26/08/2024

Interview with Anna Doyle

Phoenix FM







20/08/2024

Dublin Diary

Sunshine FM



dublin's easy place to relax







27/08/2024

Interview with Sam Gleeson

Clare FM







27/08/2024

Interview with Tracey Harding (FOXFORD)

Community Radio Castlebar







28/08/2024

Interview with Ava Hayes (Cork Craft Month)

Community Radio Kilkenny City





28/08/2024

Interview with Tracey Whitehead

BBC Radio Ulster – The Lynette Fay Show

BBCRADIO ULSTER







29/08/2024

Interview with Josh Glass from Mud Ireland

> Dessie Flood Belfast 89FM





94.6 fm Claremorris Comunity Radio 30/08/2024

Interview with Tracey Smith (FOXFORD)

Claremorris Community Radio







03/09/2024

Interview with Ava Hayes (Cork Craft Month)

South East Radio







Limerick to get crafty for August Craft Month - limerickpost.ie/? p=308319&utm_...













Events underway in Tipperary as part of August Crafts Month



tippfm.com

Events underway in Tipperary as part of August Crafts Montl A number of events are taking place throughout Tipperary as part of August Craft Month. It's a month-long celebrati...

2:04 PM · Jul 28, 2024 · 380 Views





August Craft Month 2024 is just around the corner! It's a great reminder to everyone to #Loookforlocal Craft in Offaly and support our #Madelocal makers @DCCIreland.

...

Join us in embracing Ireland's vibrant craft scene!

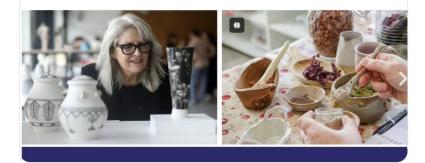
Find 2024 craft events augustcraftmonth.org/events/



August Craft Month 2024!

Ireland's unique celebration of the craft sector, providing opportunities for all to learn about, make, see, and buy craft!

CLICK HERE FOR 2024 EVENTS







4:39 PM · Jul 31, 2024 · 32 Views





Louth makers urged to get Involved in August Craft Month



From dundalkdemocrat.ie

8:34 PM · Jul 26, 2024 · 280 Views









Kilkenny makers get behind in August Craft Month



From kilkennypeople.ie

5:02 PM · Jul 26, 2024 · 212 Views









Fun courses and events coming to Kildare during August Craft Month



From leinsterleader.ie

6:15 PM · Jul 25, 2024 · 175 Views









Fun courses and events coming to Kildare during August Craft Month



From kildarenow.com

6:04 PM · Jul 25, 2024 · 133 Views







The Impartial Reporter @impartialrep



A month-long celebration of local craft is back this year with a host of events scheduled across Fermanagh. dlvr.it/TB5tmj – Full story



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£

2:41 PM · Jul 26, 2024 · 712 Views

271

O







Limerick Post Newspaper 🛛 · Follow about an hour ago · 🕲

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Limerick to get crafty for August Craft Month



LIMERICKPOST.IE

Limerick to get crafty for August Craft Month CRAFT Month returns to Limerick across the month of August, ...







BREAKING 5 days ago · 🕥

Do you fancy trying your hand at some new crafts? As part of August Craft Month, you can learn Japanese Woodblock Printmaking at the Island Arts Centre in Lisburn on Saturday August 3 at 10am and Saturday August 10 at 4pm. For more information, and to get a feel for the craft events near you and across Ireland, visit www.augustcraftmonth.org.

...









Fermanagh & Omagh Arts and Culture is 🤩 feeling excited at The Buttermarket. 2 days ago · Enniskillen, United Kingdom · ⊗

Enjoy eclectic events in Fermanagh across the month-long programme from Design & Crafts Council Ireland and @CRAFT NI From 25 July, August Craft Month, a month-long celebration of local craft across the island of Ireland, launches with a host of exciting events taking place throughout Fermanagh. This year August Craft Month returns with a packed programme of over 400 events across all corners of the island. Events include; workshops, exhibitions, open studios and festivals to allow audiences to immerse themselves in local craft. With a whole range of crafts from ceramics to carving, glass to sewing available to be explored. There is something for everyone, of all ages, and all levels of expertise.

August Craft Month celebrates a rich craft heritage with artisans keeping ancient traditions alive and new talented makers bringing real vibrancy to the scene.

People can enjoy creative craft celebrations on their doorstep, as well as hit the road on a craft inspired adventure or staycation. Led by Design & Crafts Council Ireland (DCCI) and Craft NI, the annual celebration is once again part of an island-wide summer programme. This year also sees August Craft Month continue their long-term collaboration with Cork Craft & design..

Local makers such as; Tracey Whitehead and Elaina Blampied will all be involved in the celebrations and events.

The programme provides unmissable opportunities to experience, participate in, support, buy and learn about the local stand-out craft sector. Below you will find just a few of the exciting events on offer in Fermanagh:

Craft NI and Design & Crafts Council Ireland have come together to deliver this important initiative. For the first time ever, you can use the August Craft Month interactive map on the augustcraftmonth.org website to find the closest events happening in your local community. For the full island-wide programme, visit www.augustcraftmonth.org. Share your own craft adventures by tagging @augustcraftmonth24 and use the hashtags #augustcraftmonth2024 #makeseebuy For more information, and to get a feel for the craft events near you and across Ireland, visit www.augustcraftmonth.org. Fermanagh and Omagh District Council Strule Arts Centre, Omagh Ardhowen Theatre Enniskillen Castle: Fermanagh County Museum @Fermanagh Lakelands @Fermanagh Lakeland Forum @Sliabh Beagh Arts Art Swc Enniskillen







IMPARTIALREPORTER.COM

6 00

August Craft Month returns to Fermanagh

A month-long celebration of local craft is back this year with a ...



109



loy:



Kildare Now · Follow 6 days ago · 🚱

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Fun courses and events coming to Kildare during August Craft Month



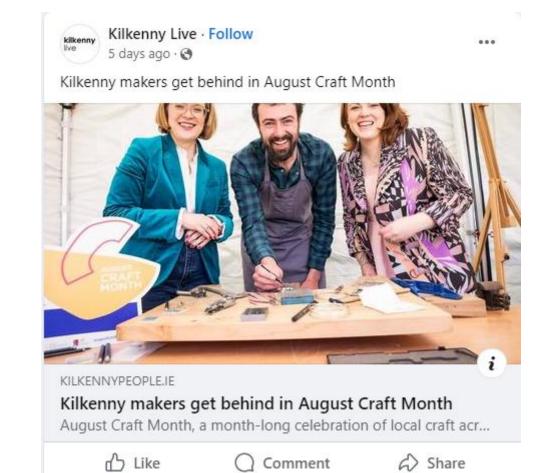
KILDARENOW.COM

Fun courses and events coming to Kildare during August Craft Month



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Louth makers urged to get Involved in August Craft Month

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DUNDALKDEMOCRAT.IE Louth makers urged to get Involved in August Craft Month

01







Plenty to do in Tipperary as a part of the festivities.

...









irishcountrymag I Hit save for inspiration later in the month and add any events from your local area in the comments

All month: August Craft Month will bring together an array of talented makers with events taking place across Ireland. See http://augustcraftmonth.org for details.







August Craft Month underway with lots of events happening in Kerry

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From radiokerry.ie

5:16 PM · Aug 1, 2024 · 566 Views





The Mayo News @themayonews

August Craft Month opens in Mayo



...

From mayonews.ie

11:01 AM · Aug 5, 2024 · 417 Views





live Limerick Leader / Limerick Live @Limerick_Leader

Limerick artistic talent celebrated in August Craft Month event line-up

...



From limerickleader.ie

8:01 AM · Aug 3, 2024 · 1,466 Views





Connaught Telegraph @thecontel

August Craft Month opens in Mayo at FOXFORD Experience

con-telegraph.ie/2024/08/05/aug...

@foxfordhome @daracalleary #augustcraftmonth2024 #makeseebuy #Mayo

...



<u>190</u>0



11:19 AM · Aug 5, 2024 · 354 Views



Leinster Express / Laois Live @LaoisNews

Crafty Laois town to host August Craft Month events



...

From leinsterexpress.ie

9:54 AM · Aug 4, 2024 · 192 Views







Dara Calleary @daracalleary

Great to be @foxfordhome #Mayo to launch August Craft Month programme for @DCCIreland and @CraftNI

...

Find the full programme by visiting augustcraftmonth.org. There something for everyone across the island this month.

#AugustCraftMonth #AugustCraftMonth2024



1900





Dara Calleary TD 🔮 is in Foxford. 3 days ago · 🗞

I was delighted to join Peter Hynes, chair of Design & Crafts Council Ireland, Mary Blanchfield, Head of Operations at DCCI, Katherine McDonald, Director at @CRAFTNI and Joe Queenan, Managing Director FOXFORD at the FOXFORD Experience in Mayo to mark the official opening of the August Craft Month programme.

...

Find the full programme by visiting www.augustcraftmonth.org. There something for everyone across the island this month. ... See more







The Mayo News · Follow Μ ... 23 hours ago · 🕄 August Craft Month opens in Mayo

MAYONEWS.IE August Craft Month opens in Mayo Several events are set to take place across Mayo this month as part of the craft festival





The Connaught Telegraph · Follow 23 hours ago · 🕲

FOXFORD welcomes all to learn from their experienced guides about a century of innovation, forward thinking, manufacturing and craftsmanship

...



CON-TELEGRAPH.IE

August Craft Month opens in Mayo at FOXFORD Experience | Connaught Telegraph



Jago



Limerick Leader 🕗 · Follow 3 days ago · 🕄

Limerick artistic talent celebrated in August Craft Month event line-up



LIMERICKLEADER.IE

Limerick artistic talent celebrated in August Craft Month event line-up The annual experience kicks off this weekend in Limerick city



11

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Tipperary's world class makers on display this August craft month







...



Cloughjordan artist takes part in national August Craft Month tipperarylive.ie/news/local-new...







Killarney Advertiser @KAdvertiser

Kerry Craft Makers Get Involved in largest ever August Craft Month ift.tt/4BIxH5v

7:00 PM · Aug 6, 2022





.



What's On In Ballymena · Join

Midtown Makers · 23 August at 18:00 · 🕥

August Craft Month Guess where this is???? All images are from our Crafters & Artists, here in Midtown Makers #augustcraftmonth, #whereisthis , #supportlocal, #midtownmakers

...



J900



What's On In Ballymena · Join Midtown Makers · 7 August · 🕥

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August Craft Month

ON IN

Guess where this is????

All images are from our Crafters & Artists, here in Midtown Makers #augustcraftmonth, #whereisthis , #supportlocal, #midtownmakers









Chair Fermanagh & Omagh @ChairFODC

Last week I was delighted to attend the launch of 'Just Us', an exhibition of works by Camphill Clanabogan in Strule Arts Centre, Omagh. ...

This is an excellent exhibition showcasing the talents of the Camphill Clanabogan community for CRAFT NI's August Craft Month









A month-long celebration of local craft makers across Ireland is well underway and this August Craft Month a host of exciting events are taking place in Donegal. donegalnews.com/august-craft-m...

6:00 PM · Aug 14, 2023 · 468 Views





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Ive Louth Live Dundalk Democrat

PHOTOS: Celebrations for 10th anniversary of Garrett Mallon Design House in Louth

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From dundalkdemocrat.ie



7:33 PM · Aug 29, 2024 · 233 Views



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🖉 29 August at 19:35 · 🕄

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PHOTOS: Celebrations for 10th anniversary of Garrett Mallon Design House in Louth



DUNDALKDEMOCRAT.IE PHOTOS: Celebrations for 10th anniversary of Garrett Mallon Design House in Louth





- louth Live Dundalk Democrat
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live



'Meet the Maker' event takes place tomorrow to mark Louth jewellery designer Garrett Mallon's 10 anniversary of his Carlingford store



From dundalkdemocrat.ie

11:36 AM · Aug 16, 2024 · **208** Views





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16 August at 11:37 · 😋

louth

'Meet the Maker' event takes place tomorrow to mark Louth jewellery designer Garrett Mallon's 10 anniversary of his Carlingford store



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'Meet the Maker' event takes place tomorrow to mark Louth jewellery designer Garrett Mallon's 10 anniversa...











Late Lunch Tuesday August 13th 2024: Sarah Carey gets catty, master craftsman Garrett Mallon marks a special decade, a new book shines a light on KNOWTH and the Irish Women's Open golf edges closer shows.acast.com/lmfm-late-lunc... via @acast





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Louth Live Dundalk Democrat

@DundalkDemocrat

Garrett Mallon Design House in Louth celebrates 10 years in business





AUGUST CRAFT MONTH

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12:39 PM · Aug 29, 2024 · 330 Views

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29 August at 12:41 · 🕄

louth

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Garrett Mallon Design House in Louth celebrates 10 years in business



DUNDALKDEMOCRAT.IE

Garrett Mallon Design House in Louth celebrates 10 years in business







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Key Learnings for Discussion



- **Micro release:** Going out with a micro release at the beginning of the campaign ensured that we put August Craft Month on the calendar for publications across NI and ROI and could achieve coverage from the longer lead titles.
- **Tailored regional releases:** Focusing on a release for each county ensured that we got an effective spread of coverage across the island. This was the main driver for coverage for this campaign.
- **Maker pitching:** Involving our content team allowed us to discover and build out the most newsworthy stories from the makers. This allowed us to really achieve an increase of broadcast coverage for this year.
- **Key messages:** Our confirmed key messages formed the basis of our briefing documents for broadcast interviews as per previous years. We feel this works well as a guide for speaking notes for the makers, and we can tweak this overall template also.
- **Confirming timelines**: We know that timings are key for achieving coverage throughout August. While we feel that starting in July allowed to increase coverage during the campaign, we do think a tighter planning at the end of the campaign can ensure we reach every KPI for the campaign.







- **PR Photocalls:** Both photocalls were key to driving coverage and ensuring that the campaign launch and August launch were very effective in providing a boost of coverage on a national level.
- **Thought leadership:** We thought that a thought leadership could be really effective as a final push for the campaign, ensuring we met KPIs and driving those final pieces of broadcast coverage. Next year it would be great to have this planned as priority at the end of the campaign to ensure it can go out in a timely manner.
- **Broadcast interviews:** We began conversations with broadcast media earlier this year and were able to effectively plan some slots in advance. We did achieve an increase from last year, however we did find it difficult to organise a series of interviews on the same station as they couldn't always plan their schedules so far in advance.
- Listicles: The listicles provided an effective push for the last two weeks of the campaign. Similar to previous years, we focused on specific regions across NI and ROI and used this as way to exceed our KPIs.
- **Cork Craft Month:** We found in our conversations with media that we had the same targets as Cork Craft Month and therefore found that some of our key targets wouldn't accept our content as they had already ran Cork Craft's Months pitch.





Learnings for Next Year's Growth

- Social Media Strategy: For August Craft Month 2025, we recommend exploring what we can build on from a social media and influencer perspective. This would allow a focus on channels beyond traditional PR and ensure more targeting towards specific social audiences.
- Campaign Spokesperson: Working with an ambassador / spokesperson for August Craft Month that has a strong social presence would help to support the wider social media strategy. Someone with a broadcast background would be especially effective for PR pitching for national online and broadcast opportunities.
- The Changing Media Landscape: We know that the media landscape is always changing and, while we can't predict what it will look like next year, we can ensure that August Craft Month is aligned to the content we know that media will look for to reach their audiences. This could be through a focus on video, interviews, etc and we can continue to have conversations with media to ensure all content is fully aligned.





Key Takeaways

2023	2024
Print	
41	46
Online	
68	81
Broadcast	
13	17
Overall results	
122 pieces of coverage	144 pieces of coverage





Thank you!