

# COMMON PARTS

*A complimentary programme of events during London Design Festival 2017  
to celebrate the launch of our new furniture range*

	THEME	10:00AM	2:30PM	4:30PM
MONDAY 18 OF SEPT	<i>Provenance</i>	TALK Provenance, a Craft Story	HAPPENING Place. Source. Inspiration.*	LOCK-IN Creatives Stand up for Inspiration! */**
TUESDAY 19 OF SEPT	<i>Materiality</i>	TALK Canopy, Design in Nature	HAPPENING Materials: Me, You, Us *	LOCK-IN Beauty Will Save The World */**
WEDNESDAY 20 OF SEPT	<i>Individuality</i>	TALK One Man's Story: Commissioner and Craftsman	HAPPENING <i>Let the Meaning Choose the Word</i> *	LOCK-IN Poetry Jam */**
THURSDAY 21 OF SEPT	<i>Community</i>	TALK Invisible, a London Design Community	HAPPENING To Manifest a Manifesto *	LOCK-IN Soapbox, a Loud London Story */**
FRIDAY 22 OF SEPT	<i>Utility</i>	TALK Wasteful Use	HAPPENING Building the Future *	LOCK-IN Function(s) and Space(s) */**

All events are free to attend on a first come first served basis, no registration necessary.

Events marked with \* actively encourage public participation.

If you would like to speak at an event marked \*\* then please email Penelope ([penelope@foxandsquirrel.com](mailto:penelope@foxandsquirrel.com)).

## THE NEW CRAFTSMEN

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## TALKS

Every morning at 10 a.m.\* guest speakers will introduce a daily craft theme: *Provenance, Materiality, Individuality, Community and Utility*. Guest speakers include Giles Rhys-Jones, CMO of What3Words; Jack Cooke and Rob Penn, authors; Michael Krzyzanowski, furniture historian and Rob Wilson, social entrepreneur.

## HAPPENINGS

At 2.30 p.m. established and emerging creatives, as well as curious members of the public, will be encouraged to interact with one another over snakes and ladders, backgammon, and chess. At these happenings we are hoping for newfound contacts to instigate and launch new projects that have a collective and positive impact on society as-a-whole.

## LOCK-INS

At 4.30 The New Craftsmen will call upon the public to stand alongside our craftsmen and designers in our canteen Lock-Ins, where everyone, irrespective of design or craft skills, is encouraged to speak up! We want to hear what is on your mind, and collectively express our goals for future communities.

\* Morning talk starts at 10 a.m. on the dot. We invite and encourage members of the public to arrive at the Common Parts Canteen by 9.45 a.m. for the talk to start on time. Light refreshments will be served.

# COMMON PARTS

The week will be distilled down to daily themes that represent the core values of this furniture range: *Provenance*, *Materiality*, *Individuality*, *Community*, and *Utility*. Further, each day will tackle these themes creatively and at times in an abstract manner in order to establish a truly authentic space for reflection, knowledge and research that will inspire LDF 2017 audiences.

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## MONDAY 18 SEPT – PROVENANCE

10:00am – Provenance, a Craft Story  
Giles Rhys – Jones, CMO of What3Words, tackles provenance, a prime feature in the story of craft. In a world that is increasingly connected and documented how can craftsmen safeguard their local story from over-exposure?

2:30pm – Place. Source. Inspiration.  
Inspired by the works of English poet John Clare, The New Craftsmen is documenting the romance of England in the 21st century. We'd like to highlight the unique, obscure, and hyper-local origins of craftsmanship. We invite the public to join us in the COMMON PARTS Canteen to write about and discuss special places.

4:30pm – Creatives Stand up for Inspiration!  
A collection of authors, craftsmen, artists and musicians take to the soapbox and unveil their sources of inspiration, in the hope of safeguarding these from outside threats. Members of the public are invited to join-in.

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## TUESDAY 19 SEPT – MATERIALITY

10:00am – Canopy, Design in Nature  
Jack Cooke, author of *The Tree Climber's Guide*, describes the smell and texture of leaves and bark of the trees of London, as well as the astonishing view of the city from their tops.

2:30pm – Materials Me, You, Us  
How do materials shape social judgments and first impressions? In a collage workshop with The New Craftsmen's Jo Waterhouse, we investigate how our choice of furnishings shape the *homeness* of the space we inhabit, and in return how people looking-in interpret this.

4:30pm – Beauty Will Save the World  
Creative practitioners and members of the public are invited to respond to Dostoevsky's quote *Beauty Will Save the World*. Author Alan Moore and curator Cassie Beadle will launch the evening's soapbox talks.

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## WEDNESDAY 20 SEPT – INDIVIDUALITY

10:00am – One Man's Story: Commissioner and Craftsman  
Rob Penn, author of *It's All About the Bike* and *The Man Who Made Things Out of Trees*, shares his personal experiences as a commissioner of craft and his impressions of a craftsman's studio.

2:30pm – *Let the Meaning Choose the Word*  
In the run up to COMMON PARTS, The New Craftsmen has been playing with words. And so, we invite the public to play words games with us. Incomplete poems and short stories will be left on tables for members of the audience to interpret and to complete as they deem fit.

4:30pm – Poetry Jam  
An afternoon of poetry curated by rising star Sarah Roselle. Featured works will tackle the definition of individuality. Members of the public interested in participating can apply by emailing [penelope@foxandsquirrel.com](mailto:penelope@foxandsquirrel.com)

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## THURSDAY 21 SEPT – COMMUNITY

10am – Invisible, a London design community  
Michael Krzyzanowski, furniture historian and observer of London, challenges our ways of seeing and experiencing design in our quotidian routines by introducing us to our city's invisible design communities.

2:30pm – To Manifest a Manifesto  
In a digitised world, the handmade has become a tool for marketers to evoke emotions of nostalgia for a way of life that was less connected. The education system plays into this by increasingly steering away from teaching pure skills. The New Craftsmen invites practitioners and members of the public to write the beginnings of an art, crafts and design manifesto that will shape the curriculum for future students. We want future graduates to live a sustainable life through making, one that is not manipulated by photographic filters and punchy copy. Craftsman, Michael Ruh will lead the debate.

4:30pm – Soapbox, a Loud London Story  
The New Craftsmen is a stone's throw away from the famous Speaker's Corner in Hyde Park, Britain's last great open air oratory site. Often written off as a realm of cranks and fanatics, oral historian and creative producer Laura Mitchinson challenges this perception by bringing to life the unique atmosphere of Hyde Park itself including the cut and thrust of face to face debate, the eccentric performances and the chaotic soundscapes in a series of audio tours and visuals that will be presented in the Common Parts Canteen.

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## FRIDAY 22 SEPT – UTILITY

10am – Wasteful Use  
Sickened by the sight of food waste, Rob Wilson alongside food waste campaigner Tristram Stuart, brew award winning beer using unsold loaves of bread. In his talk, Rob tells us how a break away idea has the potential to become a logical way of life.

2:30pm – Building the Future  
The Common Parts Canteen is a stone's throw away from Claredon Flats built by The Improved Industrial Dwellings Company, founded in 1863. Inspired by the ethos of the company we invite architects, designers and the public to have their say in the design of cooperative housing for the 21st century.

4:30pm – Function(s) and Space(s)  
The true integration of different functions in times and space is key to success. The New Craftsmen invites the public to discuss this aspect of utility.

