



COMMON PARTS | Event Details & Speaker Biographies

For London Design Festival 2017, The New Craftsmen have transformed their Mayfair showroom into The COMMON PARTS Canteen, where they are seeking to create an environment conducive to debate, idea generation and knowledge sharing. Each day is themed to correspond to agents of change in the craft and design worlds; agents The New Craftsmen consider influencers in the production of craftsmanship and design.

Responding to these themes, creative individuals from varied disciplines have been invited to speak, provoke debate and discussion and share new ways of working across design in the broadest sense.

TALKS

Every day at 10 a.m.* guest speakers will introduce a daily theme: *Provenance, Materiality, Individuality, Community and Utility*. These morning talks will be delivered by: 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 that newfound contacts will discover and develop innovative ideas; possible projects that may well have a collective and positive impact on society as-a-whole.

LOCK-INS

At 4.30 p.m. 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 talks start 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.

CREATIVE WALKS FOR THE CULTURALLY CURIOUS



TALKS

Monday 18th September: Provenance

10 A.M.

Title: Provenance, a Craft Story

Short Description: 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?

Long Description: Provenance is a prime feature in the story of craft; the more obscure, the more enchanting the story becomes. However, in a world that is increasingly connected and documented we ask: how can craftsmen safeguard the magic of their distant locale, which is so often their source of inspiration, from over-exposure? In this talk, Giles Rhys- Jones, CMO of What3Words, a British start-up that has assigned a three-word phrase to every 3 meter by 3 metre square on the planet, will discuss how technological advancements in mapping can help develop a global outreach for people working in the most distant locations, whilst also safeguarding the craft's local story.

What3Words' effort seeks to address, among other things, that 75% of the world (135 countries) suffers from inconsistent, complicated or inadequate addressing systems, and many of these are bastions of craftsmanship.

Tuesday 19th September: Materiality

10 A.M.

Title: Canopy, Design in Nature

Short Description: 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.

Long Description: In his book, *The Tree Climber's Guide*, Jack Cooke describes the smell and texture of the leaves and bark of the trees, as well as the astonishing view from their tops. More often than not, the magic of trees is lost on us as urbanites. Engulfed in our daily routines, we've forgotten to touch, to smell and to connect with the nature that surrounds us. Like a craftsmen working with wood, Jack Cooke has discovered the magic of trees, and in his book about escape, he carves out a fresh perspective of London and its people by observing both from treetops. In this talk, Jack Cooke provides a bird's eye view, quite literally, of urban living.

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Jack Cooke has written for The Guardian, The Daily Telegraph and The Herald, and has featured in The Times and BBC Wildlife Magazine. He has appeared on BBC Newsnight and BBC Radio 4 as well as The Monocle 24 podcast.

Wednesday, 20th September: Individuality

10 A.M:

Title: One Man's Story: Commissioner and Craftsman

Short Description: 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.

Long Description: For his bestselling book *It's All About The Bike*, Rob Penn travelled around the world to design and build his dream bicycle. Along the way, he documented the culture, science and history of the 'beautiful machine'. On his travels he stopped in Stoke-on-Trent, where an artisan hand-built his frame in steel. From there, he went to California, home of the mountain bike where Robert tracked down the perfect wheels. The book is a tale of perfect components – parts that set the standard in reliability, craftsmanship and beauty. His fascination with making inspired his next book *The Man Who Made Things Out of Trees*. For this, Rob cut down an ash tree near his home in Wales to see how many things could be made from it. In the end, he made 45 different uses out of one tree, from a writer's desk to spoons, and from catapults to coat racks.

There are common threads in these two books: making, craftsmanship, commissioning and the value of owning things which are built to last, things which increase in value to us the longer we own them. A key message is that a passion for making is inherently linked to another person's desire to own something unique. In this talk, Rob shares his personal experiences as a commissioner and his impressions of a craftsman's studio.

Rob Penn is an author, journalist and TV presenter.

Thursday, 21st September: Community

10 A.M.

Title: Invisible, a London Design Community

Short Description: 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.

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Long Description: In this talk Michael will introduce us to invisible design communities. He has come to know these on his walks through London as he searches for design in every nook and cranny. In his talk, Michael will be investigating where the ethos for egalitarian and utilitarian design, as advocated by Anni and Josef Albers of Black Mountain College in the USA, can be found today. He will offer a romantic interpretation of the unnoticed yet ubiquitous nature of design, and also challenge our ways of seeing and experiencing design in our quotidian routines.

Michael Krzyzanowski began his career as a collector of 1950s design. His own fascination with design drove him to become a private dealer, gallery owner and design consultant, having also headed up Bonham's Contemporary Furniture department. Michael has curated exhibitions and built collections as well as placed furniture with museums. Currently, he enjoys lecturing, writing and making films on design and architecture.

Friday, 22nd September: Utility

10 A.M.

Title: Wasteful Use

Short Description: 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.

Long Description: Rob, CEO of Toast Ale, inspires us to break out of the mold, suggesting that it is in this space of flux that one can innovate and reconfigure logic. Sickened by the levels of food waste globally, Rob was led to Tristram Stuart, the renowned food campaigner, with whom he established that *if we want to change the world, we have to throw a better party than those destroying it*. Rob brews his award winning beer using unsold loaves from bakeries and unused crusts from sandwich makers. With a slice of surplus fresh bread in every bottle, and with all profits given to the charity Feedback, which fights food waste, Rob and his Toast Ale team are pouring logic into our drinking habits.

Toast Ale has had great success to date in the UK and has already expanded to the USA, South Africa, Brazil and Iceland, with ambitions to reach many other locations in coming months.

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HAPPENINGS

Definition: Used to describe 1960s theatrical performances that inspired audience participation to establish a collective feeling.

COMMON PARTS Canteen Happenings: Members of the public are invited for tea and to play games, chat and make new contacts. The chosen games are those once played in Art School canteen's in the 1960s: snakes and ladders, backgammon, dominoes, and chess. Established and emerging creatives, as well as curious members of the public, will be encouraged to interact with one another over these games. At these happenings, we are hoping for newfound contacts to instigate and launch projects that have a collective and positive impact on society as-a-whole.

Monday 18th September, Provenance

2:30 P.M.

Title: Place. Source. Inspiration

Description:

"Hill tops like hot iron glitter bright in the sun,
And the rivers we're eying burn to gold as they run;
Burning hot is the ground, liquid gold is the air;
Whoever looks round sees Eternity there."

Autumn, John Clare

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 at the COMMON PARTS Canteen to write about and discuss special places.

Tuesday 19th September, Materiality

2:30 P.M.

Title: Materials: Me, You, Us

Description: How do materials shape social judgments and first impressions?

In a collage workshop with The New Craftsmen's Jo Waterhouse we investigate how our choices of furnishings shape the *homeness* of the space we inhabit, and in return how people looking in interpret this.

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FOX & SQUIRREL

Wednesday 20th September, Individuality

2:30 P.M.

Title: *Let the Meaning Choose the Word*

Description:

“What is above all needed is to let the meaning choose the word, and not the other way around.”

Politics and The English Language, George Orwell

In the run up to COMMON PARTS, The New Craftsmen has been playing with words. At this happening, 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.

Thursday 21st September, Community

2:30 P.M.

Title: To Manifest a Manifesto

Description: In a digitised world, the handmade has become a tool for marketers to evoke emotions of nostalgia for a way of life that was once less connected. The educational 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.

THE MICHAEL RUH STUDIO creates glassware for individuals and luxury brands. All pieces are designed and crafted by master glass-blower Michael Ruh from his studio in South London. Production is limited to a handful of pieces per day, hand-blown and made from pure, optical-quality glass.

Michael trained at the Instituut voor Kunst Ambachten and the Corning Museum of Glass (NY) under master glass-blowers William Gudenrath, Ben Edols and Kathy Elliott before setting up his own studio in 2004. His craftsmanship has become sought after worldwide, and is the subject of an award winning BBC documentary.

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Friday 22nd September, Utility

2:30 P.M.

Title: 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.

- 1) Red Deer (<http://www.reddeer.co.uk/about/>) is a herd of Architects, friends, and designers – founded by Lionel Real de Azúa, Ciarán O'Brien and Lucas Che Tizard in an attempt to better engage with the world around them. Love for the unexpected forms a starting point in their design work, studio ethos and adventures in travel.
- 2) OMMX (<http://www.officemmx.com/About>) has worked on social housing, private residences, galleries, offices, public spaces, festivals, exhibitions, shops, furniture and fittings. Selected clients include the Royal Academy of Arts, English Heritage, the British Library, Clerkenwell Design Week and Marian Goodman Gallery. The office has had recent successes in high profile competitions organised by the American Institute of Architects, the Royal Institute of British Architects, the National Infrastructure Commission, and the British Council. It was placed in the final shortlist to design and curate the British Pavilion at the 15th Venice Architecture Biennale (2016) for their work examining volume housebuilding. The office regularly contributes to architectural critique and discourse at institutions across Europe, and most recently participated in the Architecture Foundation event *Introducing New Housing*—“a presentation of the best architects and most progressive developers working in London today”—and at the Building Centre panel discussion *Rethinking The Way We Live*.

OMMX produces architecture that responds directly to the exponentially changing setting of the modern world. In catering for both conscious and subconscious needs and desires, it seeks to challenge the misconceptions, aspirational hangovers, accepted norms, and prevailing orthodoxies that render societies impotent to enact meaningful change. The principals were formerly Fellows at Cambridge University, UCL & CSM, where they taught architecture as a vehicle to examine these phenomena, with urgency and without bias.

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LOCK-INS

Definition: Historically, lock-ins were incidences during which a breakaway group took over the running of an established space. Atmosphere was raucous and directionless even though an agenda for change sparked the lock-in.

COMMON PARTS Canteen Lock-Ins: The New Craftsmen call upon the public to stand alongside our craftsmen and designers in our Canteen Lock-Ins, where everyone is equal, and is encouraged to speak up! We want to hear what is on your mind and through your ideas collectively express hope for future communities. During these events we encourage out of the box thinking, shout outs and spontaneous participation. Each Lock-In will end by 5.30 p.m.

If you would like to speak please email Penelope (penelope@foxandsquirrel.com).

Monday, 18th September: Provenance

4.30 P.M.

Title: Creatives stand up for inspiration!

Short Description: A collection of authors, craftsmen, artists and musicians take to the soapbox to unveil their sources of inspiration in the hope of safeguarding these from outside threats. Members of the public are invited to join-in.

Participants: Author Simon Wroe is a former chef who writes about food and culture for Prospect and the Economist, and regularly contributes to a wide range of publications including The Times, Guardian, Telegraph and Evening Standard. In 2014 *Chop Chop* was shortlisted for the Costa First Novel Award. His next book, a coming-of-age novel with a significant twist, *Here Comes Trouble*, is set in a distant country where revolution is afoot.

Portrait Painter Ian Bruce is a London-based artist specialising in drawing, painting and animation. In dealing with any medium there seems to be a magnetic pull towards portraiture. He consistently plays with the absence and presence of people in their surroundings while developing a long-lasting love affair with paint and the humble pencil.

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Tuesday, 19th September: Materiality 4:30 P.M.

Title: *Beauty Will Save the World*

Short Description: 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.

Participants: As a business innovator, Alan Moore's life mission is to make every business on the planet as beautiful as it can possibly be. He does this by changing the way people think about the world and how their businesses can succeed by being beautiful in every way – by designing better products, services and experiences and by creating cultures of learning internally.

Alan Moore is the author of four books including his international best sellers *No Straight Lines: Making sense of our nonlinear world* (2011) and *Do Design: Why Beauty is key to everything* (2016).

Cassie Beadle is a curator and director of Cob Gallery in Camden. She will be reading extracts of Umberto Eco's work on beauty and ugliness.

Wednesday 20th September: Individuality

4.30 P.M.

Title: Poetry Jam

Short Description: 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

Participants: Sarah Roselle is a 24-year-old London-based writer and poet. For the past year, she has co-edited *The Fifth Sense* (https://thefifthsense.i-d.co/en_gb/) a year-long collaborative project with i-D Magazine and Chanel that focused on celebrating female creativity. Her poetry, which she writes under the name Red Deer, explores themes around identity and feelings of alienation and despondency that stem from certain experiences, to result in works that touch on universal subjects from a perspective that is uniquely her own. She is currently working on her debut collection, made up of works written between the ages of 16 and the present day.

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Thursday 21st September: Community

4.30 P.M.

Title: Soapbox, A Loud London Story

Short Description: 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.

Participants: Laura Mitchison is a London based oral historian and creative producer with www.on-the-record.org.uk (a non-profit workers' co-op). She works with informal communities and big organisations to research and share their untold stories. Past projects include an oral and visual history of Speakers' Corner, a Hackney autobiography and an exploration of fatherhood in rural Malawi (funded by WHO). Current projects include childcare in the East End and a sound-art/oral history residency at University College London Hospitals.

Friday 22nd September: Utility

4.30 P.M.

Title: Function(s) and Space(s)

Short Description: 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. Kate Hoffman, co-founder & CEO of London's first commercial aquaponics urban farming business kick starts the debate.

Participants: Kate always wanted to run a business that improved the world. She fell in love with the idea of aquaponics as a sustainable way of commercially growing food for London, the city she grew up in and has lived in all her life. She left her job as a management consultant at the start of 2013 to found GrowUp, London's first commercial aquaponics urban farming business. She thinks that innovation and sustainability are at the core of the best businesses and when she makes her first million she's planning on buying a power drill.

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