

CREATE DAY

04.09.21

BE PART OF A
GLOBAL INITIATIVE

[CREATEDAY.ORG](https://createday.org)

Create Day, from the team behind London Craft Week, is a global initiative celebrating the creative process, talented makers and their work.

Featuring live-streams, film, demonstrations, tutorials, tips and tours, Create Day is an opportunity to engage with fellow artists-makers-designers and a diverse audience, to share ideas and be inspired by each other.

The core programme will be presented digitally over twenty-four hours on our Create Day platform, beginning in Asia before moving to the UK and Europe and finally North and South America. Where it

is safe to do so, you might want to open your workspace to others and share your practice face to face. Perhaps team up with other makers in your area and create a journey of discovery in your neighbourhood?

Create Day will highlight that flash of creative brilliance and expertise that separates great from good and inspires others to collect beautiful objects, to learn a new skill or share discoveries with friends.

CREATE DAY 2021



Kiu Craft & Guild Foundation (KCG),
Hand-painted Porcelain, Hong Kong

A close-up photograph of a person's hands working on a metal bowl. The person is using a wooden mallet to shape the rim of a silver-colored metal bowl. The bowl is held in one hand, and the mallet is in the other. The background is blurred, showing a workshop or studio setting.

Over 24 hours on 4 September 2021, join us and be part of something extraordinary. Be part of Create Day.

Whether you're based in the middle of the city or on a remote island, take us behind the scenes in your studio, factory, workshop, kitchen, restaurant, home, college or community space and reveal your creative processes. This is your moment in the spotlight.

“Well before Covid-19, we had become somewhat isolated from each other, too busy, too narrow-focus. Yet there has never been more creativity, imagination and talent. Or people who appreciate it. In that sense, despite so much uncertainty, I believe we live in auspicious times. Hence Create Day: an opportunity once a year to pause, appreciate beauty and applaud the talent in our midst. To reconnect with our own creativity and bring like-minded people together.”

Guy Salter, Chairman, London Craft Week

Adi Toch, Metalworking, UK

How To Get Involved

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Share your own experience

Present an insight into your practice through a video demonstration or studio tour

Demonstrate the skill and work that goes into your creation

Introduce other makers that inspire you

We are also asking key influencers if they would like to introduce 2-3 makers that they believe are doing something particularly special or extraordinary

If you would like to do this, then this introduction can be in the form of a 30

second video for each of the makers. Ideally we would very much like for these makers to be your personal recommendations, but if it's easier and saves time for us to present you with a list to choose from then just let us know

Share this with your network

You are also encouraged to display content on your own websites and social channels as part of Create Day and utilise Create Day assets to promote your activity

The core programme will be digital, with pre-recorded

video and live streaming hosted on our createday.org platform

Where it is safe to do so, you might want to open your workspace to others and share your practice face to face



Eleanor Lakelin, Woodworking, UK

Content Creation

Content and Formats



Anavila, Fashion & Accessories, India

The most important aspect is that your video must feature the key moment of creation. This might be at any stage of the making process - but it is the moment when viewers will understand how something remarkable is made and why it is so special. It is your moment to shine and demonstrate your skill and creativity

You can either show the making process in its entirety or demonstrate one stage in the making process alongside a completed object

You can choose between live streaming content and providing pre-recorded video content

All content should be new and original

Pre-recorded content should be around 4 mins long

There is also an option to submit longer form films that will be hosted separately so that viewers can explore your practice in greater depth when they have time

You might have a project that you want to demonstrate over the course of 24 hours and you could request three separate slots, each of 4 mins, to share different stages of the completion process

Types of Content

Content that is as natural and personal as possible

Views into extraordinary studios and making locations

Insights into craft disciplines and techniques

Tips and advice based on your own personal experience

Insights into your creative development processes and inspirations

Rare and unusual making processes

Crafted products that are unique to specific regions or for which those regions are renowned (i.e. Champagne)

New and innovative applications of traditional making practices (i.e. experimenting with new materials such as biofabrics or introducing digital technology to traditional processes)

Informative 'how to' guides for popular techniques

Videos that reveal the making process behind famous and classic designs

Online debut presentations and demonstrations



Tips for Creating Content



Felipe Conde, Handcrafting Musical Instruments, Spain

01

Make sure to record in landscape mode; if you're using a phone to create your video then you just need to turn it on its side

02

Choose the right space - make sure that the space is well lit and that there is no echo when you speak (if there is, then some additional soft furnishings can help with this!)

03

If audio is a challenge then feel free to record the sound separately and overlay this on your video

04

We recognise people's first language will vary from region to region and, while English is the most commonly used language by our audience, you are welcome to speak in whichever language you feel most comfortable. You may also add subtitles to your content if you wish (this is not a service that Create Day will be able to provide)

05

We suggest not using music in your video as this can distract from the main content (and can also raise licensing issues)

Tips for Creating Content

06

Use a tripod or create a makeshift stand using household items, so that the recording is steady throughout

07

If you have a studio assistant or family member who can help you record then maybe experiment with a range of shots, from wider pans of your studio to zooming in to see details up close

08

Where possible, offer insights to your practice and be clear in explaining the process as you progress through your demonstration - our audience will be very broad ranging, with varying levels of knowledge about specific disciplines

09

Don't feel it needs to be perfect. Videos shared with Create Day can be made as one continuous recording and do not necessarily need to be edited. We want to see makers and creatives at home in their studios and workspaces and for it to feel as natural as possible (it's not an advert)

10

Enjoy it! This is a celebration of creativity and craftsmanship, intended to connect people from around the world, so smile and feel free to talk to the camera as you go or have someone else in your video that you can be in conversation with



Urakasumi Brewery, Food & Beverage, Japan

Scheduling, Publication & Presentation

- createday.org will be the central platform for Create Day
- The newest content will always appear at the top of the page
- Pre-recorded content will be scheduled across the 24h according to timezone
- Content from Create Day will remain public after the 24h have ended but you will no longer be able to edit your films or upload new content

- Additional content will be featured on Create Day social profiles in the lead up to Create Day, during the 24h and after the event
- Content posted using the #CreateDay #CreativeHeroes hashtags will be considered for reposting on Create Day profiles
- Create Day content will be available for a limited period beyond 4 September



Fernando Laposse, Natural Materials, North America

Specifications

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Requirements

All content must feature the making process

Pre-recorded videos must be of high quality but can be recorded on a smartphone - High quality audio is essential

Pre-recorded videos must be provided in a landscape format, ideally with an aspect ratio of 16:9 and as mp4 files

Terms and Conditions

The final decision to include a pre-recorded video or to live stream content onto the Create Day platform rests solely with Create Day

Live-streaming will be hosted via Create Day owned channels

If your video is part of Create Day, the team have the right to use your content throughout the following year for additional marketing purposes.

Cost

There is no cost to participate

Advertising

If you're interested in advertising with Create Day, please contact — abigail@londoncraftweek.com