



# The National Festival of Making

**Sat 6 – Sun 7 May 2017**

**Blackburn, Lancashire**

**FREE**

***“A New Kind of Festival for a New Age of Making.”***

Visitors will be able to see, taste and hear things they've never seen, tasted or heard before at the first ever *National Festival of Making*, a FREE family festival taking place in the manufacturing heartland of Blackburn, Lancashire on Sat 6 – Sun 7 May 2017. Innovative art installations, hands-on workshops, live performances and markets promoting handmade products, including fine foods and craft ales, give visitors chance to celebrate the unique diversity, innovation and skills in British making and manufacturing in unexpected and inspiring ways.

- Weekend Festival in Blackburn: Enjoy a carnival atmosphere as people gather to celebrate the magic of making, with live performances, demonstrations and more.
- Art In Manufacturing: Uniting artists and local industrial manufacturers in creative embrace, the results of a series of remarkable collaborations will be discovered in unusual locations.
- Maker's Market - Eat, Drink and Discover: From irresistible street food and small batch craft beers to handmade homewares and one-off fashion items, try and take home the best in British making.
- Front Room Factories – on film: Premiering at The National Festival of Making are a series of specially commissioned films featuring the families who turn their homes into production lines.
- Workshops and Talks: Fun, supportive and revealing events in the company of professional makers that give visitors of any background and age the chance to discover their flair for making.
- MakerSheds: Taking the concept of a shed to a completely new level, these design-led, architecturally fascinating additions to Blackburn's streets will offer new places to meet and make.

Taking place under an hour by car from rail and bus-connected cities, Manchester, Liverpool and Leeds, the festival finds its home in Blackburn, the home of British manufacturing, where 25% of people, twice the national average, are still employed in manufacturing.



For regular updates on the festival programme, to be confirmed in full one month prior to the festival, and information on how to get involved visit [www.festivalofmaking.co.uk](http://www.festivalofmaking.co.uk) and sign up to the mailing list.

News and opportunities will also be posted on Twitter at [www.twitter.com/festofmaking](http://www.twitter.com/festofmaking) and Facebook at <https://www.facebook.com/festofmaking>.

## **About The National Festival of Making**

The concept of the National Festival of Making is supported by designer, Wayne Hemingway MBE, who started his world-famous fashion label, Red or Dead, in Blackburn in 1983. Joining together with successful festival and creative project producers, Deco Publique and Placeshakers, The National Festival of Making Community Interest Company was formed to oversee the development and delivery of the festival concept. The 2017 festival is supported with funding from the Arts Council England, Heritage Lottery Fund, Super Slow Way and Blackburn with Darwen Borough Council.

As British industrial manufacturing has seen a nationwide decline, the fact that 25% of Blackburn's population still works in making<sup>[1]</sup>, whether in factories or in small, even home-based businesses is something that the festival team and their partners believe is worth celebrating.

The festival team, alongside support staff including communications, digital marketing, design, event management, arts commissioning professionals and volunteers, with the support of partners and the regional community, are responsible for ensuring that the festival achieves its aims of celebrating the diversity and innovation in local, regional and national making and inspiring others to consider their own future in making and manufacturing in exciting, creative ways.

## **Where in Blackburn will The National Festival of Making Take Place?**

The National Festival of Making will take place within the small centre of Blackburn, but much of the activity is planned to focus around the historic centre of Exchange Street, the Town Hall, Blackburn Museum and Art Gallery, The Making Rooms and King George's Hall. Shops, unused buildings and other public places will be used to celebrate The National Festival of Making.

Promotional printed materials will include a town centre map with each location clearly labelled on it and this will also be uploaded to the website and posted to social media. This is due to be complete and available to the public a month prior to the event.

## **How will people know about The National Festival of Making?**

A full schedule of communications activity supports the National Festival of Making, undertaken by the festival team, external communications consultants, Blackburn with Darwen Council, Marketing Lancashire and a range of other partners.



The National Festival of Making was launched in the national and regional media in autumn 2016 and a week-by-week process of engaging television makers, radio stations, newspapers and websites is ongoing. People will start to see other organisations, both throughout Lancashire and around the UK; start to post information about the festival to their websites, blogs, social media and in newsletters. These will not only include arts, cultural and manufacturing organisations, but tourism agencies like VisitLancashire and VisitBritain alongside local community groups and big businesses with hundreds of employees and thousands of customers. Some advertising is planned.

A series of Stakeholder Meetings, up to two each month prior to May, will ensure that partners and friends in and around Blackburn can meet the team and be kept informed. This will be followed by a written update in the final week of each month. To attend these meetings and/or receive this update, please get in touch using the contact details below.

## **How can people and organisations get involved in The National Festival of Making?**

The success of the festival relies on people's enthusiasm and ideas, as well as their expertise and influence in ensuring that it is a success. Individuals and organisations who feel that they have something to contribute as a maker, a market trader, an artist, a volunteer, a promoter, a school or community group or an enthusiastic participant all have the opportunity to do so by getting in touch. Although many of the programmed events at the heart of the 2017 festival are largely confirmed, the festival remains open to other ideas and requests for this or subsequent festivals.

Workshops and talks will provide opportunities to get creative and enjoy direct contact with professional artists and makers, although some will have limited places. Information about where and when these take place and entry details will be confirmed on the website, via social media and in printed materials. As a mainly free event, visitors will be welcome to visit all of the arts installations, film screenings, markets and other events, dependent on venue capacity at any one time.

Shouting about the festival will ensure that as many people share in its success as possible, so one way everyone can get involved is by sharing news on their social media profiles, websites, blogs, intranets, newsletters and anywhere else. Telling friends, colleagues and family is important and copy, images and updates are being made downloadable or sharable directly from the website.

## **Social Media and Contacts**

#festivalofmaking

Facebook: [www.facebook.com/festofmaking](http://www.facebook.com/festofmaking)

Twitter: [www.twitter.com/festofmaking](http://www.twitter.com/festofmaking)

Website: [www.festivalofmaking.co.uk](http://www.festivalofmaking.co.uk)



Instagram: [www.instagram.com/Festival\\_of\\_Making](https://www.instagram.com/Festival_of_Making)

**Festival enquiries:**

All enquiries relating to the programme, operational issues and wider organisation of the festival, ways to get involved as an artist, maker, trader or volunteer and any event-specific enquiries, including venue information, please use the following email.

Email: [info@festivalofmaking.co.uk](mailto:info@festivalofmaking.co.uk)

**Communications enquiries:**

For specific enquiries relating to communications, including media enquiries and contact from individuals and organisations that are interested in providing festival information to their friends, colleagues or employees or require up-to-date press releases, copy and images for other purposes.

Email: [rob@maintainperspective.co.uk](mailto:rob@maintainperspective.co.uk)

---

[1] Figures on employment by sector detailed in 'Labour Market Profile - Blackburn with Darwen' Report from Nomis:  
<https://www.nomisweb.co.uk/reports/lmp/la/1946157069/report.aspx>