

Conference: KDW @ 21C



Saturday 26th October 2013 | Parade Tower, Kilkenny Castle

Registration & coffee at National Craft Gallery 9.00am | Conference 10.00am – 5.10pm

2013 marks the 50th anniversary of the establishment of the Kilkenny Design Workshops [KDW], a visionary state-sponsored design agency. KDW was founded by William Walsh of Córas Tráchtála, following his visit to Plus Workshops in Norway in 1962 and the influential *Design in Ireland* audit in 1961 [also known as *The Scandinavian Report*] which was conducted by five Scandinavian design experts. Design work began at Kilkenny Design Workshops from 1963 providing design service for industry, with KDW officially launching in 1965.

The KDW@21C conference is hosted by the Crafts Council of Ireland [CCoI] and the National Craft Gallery [NCG], to mark the 50 year anniversary of the initiation of KDW. The conference seeks to investigate the continuing legacy and acknowledge the influence of the workshops on Irish design practice and design culture.

This conference will reflect on the experience of those based at the workshops and will consider the wide-reaching influence of KDW from Castle Yard; unsung heroes, design thinking and development of practices.

Conference Programme:

10:00am **Introduction: Catriona Crowe**

10:10am **Opening Address: Karen Hennessy**

10:30am **Key Note Speaker: Mary Mullin**

The Beginning of the Modern Design Movement in Ireland, circa 1960 - 1980

11:20am **Panel 1: Developing an Irish Design Aesthetic**

Kilkenny Design Workshops was established as a state-sponsored design agency with the mission of introducing design thinking into what was considered an unsophisticated design-landscape in Ireland. From 1963 KDW pioneers blazed a trail of design innovation across a range of design practices including product development, visual communications and craft. This panel will examine the development of design in Ireland through the work of KDW and investigate ideas around the creation of a modern Irish design aesthetic.

11:20am **Dr. Linda King: 'A Sense of Ireland' - Design and Identity at Kilkenny Design Workshops**

11.45am **Robert Tully: KDW - Contested Identities**

12:10pm **Séan McNulty: Product Design Then and Now - The Impact of Design Thinking on Irish Industry**

12:35pm Panel 1: Q & A

12:50pm **Lunch Break**

Lunch is not included but Kilkenny Design Centre is situated directly across the road [discount voucher included in conference pack] or the Savour Kilkenny Food Market is located on Parade Plaza this weekend.



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2:00pm **Panel 2: People and Perceptions**

Kilkenny Design Workshops are synonymous with clever design and exceptional product. Located in the renovated Castle Yard, the workshops formed a community of practice and were an immersive environment of design thinking and creativity for national and international designers, makers, students and staff. This panel discusses the experience of those based at the workshops and the Butler House Scholarship. It also considers the perceptions around KDW and examines the stories told through the KDW archives held by NIVAL.

2:00pm **Lorraine Egan, Mike Byrne and Peggy McConnell:** *Butler House Scholars - The KDW Experience*

2:25pm **Dr. Eleanor Flegg:** *Boffins and Begrudgery - Public Perception and the KDW*

2:50pm **Dr. Una Walker:** *Cataloguing the KDW Archive*

3:15pm Panel 2: Q & A

3:30pm **Panel 3: Legacy and Leverage**

This panel aims to explore the legacies of the Kilkenny Design Workshops on the current design landscape in Ireland, examining aspects such as the role of marketing, design thinking, international influence and the development of a national visual literacy. Furthermore it will look at how this can be leveraged to reposition Ireland within a design leadership role in a global context.

3:30pm **Raymond Turner:** *KDW - Looking Back to Look Forward*

3:55pm **Rudolf Heltzel:** *Golden Dawn and Silver Linings - The Role of KDW in the Revival of Goldsmithing*

4:20pm **Brian McGee:** *Re-positioning Irish Craft and Design Globally*

4:45pm Panel 3: Q & A

5:00pm **Summation: Karen Hennessy**

5:10pm *Conference Ends*

6:30pm **Exhibition Launch of Vernacular at the National Craft Gallery**

Join us at the National Craft Gallery for a wine reception and the Irish launch of *Vernacular*

Sunday 27th October | Butler House, Kilkenny

2pm - 4pm **Remembering KDW**

This is an afternoon reception at Butler House hosted by the Crafts Council of Ireland. It is an informal opportunity for craftspeople and designers, staff and affiliates of Kilkenny Design Workshops and Butler House to reconnect with former colleagues and to share stories and memories from the workshops. This Remembering KDW event recognises the people behind KDW and celebrates their contribution to design and craft in Ireland. We invite you to bring photographs, documents or objects from KDW to spark memories and conversation.

As places are limited for the Remembering KDW reception, please RSVP at the National Craft Gallery.



Conference: KDW @ 21C



Conference Contributors:

Catriona Crowe, Chair of KDW@21C Conference, Head of Special Projects at the National Archives of Ireland

Karen Hennessy, Opening Address - Chief Executive, Crafts Council of Ireland

Mary Mullin, Key Note Speaker - Design Consultant

Panel 1:

Dr. Linda King, Lecturer in Design, School of Creative Arts, Dun Laoghaire Institute of Art, Design & Technology

Séan McNulty, Design Consultant, Managing Director at Dolmen

Robert Tully, Lecturer, BA Furniture & Interior Design 4th Year Coordinator, Dublin Institute of Technology

Panel 2:

Mike Byrne, Course Leader, Ceramics Department in Limerick School of Art & Design

Lorraine Egan, Design Management Consultant & Former Senior Design Advisor, Enterprise Ireland

Peggy McConnell, Co-Director, Propeller

Dr. Eleanor Flegg, Freelance writer, researcher and guest lecturer

Dr. Una Walker, NIVAL, working on the KDW Demonstration Project for the Digital Repository of Ireland

Panel 3:

Raymond Turner, Design Leadership & Management Consultant, Director of Raymond Turner Associates

Rudolf Heltzel, Master Goldsmith

Brian McGee, Head of Market Development, Crafts Council of Ireland

Conference Contributor Biographies:

Catriona Crowe is Head of Special Projects at the National Archives of Ireland. She is Manager of the Irish Census Online Project, which has placed the 1901 and 1911 censuses online free of charge over the last 4 years. She is an Editor of *Documents on Irish Foreign Policy*, which published its eighth volume, covering the period 1945-48, in November 2012. She is editor of *Dublin 1911*, published by the Royal Irish Academy in late 2011. She is Vice-President of the Irish Labour History Society, and a former President of the Women's History Association. She is Chairperson of the Irish Theatre Institute, which promotes and supports Irish theatre and has created an award-winning website of Irish theatre productions. She is a member of the Royal Irish Academy.

Mary Mullin is the Chairman of the Sir Misha Black Awards for Distinguished Services to Design Education, based at the Royal College of Art in London. She is a Trustee of the Robin and Lucienne Day Foundation, founder member of the Crafts Council of Ireland, Hon. Fellow of the Royal College of Art, The University of the Arts in Bournemouth and the International Society of Typographic Designers. She was the first woman and first Irish person to be elected Vice President of the International Council of Societies of Industrial Design. She was Secretary General of the International Council of Graphic Design for thirteen years. She was a consultant on design in Latin America for UNIDO. She worked at Kilkenny Design Workshops for twelve years, then for two with the Society of Industrial Artists and Designers in London before setting up her own London based design management and promotion consultancy. She has served as director for the British Professional Conference Organisers and was National Chairman of the Design and Industries Association. She is a Trustee of the Wexford Festival Opera Trust UK.



Conference: KDW @ 21C



Karen Hennessy is the Chief Executive of the Crafts Council of Ireland (CCol), the national design and economic development organisation for the craft industry in Ireland. CCol is responsible for fostering the growth and commercial strength of the craft sector, communicating its unique identity and stimulating quality design, innovation and competitiveness. Karen currently sits on the Advisory Group for Small Business (Chaired by Mr. John Perry, Minister of State for Small Business) and Chartered Accountants Ireland's Members in Business Committee, is a board member of Kilkenny CEB and is a member of the Association of Chief Executives of State Agencies (ACESA). She was previously the Head of Corporate Development at Glanbia Nutritionals.

Panel 1:

Dr. Linda King is an educator, researcher and writer on Irish design. She is Co-Programme Chair of the BA (Hons) in Visual Communication Design at the Dun Laoghaire Institute of Art, Design & Technology, Dublin where she lectures in Design History and Theory. Her co-edited volume (with Dr. Elaine Sisson), *Ireland, Design and Visual Culture: Negotiating Modernity, 1922-1992*, was published by Cork University Press in 2011. In 2011, she was awarded an Institute of Designers in Ireland (IDI) 'Eye' Award for 'Outstanding Contribution to Irish Design' as part of the Pivot team that authored Dublin's Bid for World Design Capital 2014.

Robert Tully is currently a senior lecturer in design at the DIT School of Art, Design & Printing and currently works on both the BA (Design) and the BSc. in Product Design. His main teaching focus is on creativity and innovation. He holds an Adv. Dip. in Environmental Design (Furniture) and an MA Higher Education. His early research work focused on the European furniture industry, but more recently he has been involved in a number of European research projects in the area of creative digital LEs. Other research interests are in the area of creative pedagogies and the development of design thinking and design research. Robert's professional experience has been across interior design, furniture design, and graphic design with projects for national and international clients in Ireland, UK, Italy, Canada and Finland. Robert has also undertaken consultancy projects for the European Commission, Enterprise Ireland, and Industrial Development Board (NI).

Seán McNulty has over 30 years experience in innovation management and implementation of creativity tools and techniques, strategic business planning and R&D implementation. In 1991, Seán established Dolmen (www.dolmen.ie), a leading New Product Development consultancy. In 2000, Seán set up the innovation management and NPD training consultancy INNOVATOR. Both are now integrated to offer a new seamless service that discovers, develops and delivers practical new services and products and embeds the knowledge of how it works in their clients' teams.

Panel 2:

Mike Byrne graduated in Ceramics from the Limerick School of Art and Design (LSAD) in 1977, and with a Masters Degree in Printmaking in 2001. He lives in Limerick city and is Course Leader in the Ceramics department in LSAD. Mike's work is represented in prominent national collections, including Áras an Uachtaráin, the Ulster Museum, and Limerick City Gallery of Art. He has exhibited internationally in Belgium, The Netherlands, Germany, U.K., Russia, Cuba and the U.S.A. He was awarded the Percent for Arts Commission at the Limerick School Project in 2001. He has produced and exhibited several artist's books and is a founding member of Hot-Bed Press which published the Millennium Box-Set in 2001.

Lorraine Egan ANCAD, MSDI is a graduate of NCAD and subsequent Butler House Programme and is co-owner of Limited Editions Limited Knitwear Design and Manufacturing Company. Lorraine worked as a Design and New Product Development Consultant in the US, Italy, Japan and the UK with an international sportswear company before joining Enterprise Ireland as Senior Design Adviser Consumer Products. Currently working as Lorraine Egan Design Management Consultancy, Lorraine consults on a range of consumer projects.



Conference: KDW @ 21C



Peggy McConnell is a Graphic Design graduate of NCAD. From 1978 to 1980 she undertook the Butler House Programme at KDW. From 1981 to 1987 she worked as a Freelance designer, Associate Designer Kilkenny Design Workshops and also lectured in Graphic Design at Limerick School of Art and Design. Peggy was a Designer for KDW through to 1989 on collaborations with the Trade Development Institute (TDI) on projects for companies in Thailand, and in Barbados for the Caribbean Trade Board (CARICOM). From 1985 to 1987 she worked as Nagle | McConnell Design. Peggy is Co-Director of Propeller with Tony O'Hanlon since its establishment in 1988.

Dr Eleanor Flegg is a lecturer, journalist, radio-maker, and writer of speculative fiction. She is the co-editor, with Dr Jessica Hemmings, of *Make Believe*, an online publication of explorative writing about craft. Her current project is a science-fiction novel about the work of the potter Jack Doherty.

Una Walker is a research fellow based in the National Irish Visual Arts Library (NIVAL) at NCAD, Dublin. She is currently the Principal Investigator for the NCAD demonstrator project of the Digital Repository of Ireland, co-ordinated by the Royal Irish Academy. Her current research interests include the historiography of cultural policy in Ireland and the development of the Kilkenny Design Workshops. She has published widely on topics related to visual artists' working environment, in *Artist's Newsletter*, *Art Bulletin* and *Circa* and wrote the UNESCO reference document, *The survival of the artist: How visual artists live and work*, in 1997. As an artist, working mainly in the areas of installation and digital media, Una has exhibited nationally and internationally for over twenty years. Recent exhibitions include *Drawing a line* (2008) in Harbin, China, and *Reports from an Agent in the Field* (2007), Golden Thread Gallery, Belfast. Her data-based installation *Surveiller* (2004), which has been exhibited widely, was included in the *Troubles* exhibition (2009), Ormeau Baths Gallery, Belfast.

Panel 3:

Raymond Turner is Director of Raymond Turner Associates, a design leadership and management consultancy based in Dublin, and a non-executive director of Image Now, Ireland's leading branding consultancy. Raymond has held a number of senior corporate design posts including Group Design Director of BAA, the world's largest private airport company; Design Director of London Transport; Managing Director of Wolff Olins, the international strategic design consultancy; Principal Design Management Consultant to Eurotunnel; and was on the Board of Advisors to the Bank of England and IBM UK. He has an Honorary Doctorate from London Guildhall University; an Honorary Masters degree from University for the Creative Arts; a First Class Honours degree in Industrial Design from Leeds; is a Fellow of the Chartered Society of Designers; and is qualified in mechanical and electrical engineering. His book 'Design Leadership-securing the strategic value of design' was published earlier this year.

Rudolf Heltzel is German by birth and has lived and worked in Kilkenny since 1966, when he was invited to lead the gold and silver studio-workshops at the Kilkenny Design Workshops. He is internationally recognised for his outstanding designs and the quality of his craftsmanship. Rudolf's work is influenced by art deco style and modernist aesthetics and his designs in gold, silver and platinum incorporate a variety of gemstones such as diamonds, quartz, sapphires, crystals and rubies. His strong designs and impeccable workmanship have won him international acclaim. His advice in developing new collections of jewellery has been sought by jewellery manufacturers in the Far East, South East Asia, the Near East and in the Caribbean. He has been instrumental in establishing training opportunities for jewellery makers and keeping ancient traditional skills alive.

Brian McGee is Head of Market Development for the Crafts Council of Ireland. Brian is an honours graduate in Industrial Design from the National College of Art and Design, Dublin and holds a first class honours MBA from the University of Limerick. He also recently completed the Marketing Institute of Ireland Digital Marketing programme. In his career Brian has worked in design, new product development and international marketing with leading consumer goods companies including Newell Rubbermaid, Krups and Waterford Crystal.

