

craft 2015 YEAR

A YEAR LONG, NATION-WIDE
CELEBRATION OF CANADIAN
CONTEMPORARY
FINE CRAFT

Canadian
Crafts
Federation

Fédération
canadienne des
métiers d'art

THROUGHOUT THE YEAR, **884 EVENTS**
TOOK PLACE, A **25%** INCREASE FROM THE
PREVIOUS CRAFT YEAR IN 2007

OF THESE
EVENTS

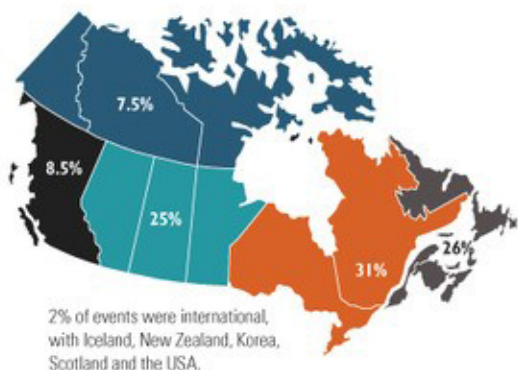
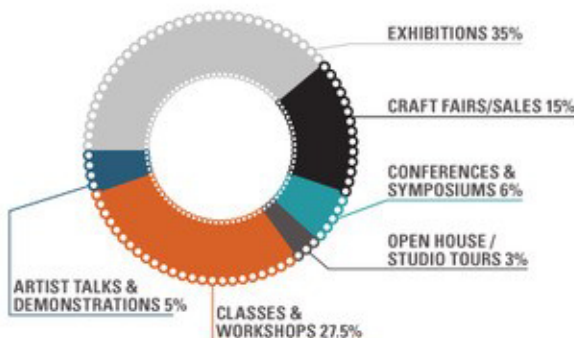
65%

ENCOURAGED THE PUBLIC TO
ENGAGE WITH **CRAFT**

35%

HELPED CRAFT ARTISTS DEVELOP
NEW SKILLS

THERE WAS A LITTLE SOMETHING
FOR **EVERYBODY, EVERYWHERE** ACROSS **CANADA**



ONLINE, CRAFT CONVERSATION **EXPLODED:**

@CCFFCMA



1,011 followers, 2,065 tweets &
191,400 impressions



1,177 likes &
over 47,000 in organic reach

#CRAFTSELFIE SAW SOME OF THE **BEST**
SELFIES WITH **1,663** POSTS OVER THE YEAR



WHILE CRAFT YEAR HAS ENDED, THE CONVERSATION HAS NOT!
FOLLOW THE CCF/FCMA ON FACEBOOK & TWITTER



We are
CITIZENS
of **CRAFT**

JOIN THE MOVEMENT

The spirit of Craft Year 2015 lives on through #citizensofcraft.
Become a member, create a profile, and post events on:

CITIZENSOFCRAFT.CA

CANADIANCRAFTSFEDERATION.CA