

Unlocking the Commercial Potential of Fashion and Textile Collections

In response to feedback from DATS members the theme for this year's annual training conference is *Unlocking the Commercial Potential of Fashion and Textile Collections*. In the current financial climate, many museums are facing unprecedented pressure on their budgets, with an increased emphasis on income generation. This year the DATS conference will take place at the National Museum of Scotland, to coincide with the opening of four new art and design galleries, which includes a dedicated fashion gallery. Speakers from a variety of backgrounds will discuss innovative approaches to income generation and share their knowledge and experience with colleagues. We hope that the conference will provide delegates with practical skills and act as a forum for lively discussion.

DAY 1 Thursday 3rd November 2016

**09:30 – 10:00 Registration and Coffee
Welcome and Introduction**

10:00 – 11:30 Session 1 Product Development and Creative Collaborations

- Alan Shaw and Helena Brit (Glasgow School of Art)
Classic Textiles: Commercialising 20th Century Designs through Digital Technology
- Heather Audin (Quilt Museum)
'Elizabeth's Dowry': Creating a new reproduction fabric line from the Mariner's Compass Coverlet.
- Ben Divall (textile curator and director, Krossed silk scarves)
Digital technologies, creativity, and commercial returns : a Krossed silk commission for 575 Wandsworth Road

11:10 – 11:30 Questions

11:30 – 12:00 Tea and coffee

12:00 – 13:00 Session 2 Engaging New Audiences: Exhibitions and Events

- Ciara Phipps and Claire Reed (Southend Museums)
'Beauty and the Beach' - Touring historic swimwear: how and why!
- Ali Wells (Herbert Art Gallery & Museum)
Keeping Up Appearances: reflections on the Herbert touring programme.

12:40 – 13:00	Questions
13:00 – 14:00	Lunch (provided)
14:00 -15:30	Session 3 Copyright, Intellectual Property and Commerce
	<ul style="list-style-type: none"> • Roxanne Peters (Victoria and Albert Museum) <i>Fashion and IP: Creator, Curator, Consumer- Behind the scenes at the Victoria and Albert Museum, London.</i> • Catherine Gillies (Dunolie Museum) <i>Tartan Gold Dust: from Discovery to Costume Bonanza.</i> • Rebecca Shawcross and Eilidh Young (Northampton Museums) <i>Virtually Shoes: Is the future E-commerce?</i>
15:10 – 15:30	Questions
15:30 – 16:00	Coffee
16:00 – 17:00	Session 4 Creative Approaches to Publishing
	<ul style="list-style-type: none"> • Celia Joicey and Dennis Northdruff (Fashion and Textile Museum) <i>How to Draw Like a Designer: Unlocking the Commercial Potential of Fashion Publishing.</i> • Key Note 1 Mark Eastment (Yale University Press) <i>Is it possible to produce and sell a book to promote a collection, research project or exhibition, cost effectively, well and hopefully even seeing a financial return?</i>
16:50 – 17:10	Questions
17:10 – 17:30	Round up of the day and discussion led by DATS chair Edwina Ehrman
Optional 18:00 – 19:00	Join Ola Wojtkiewicz, Senior Curator of 16th and 17th Century Collections, for a fashion focussed tour of the Scottish National Portrait Gallery. (Limited places available)
Optional 19:30 -	Meal at a local restaurant

DAY 2 Friday 4th November 2016

09:15 – 10:00 AGM, Registration and coffee

10:00 – 11:30 Session 1

- Curator led tours of the new Art & Design galleries at National Museums Scotland

11:30 – 12:00 Tea and coffee

12:00 – 13:00 Session 2

- Mairi MacKenzi (Glasgow School of Art)
From Belgian Theme Park to Nashville Honky Tonk: Unlocking The Commercial Potential of a Collection of Clothing Designed by Nudie Cohn
- **Key Note 2**
Charlotte di Corpo (Glasgow Museums) and Margaret Clift McNulty (National Museums Scotland)
Fundraising: the Fabric of your Future Success.

12:50 – 13:00 Questions

13:00 – 14:00 Lunch (provided)

14:00 – 17:00 Session 3

Delegates will be able to choose between trips and tours including:

- **Dovecot Tapestry Studio**
Dovecot Gallery Curator Kate Greyner will give an introduction to the history of Dovecot Studios, formerly the Edinburgh Tapestry Company. Delegates will also have the opportunity to view the tapestry weavers in action from the viewing balcony, situated in a restored Victorian swimming pool.
- **National Museums Scotland Collections Centre and conservation lab**
Join NMS curators and conservators to view the fashion and textile stores including some highlight objects and the paper and textile conservation lab.
- **Science and Technology galleries, National Museums Scotland**
Senior Curator of Technology Elsa Cox will provide an introduction to the new Science & Technology galleries at NMS, including objects and narratives relating to the textile industry.

Please direct any enquiries to:

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