

ROCKET.

CCol Crafts Council of Ireland



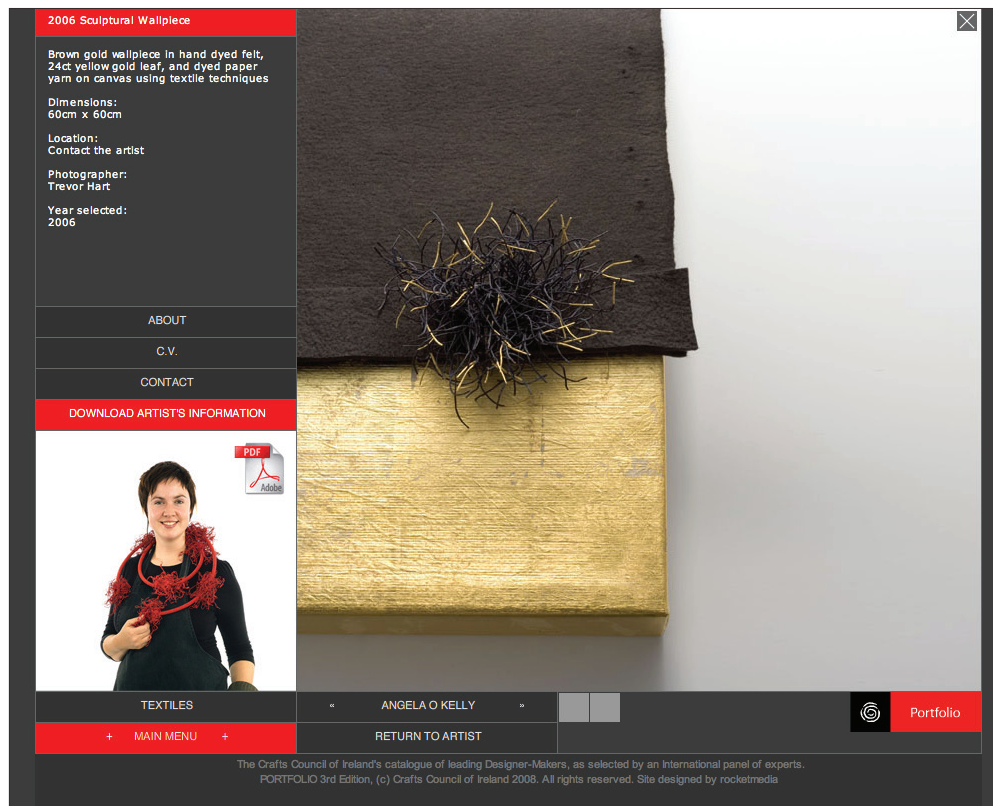
Keywords

Flash web design,
brand identity, PR
concept, product &
portrait photography

CCol – Crafts Council of Ireland

Assisting Irish crafts to strengthen their reputation in the international market by introducing a new communication concept that personalises the crafts

The core vision is to create a unique way of presenting the Irish Crafts in the CCol Portfolio by adding a very personal touch. The result is a very elegant website which puts the artists and their personal vision in the foreground. In this way, ROCKETMEDIA was able to differentiate the Irish crafts from their international competitors.



Irish Crafts Worldwide

Briefed with the task of showing the crafts in Craft Council of Ireland's Portfolio in a whole new light in order to strengthen their reputation worldwide, ROCKETMEDIA decided it was essential to come up with a whole new communication strategy. Typically, crafts would be represented so that the crafts piece is the centre of attention, while the artist pretty much stays in the background. We had the idea of putting the initial main focus on the artists themselves in order to make the crafts more personal.

Each crafts category was teased by an inviting and atmospheric shot of raw materials. Each artist then was portrayed with a picture of themselves in working clothes and raw materials. To each artist's portrait we added their personal signature and tagline / vision. This forms the entry page of each artist's work portfolio. By clicking on the thumbnails of crafts pieces below, the user can enter the respective showcase.





The pieces then are worthily presented with artistic, elegant photography, and where available, the user can switch between different angles or view in more detail. Still the main focus remains on the artist, and the user can avail of more information on the C.V., About and Contact pages. By feeling a bond with the artist behind a crafts piece, it becomes more valuable to the buyer.

To ensure the showcases and especially the photography would exactly go in line with our vision and tie in with the desired style of the website, we took the majority of photographs ourselves in our own in-house studio.

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There are around 60 artists represented in the current version of Portfolio, many of whom appear in more than one of the 11 crafts categories. For each of the artists there is a neatly layed-out C.V. available for download, which were all designed by us, and there are over 250 high-quality photographs to browse through in an innovative, elegant and intuitive navigation system.

