Hi everyone,

I hope you are well.

Our next session will be tomorrow, Wednesday 31 January and will be held online:

**Session Title:** Commercialising your practice - from pricing to marketing

**Location:** Online via Microsoft Teams

**Time:** 5 – 7pm   
**Link to meeting:** [Click here to join the meeting](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTUyMGYyN2MtNzRhYi00MWM0LTlkYTAtZWNiN2U4OGQyMWFj%40thread.v2/0?context=%7b%22Tid%22%3a%228c6429c4-167f-477b-b8cb-77ee82758d11%22%2c%22Oid%22%3a%2297f42fad-99bd-45f8-9c48-901d752283dd%22%7d)

Meeting ID: 382 926 437 764   
Passcode: vGtMyB

[Download Teams](https://www.microsoft.com/en-us/microsoft-teams/download-app) | [Join on the web](https://www.microsoft.com/microsoft-teams/join-a-meeting)

**The session will be led by Zoë, Jordan and Russell and will look like this:**

* Welcome and check in
* Zoë, Jordan & Russell will share some insights and tips on commercialising your practice.
* Q&A

**Things to note:**

* We’ll be using the white board & some other functionality in teams

**To bring to the session:**

* We’ll check in at the beginning, no need to prepre anything but would be nice to hear where you’re at in the design process, are you stuck? Have you picked a theme? Started creating imagery?
* Any questions that have come up for you since last week

**Other things to mention:**

* We have a Padlet that will have links to resources and content related to the project: <https://artslondon.padlet.org/ztynancampbell/homewith2lg> the password for this is: notjustashop
* Last weeks recording will soon be on the padlet but you can also find it here: [Home live brief - Market research-20240124\_172106-Meeting Recording.mp4](https://artslondon-my.sharepoint.com/:v:/g/personal/z_tynancampbell_arts_ac_uk/EZvWr6MeNi9NpfvVisuPH60BiTmhstv2Zu6zdCN9wIo6vw)

**Accessibility**

If there are any barriers to your participation in the programme or you have access requirements to this session you wish to discuss, please contact us at [notjustashop@arts.ac.uk](mailto:notjustashop@arts.ac.uk) in advance, and we'll be happy to discuss these with you.

Please also let us know if you have any questions, or if you are unable to make this session.

Looking forward to seeing you tomorrow,

Best wishes,

Natalie   
............................................................  
**Natalie Stevens**   
Manager of not just a shop   
she/her  
  
**not just a shop**

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**Further information:**

**Industry partners**

We are delighted to announce that our partners for this project are [2LG Studio](https://www.2lgstudio.com/). Based in South East London, 2LG Studio is founded by creative duo, Jordan Cluroe and Russell Whitehead. Working in residential and commercial Interiors, design consultancy and styling they have a wealth of experience in both interiors and product design and a unique design language.

Collaborating with leading designers and showcasing rising talents is key to their approach, and we can’t wait for them to share their insight and experience with you. We loved their ‘[you can sit with us’](https://www.2lgstudio.com/projects/you-can-sit-with-us-london-design-fair-2023/) project at this year's London Design Festival.

Jordan and Russell will join us each week and guide you through the process as well as give you a behind the curtain look at what running a design studio, working with clients and manufacturing looks like for them.

**Programme**

Please see below for an outline of the session programme\*:

|  |  |  |
| --- | --- | --- |
| **Date** | **Session info** | **Location** |
| Wed 17 Jan, 5 – 7pm | Welcome session, introduction to the project | In person, High Holborn |
| Wed 24 Jan, 5 – 7pm | Market research & product feasibility | Online |
| Wed 31 Jan, 5 – 7pm | Commercialising your practice - from pricing to marketing | Online |
| Wed 7 Feb, 5 – 7pm | Initial ideas session | In person |
| Wed 14 Feb, 5 – 7pm | Relationships - working with clients and retailers | Online |
| Wed 21 Feb, 5 – 7pm | Digital space session - finalise designs & feedback | In person |

\* There may be some small changes to the schedule content, we will confirm exact details of locations and links to sessions in the new year.

**A reminder of what to expect during and throughout the live brief:**

* A bursary of £100 for attending 2 or more sessions.
* The opportunity to design either a tea towel, a napkin or an apron.
* A safe and inclusive space for experimentation and development with minimal financial risks.
* Industry feedback on your designs.
* Practical support throughout the process up to delivery of final products.
* Production costs of your finished product paid for by not just a shop (including packaging).
* You will receive a number of finished products for you to keep and sell or give to friends and family.
* Professional photography of your final product.
* Products sold in store and online at not just a shop.
* Window display to celebrate the launch of the products.