

Sanlam partners with the Crafts Council in 2020 to support the Collect Art Fair

Sanlam UK is delighted to partner with the Crafts Council and support the 16th edition of *Collect: International Art Fair for Modern Craft and Design*, which runs from Thursday 27 February to Sunday 1 March 2020 at Somerset House, London.

The Crafts Council is the country's foremost authority on contemporary craft in all its forms. Founded in 1971, its role as guardian and champion of national craft practice has evolved to include exploring and enabling new possibilities, making methods and technologies. The Crafts Council founded Collect in 2004, which brings together a wealth of international artists, designers and craftspeople showcasing a vast array of contemporary fine art. Collect Open has built a reputation as the home of some of the most interesting installations exhibited at Collect.

The Crafts Council is a charity. Its work is made possible by the support of trusts and foundations, individual patrons, and corporate sponsors, and through public funding by Arts Council England.

Isobel Dennis, Crafts Council Fair Director, Collect said:

"We are delighted to welcome Sanlam as a new partner for the 16th edition of the Fair.

Collect Open makers bring innovation and skill to hone their craft and push the boundaries of their practice. Sanlam embraces a similar ethos across its business demonstrating innovation, skill and craftsmanship and are therefore an excellent fit for this edition of Collect 2020".

Penny Lovell, chief executive of Sanlam's private wealth business said:

"The worlds of art and wealth management have one very important similarity - to craft something meaningful and of real value that lasts for generations to come. The same spirit that guides and inspires artists to create cultural wealth is what drives our wealth managers to grow and preserve clients' wealth.

The traits and characteristics typically associated with artists, such as inspiration, innovation, hard-learned skills, comprehensive experience, care and patience - even the need to take calculated risk at times - rings true for portfolio managers and financial planners and reflects our brand proposition, Wealthsmiths".

#Collect2020

www.Collect2020.org.uk < <https://www.Collect2020.org.uk> >