



# INKubator

A guide to the Vanilla Ink  
INKubator Programme



educate / inspire / empower

# INKubator



"Vanilla Ink has built my confidence up so much that my practice has grown in ways I never thought were possible"

Lyndsay Fairley  
Previous INKer



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# Synopsis

So, what's this INKubator malarkey all about then? Well, stick with us and we'll show you.



## IT'S A JOURNEY

A ten month, part-time jewellery initiative to inspire you, transform your creative practice and kick-start your business. Maker-led and maker-designed with creativity at its core, it is a carefully interwoven set of activities, opportunities and a hive of support to generate maximum impact. With skills training at the forefront, you will leave our Programme a far better jeweller, with your bench skills, business mind and creativity improved beyond all recognition.



## YOU GET TO TELL YOUR STORY

The Vanilla Ink Programme allowed me to flourish and changed me in so many amazing ways! I cannot put into words how grateful I am to have been part of it!"



Lorna Romanenghi - Previous INKer



# About

The INKubator is Scotland's unique Jewellery Skills and Business Accelerator Programme, with the aim of developing emerging and established talent by providing a supportive and educational environment. The INKubator enables the best jewellers and makers to develop and grow their business, with monthly skills and professional development workshops, networking opportunities and exciting events throughout the ten month Programme. In-House INKers will thrive in a fully equipped workshop, with each given tailored 1-2-1 mentoring. It's the perfect package to ensure each INKer develops confidence, business and practical skills to last a lifetime. Working with key members within the creative and business sectors, the INKubator will give ample insight into what it takes to become a jeweller in today's landscape.



"Classes, workshops, peer support and mentoring that covers all aspects of your creative practice and sets you up with the tools to establish enhance your business. Plus a creative and supportive environment with a network of jewellers to share the journey with"



**Iona Anderson**  
**Previous INKer**

# Core Benefits

Hive  
Mind

1-2-1  
Mentoring  
[In-House INKers only]

Skills  
Development

Your  
Creative  
Practice

Professional  
Development

Events  
and  
Networking

Critical  
Reviews

educate / inspire / empower

# INKubator



## Breakdown

How do these things work and what do they mean?



"I highly recommend the course to anyone who needs a little guidance when making the leap from jeweller to jewellery brand, and wants to make some good friends along the way!"

Hannah Grace Ryan - Previous INKer

## SKILLS DEVELOPMENT

We curate the Programme with Skills Development at the forefront. We are led by a Master Goldsmith & Setter with nearly 30 years experience in the industry who has a natural talent for connecting with his students and is responsible for designing class content here at Vanilla Ink. The improvement of jewellery methods and techniques is why we build our Programme around the upskilling of already talented jewellers and unlocking their potential. We offer the tools, knowledge and experience to invest in your practice and put it into motion, improving your confidence and allowing you reach a future you have always dreamed of!

## CRITICAL FEEDBACK

All INKers are expected to participate in a couple of 'Critical Review' sessions, facilitated by highly experienced business experts and advisors. Despite what you may think, these are positive exercises and not daunting! When taking part in these productive sessions, you and your fellow INKers are encouraged to support one another within the Programme

## PROFESSIONAL DEVELOPMENT

In the areas where we are not experts, we partner with industry leaders to provide the Professional Development that will allow you to grow your business and flourish as a jewellery maker. Think marketing, branding, financials etc. All of these are essential to boosting your business brain and allowing your practice to flow, which will increase your efficiency and mean more time at the bench for you! These sessions are not there to terrify you, more to help you understand the obstacles you face when doing the dreaded admin side of your business. Yes, we all want to play around at our benches all the damn time, but we know this isn't possible. Let us help you grow your business mind to allow your practice to thrive.

# INKubator



## HIVE MIND

Our Programme becomes a place for teamwork, collaboration and sharing. We will create a place where you can communicate, share ideas, encourage and support one another. Our team chatrooms will become a safe space for all INKers to work things out, discuss relevant issues and discover new techniques. You can also join us with our fortnightly 'Vanilla Pod', a place where we can discuss selected relevant podcasts, ranging from the inspirational and motivational to the informative and educational.

## I-2-I MENTORING

We take the time to pair In-House INKers with a mentor that will be most beneficial to you and your practice. The mentor may not be industry-specific but is tailored to your needs, offering a range of experience and skills. You'll receive a minimum of ten hours of bespoke mentoring to support your place on the Programme. Meetings can be in-person or online and are used to provide you with an opportunity to reflect on your learnings and your own practice with the support of someone in the creative world with relatable experiences and who will act as a sounding board.

## EVENTS AND NETWORKING

Over the course of the ten months Vanilla Ink will invite designers, creatives and entrepreneurs to share their experiences in our Meet the Maker sessions to encourage further learning. Introductions will be made to key organisations and individuals to expand your network. Vanilla Ink also curates networking events where the INKers will have a chance to showcase their work to a collection of audiences, ending the INKubator Programme with an exhibition and sales event.

## Breakdown

How do these things work and what do they mean?

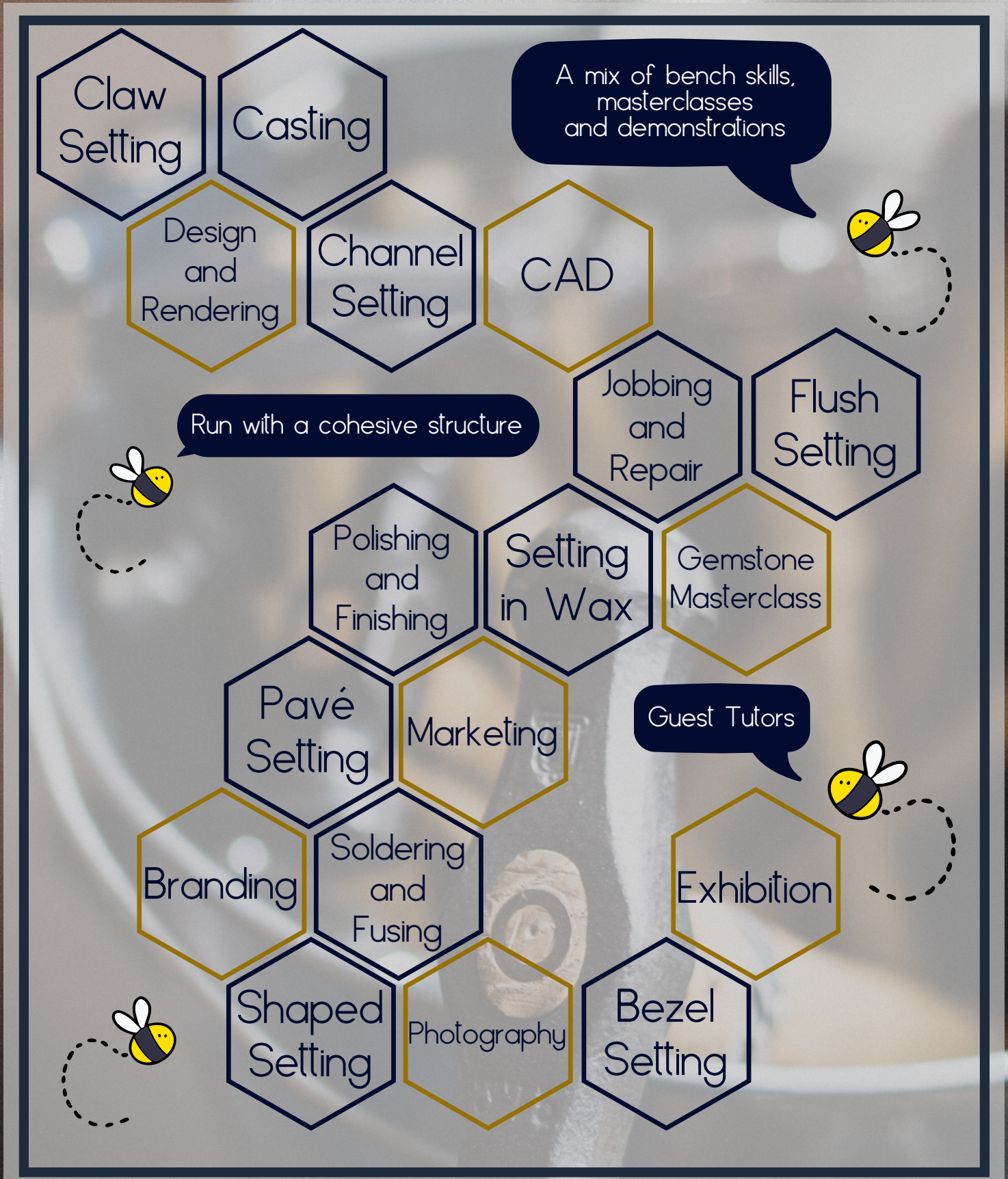


"Getting the opportunity to take part in the INKubator has been an amazing experience. It helped me gain knowledge which I didn't know about before starting. Having this type of support and also access to a fully functioning workshop has allowed me to continue making and practice my skills.

**Natasha Visser - Previous INKer**



# INKubator



What to expect

# INKubator

Our Programme is self-funded and available on two different tiers.

## In-House INKers

Becoming one of our In-House INKers is without doubt the best way to experience the INKubator Programme. There's a whole heap of benefits to run through, so let's take a look at what's involved.

You will receive your very own bench space for the ENTIRE YEAR [Jan - Dec], situated within School One at VIHQ in Glasgow. You'll be treated as one of our residents, receiving 24-hour access to our superbly equipped studios and workshops.

You will become part of a close-knit community of over thirty jewellers, ranging from the company directors, Jewellers in Residence, fellow INKers and also Vanilla Ink staff, tutors and residents. The benefits of all this are pretty huge! By becoming an In-House INKer, you'll create bonds that will last a lifetime and pick up hints, tips and skills simply by being here and building your practice.

All Skills and Professional Development sessions will be delivered in-person from our team of industry leaders and experts. There's no substitute for hands on learning, you'll be taught by top class creatives at the very top of their games.

Alongside this, you'll be given the exclusive digital copy of each session that our Online INKers receive. You'll also benefit from in-person Meet the Maker sessions, getting the chance to listen, chat and question creative giants face to face.

Finally, the in-person advantages end with holding our various Critical Response sessions around our table in Vanilla Ink. While these sessions can seem daunting, they always end up being a cathartic experience, shared in a peer to peer way.



"Vanilla Ink have encouraged us to do things we might not necessarily have tried before."



Sasanqua Link - Previous INKer



# INKubator

Our Programme is self-funded and available on two different tiers.

## Online INKers

Welcome to the digital revolution! Not only has our INKubator become more skills based and hands on, but you can now take part from wherever the damn hell you want! The one thing we noticed from previous years was people saying that they loved the concept of the Programme, they simply just couldn't commit to attending our Glasgow workshops on such a regular basis.

Well, now you can! And you know what?

You don't even have to be close to Vanilla Ink to commit to being an INKer! Hey, are you based in the Highlands? Come join us! What about Leeds? You too! And it doesn't stop there - we can now take Online INKers from ALL AROUND THE WORLD, allowing Vanilla Ink to become truly global!

It doesn't matter where you are or what time zone, you don't need to come to us anymore as we're coming for you! Each Skills Development session will be released as and when, dropping neatly into your inbox according to our schedule, allowing you to absorb, learn and practice simultaneously alongside your fellow Online INKers. Meanwhile, you'll be given the chance to join in when we livestream our Professional Development and Meet the Maker sessions or simply catch up later when these also arrive via email.

But don't think that you'll be isolated... this is far from the truth. Our online community will be given the chance for regular check-ins with our course leaders alongside shared Critical Review sessions via video calls and group chats.

No matter where you are in the world, you are one of us and will be welcomed into our community with open arms!



VANILLA INK  
JEWELLERY  
SCHOOL



THE  
VANILLA INK  
PROGRAMME



M

EDUCATE  
INSPIRE  
EMPOWER



# Costs

While these seem like random figures, we've actually sat down and done our homework! For example, the In-House INKer Programme is costed to reflect the accumulative price of each of the sessions alongside the cost of a year's rent in our Shared Studio. We work extremely hard to keep our costs low and within reach.

Remember, we're a beyond profit company who reinvest their profits back into the social enterprise part of our business.

## In-House INKers

Full Programme Fee - £4620

Monthly Breakdown - £385 [Payments over 12 months]

## Online INKers

Full Programme Fee - £3540

Monthly Breakdown - £275 [Payments over 12 months]

## Further Information

- An early bird discount of 10% will be given to those who apply for the INKubator before midnight on Friday 28th October
- Another 10% discount will be available for those who wish to pay for the Programme in full up front
- Those using a payment plan will be offered the chance to pay monthly over the 12 months of 2023

SUGGESTION - The INKubator is the ideal kind of thing to seek out funding opportunities for. There are plenty of pots available for those in the know or who shop around!

## Programme Leaders

The INKubator Programme will be taken mainly by our team here at Vanilla Ink HQ in Glasgow. While we will invite outside experts to deliver certain Skills and Professional Development, these are the guys who you will be learning from and relying on for the duration of the INKubator.



**ELLIE SMITH-BARRATT**  
CEO



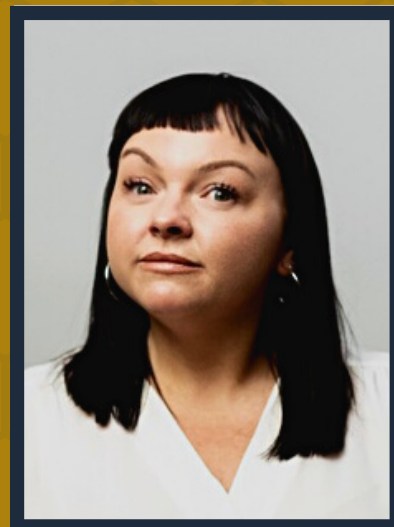
**SCOTT MCINTYRE**  
Creative Director



**LORNA ROMANENGI**  
Cultural Director



**RACHAEL BROWN**  
Business Support



**KATY AIR**  
Creative Strategy

# WHAT WE NEED FROM YOU

The INKubator is open to jewellers who are committed to their craft and are actively pursuing a career within the industry. We want to work alongside passionate makers who are looking to develop a career within the jewellery world and for designers that execute a high level of contemporary craft.

Let's get one thing out the way immediately though: it really does not matter what stage of your career you are at - the INKubator is for you!

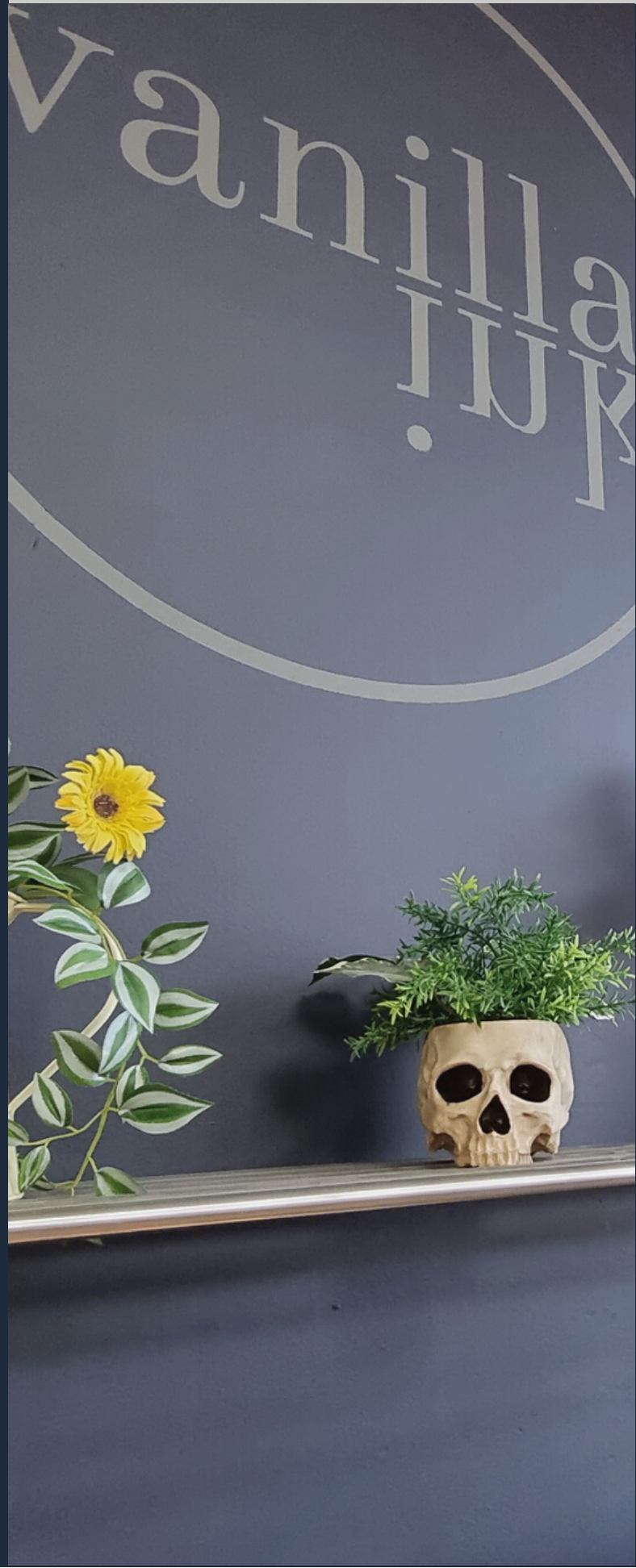
It is not simply aimed at recent graduates or jewellers at the beginning of their career, this Programme is 100% aimed at all jewellers, no matter what level they are at or how long they have been doing it.

You may well have been running your practice for several years but are looking to enhance your skills and take your business to the next level.

## TO BE ELIGIBLE, YOU MUST:

- Have completed your education/training [formal education or training IS NOT necessary]
- Have the desire to develop your practice into your sole occupation
- Have a portfolio of recent/current work
- Commit to the 10 month Programme
- Provide an up to date creative C.V.
- Commit to at least 8 hours per week developing your own practice

# Eligibility





## WHAT DO WE LOOK FOR IN OUR INKERS?

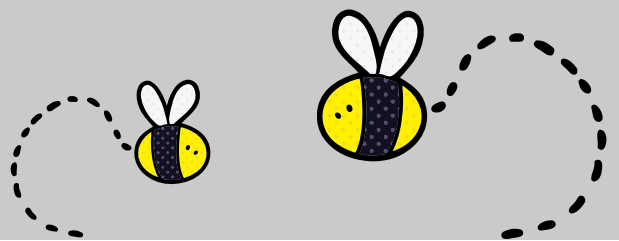
Online INKubator applications will be accepted provided you tick the boxes of the eligibility criteria listed on the previous page... huzzah! As long as you fit the brief, you can then be one of us!

However, to be considered for our In-House Programme, it's not so much of an easy slam dunk. We will need you to provide the eligibility criteria but stand out from the crowd.

Remember, places are limited to only SIX INKers as you'll be based in School One here at VIHQ. After submitting your application, we will thoroughly review each one then invite a select few who impress us most for interviews.

### CRITERIA FOR IN-HOUSE APPLICATION:

- Quality of work
- Originality
- Strong ideas
- Passion and dedication
- Quality of images
- Open to new ideas and development



# Expectations

## YOU'LL ONLY GET OUT WHAT YOU PUT IN

As INKers, you'll be expected to fully commit to The Programme. It will be intense but ultimately rewarding!

Here's what we expect from you should you decide to join us:

### ALL INKERS

- To fully commit to the Programme [Sessions will run from Feb - Oct]
- Be entirely prepared for and follow up on each session
- Take part in a feedback session at the end of the Programme which offers some vital reflection
- Be an advocate for Vanilla Ink and our partners during and after
- Spend at least 8 hours per week developing your skills

### EXTRA FOR IN-HOUSE INKERS ONLY

- Commit to the residential in Jan '23
- Base yourself at VI for the whole year
- Engage with the 10 hour Mentoring Programme [1 hour session per month] and manage the relationship





## INTERVIEWS

Interviews for In-House INKers will take place on Friday 9th December 2022, so please make sure you would be free then. While we would love for all interviews to be conducted in person, we understand that not everyone can arrange to be in Glasgow for then. With that in mind, we can always conduct interviews via Zoom. If you do end up being selected, please note they will last no longer than 30 minutes. We'll ask you to present your work for 10 minutes then answer a series of questions for 20 minutes. This will be a relaxed, informal chat where we will get to know you, view your work and hear why you want to immerse yourself in our world! This may seem intimidating but please don't be nervous, we don't bite! Please note that unsuccessful applicants for the In-House INKubator will be offered a space as an Online INKer.

## THE APPLICATION FORM

The application is an online form and is in real time. We would suggest you use a separate word document to fill out your answers then copy and paste into the document. We ask for your relevant training [no formal education is required] and where you are based but what is really important to us are the following questions. Please consider your answers carefully as they will help us understand your commitment, quality and aspirations. We use your answers and interview to determine your mentor so we can offer you the best and tailored support.

[PLEASE CLICK HERE TO FIND OUR APPLICATION](#)

## PERSONAL STATEMENT

Please tell us a little about you and your work. What techniques do you use, where do you get inspiration from, etc [300 words approx]

## GOALS & ASPIRATIONS

What are your aims for your business in the near and long-term future and what have you done so far in achieve them? [600 words approx]

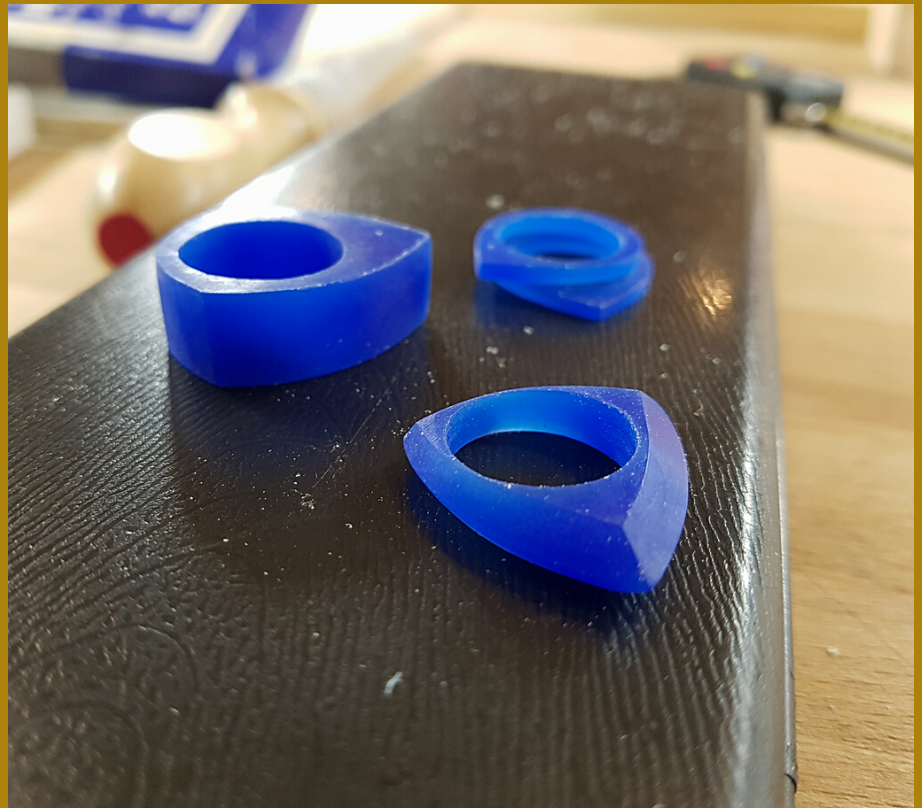
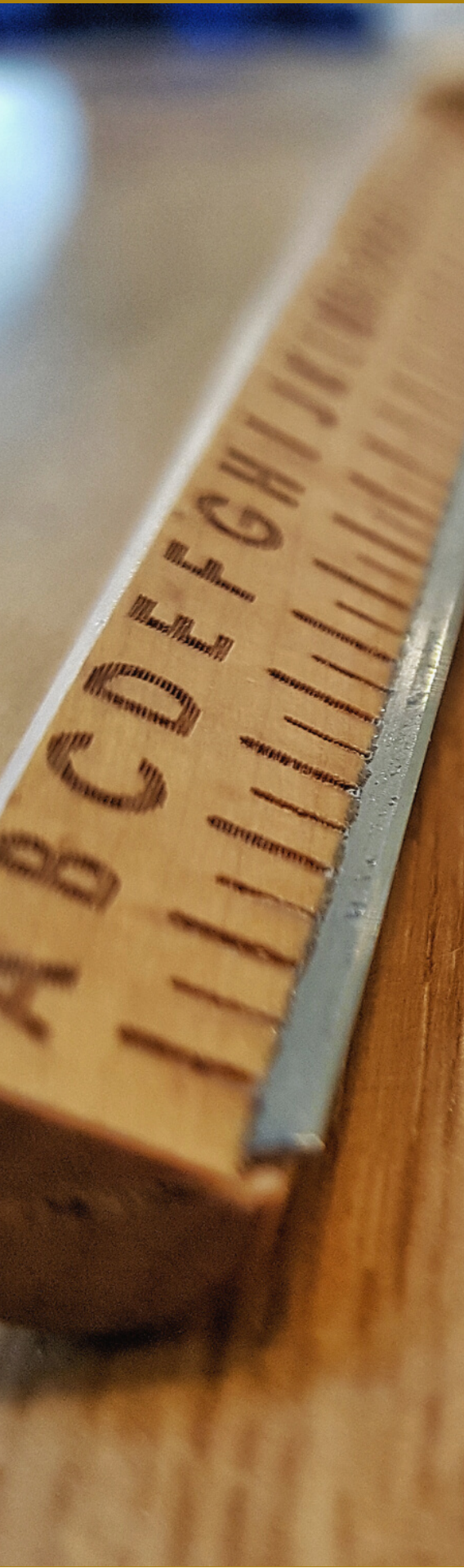
## YOU & VANILLA INK

What attracted you to Vanilla Ink? What do you hope to gain from being part of the Programme? What are your main struggles as a jeweller, maker and/or business? [600 words approx]

## ADDITIONAL INFORMATION

Use this space to tell us anything you would like us to know in support of your application [300 words max]

PLEASE NOTE THAT WE NEED BOTH ONLINE **AND** IN-HOUSE APPLICANTS TO FILL IN THE FORM. WE WANT TO GET TO KNOW YOU AS MUCH AS POSSIBLE!



## IMAGE GUIDELINES

- We require 5 images with your digital application.
- These must be sent in digital format. We will accept .jpeg .png or .gif format
- Must be at least 500 x 500 pixels and should be 72dpi
- Has to be less than 100 MB in size each

## WHAT WE EXPECT

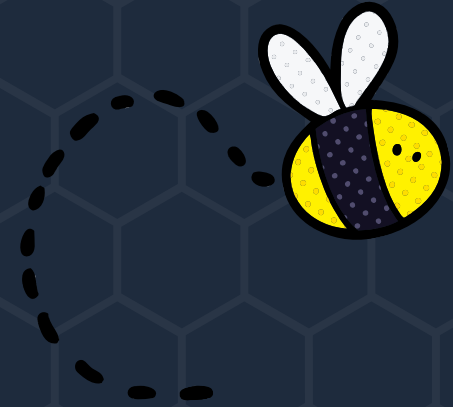
- Images to reflect recent work [within 3 years]
- CAD rendered images are acceptable but must only make up 2 of the 5 images submitted
- Images must reflect different pieces of work
- A short description of the work [how, when, why the piece was made]
- Clear and in focus images
- Model images are acceptable but the work must be obvious, i.e. focus on the work, not the model
- Work is judged on quality, clarity and originality - make sure your images reflect that

# Timetable

Online Introductions - 11th January  
Away weekend [In-House INKers only] - 13th to 15th January  
Claw Setting - 23rd January  
Bezel setting - 6th February  
Finishing - 20th February  
Branding - 6th March  
CAD - 11th March  
Wax Carving - 20th March  
Casting & Mould Making - 3rd April  
First Piece - 17th April - Deadline 30th April



Critical Review One - 1st May  
Flush Setting - 8th May  
Pave Setting - 22nd May  
Soldering, Joining & Fusing - 5th June  
Money Matters - 19th June  
Design & Render - 26th June  
Setting in Wax - 3rd July  
Photography - 17th July  
Second Piece - 24th July - Deadline 6th August



Critical Review Two - 7th August  
Micro Setting - 14th August  
Shaped Setting - 28th August  
Repair - 11th September  
Marketing - 25th September  
Gemstones - 2nd October  
Channel Setting - 9th October  
Final Piece - 23rd October - Deadline 5th November



Final Assessments - 8th November  
Exhibition - 10th to 13th November  
Celebration Dinner - 14th November



# Vanilla Ink CIC

established Glasgow 2017



# HAMMERS

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[VANILLAINKSTUDIOS.CO.UK](http://VANILLAINKSTUDIOS.CO.UK)

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