



HERITAGE  
CRAFTS

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# NEWS RELEASE

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## Heritage Crafts and Sonnaz launch new award for young upholsterers

**Heritage Crafts and Sonnaz Ltd have teamed up to create a new Young Upholsterer of the Year Award, with a £1,000 prize, open to anyone up to the age of 25 who has made a promising start to their upholstery career.**

As the national charity set up to safeguard traditional craft skills, Heritage Crafts aims to ensure that these skills are passed to the next generation. For this to become a reality it is vital to celebrate the young people who are embracing craft skills today, already demonstrating excellence and becoming the role models of the future.



**Sonnaz Nooranvary** is a British-Iranian upholsterer based in Dorset, and a regular expert on BBC's *The Repair Shop*. Sonnaz started her craft career with an apprenticeship in upholstery at Sunseeker Yachts, but quickly expanded from yachts to other forms of upholstery and furnishings when she set up [Sonnaz Ltd](#) in 2011, where she employs a small team of dedicated makers. In recent years she has become one of the most beloved members of the *Repair Shop* team.

The [Young Upholsterer of the Year Award](#) has been created to celebrate a young heritage craftsperson aged 25 or under who has made an outstanding start to their upholstery career. The winner will be highly skilled amongst their peers, and likely to be raising the profile of their craft by attending events or creating and sharing content online. They will have

given themselves a fantastic chance of achieving long-term success, perhaps overcoming disadvantage or setbacks along the way.

The award sits alongside other new awards for young woodworkers, weavers, basketmakers and metalworkers, sponsored by Axminster Tools, Rose Uniacke, Sims Hilditch, and Lucy and Laurence Butcher respectively, as well as other awards for heritage crafts makers, trainers, trainees and volunteers of any age, supported by the Marsh Charitable Trust.

Anyone, including the maker themselves, can nominate for the Young Upholsterer of the Year award. Shortlisted applicants will be invited to attend the high-profile Winners' Reception at the Vicar's Hall, Windsor Castle, on 15 November 2023, where the result will be announced and £1,000 prize awarded.

Applications are open now and close on Friday 5 May 2023 at 5pm. For details on how to apply, visit <https://awards.heritagecrafts.org.uk>.

**Sonnaz Nooranvary** said:

*"Having been an apprentice I know the challenges that can be faced first hand. I feel it's vital to recognise and celebrate those who have been able to overcome challenges and become an exceptional young craftsperson in the process, who will go on to become our makers of tomorrow. I am delighted and honoured to be offering this award with Heritage Crafts."*

**Daniel Carpenter**, Executive Director of Heritage Crafts said:

*"It is important to us that young people feel inspired to take up heritage crafts: to provide fulfilling livelihoods rooted in the human desire to make; as the building blocks of a more sustainable economy; and to better equip them to tackle the unknown challenges of the future. We are delighted to be working with Sonnaz to celebrate new young makers in this way."*

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**Contacts:**

- For more information and photographs of Sonnaz Nooranvary, contact **Rich James**, PR Consultant – [rich@twofirst.co.uk](mailto:rich@twofirst.co.uk)
- For more information about Heritage Crafts or the Heritage Craft Awards, contact **Daniel Carpenter**, Executive Director – [info@heritagecrafts.org.uk](mailto:info@heritagecrafts.org.uk)

**Photo caption & credit:**

- Sonnaz Nooranvary

### **About Sonnaz Ltd**

With a mission to create incredible furniture and furnishings, Sonnaz Ltd aims to bring fabulousness and craftsmanship into every space possible. With reupholstery and restoration always their passion, Sonnaz and her team have also launched their furniture range under the House of Sonnaz brand. Their work is ecologically-led, with a reputation for being one of the first to 'be the change we want to see in the world' when it comes to reducing waste and sustainable manufacturing.

[www.sonnaz.com](http://www.sonnaz.com)

### **About Heritage Crafts**

Founded in 2009, Heritage Crafts is a Charitable Incorporated Organisation (CIO) registered as the 'Heritage Crafts Association', the advocacy body for traditional heritage crafts. Working in partnership with government and key agencies, it provides a focus for craftspeople, groups, societies and guilds, as well as individuals who care about the loss of traditional crafts skills, and works towards a healthy and sustainable framework for the future. Its aim is to support and promote heritage crafts as a fundamental part of our living heritage.

[www.heritagecrafts.org.uk](http://www.heritagecrafts.org.uk)