



HOCHANDA
HOME OF CRAFTS HOBBIES AND ARTS

A Personal Journey

Paul Wright, Founder





The UK Craft market is valued
at £3.4 billion per year
AND GROWING
at around 10% per year.....
....A true market iceberg!



62% of British Women
have crafted within
the last 12 months

That's 16.5 million women!

Key interests for
the masses are:-



Soft Crafts



Paper Crafts



Cake Decorating



Art



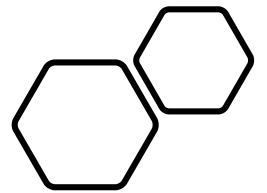
33% of British women have
tried a new craft in the last
12 months!



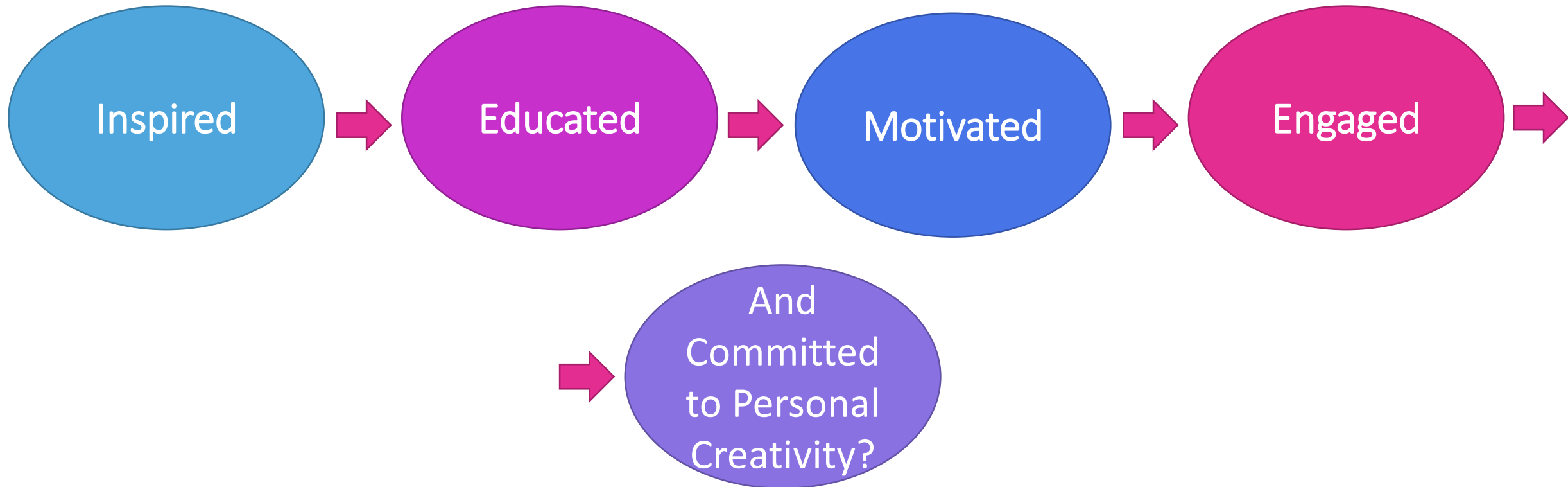


Lifestyles have changed dramatically
in just one generation.....

MINE!



**So where can one find out about and try
new and traditional
crafts, hobbies and art disciplines
and get...**





... in my day from my mum!

And Blue Peter and Tony Hart
all featured on children's TV

Where we began



In 2002 we started Create and Craft TV Shopping Channel to be the 'Blue Peter for adults' and the next generation.

This was - and - continues to be a success.

We sold the business in 2013 and retired - job done!

By 2015 I got bored and observed that the world had suddenly got bigger and our social health had, and is, deteriorating.

I believe that getting people engaged in a craft, hobby or art discipline is the ultimate social engagement opportunity and can help people address...

- **Stress**
- **Loneliness**
- **Poor Mental Health**
- **Desire for a benevolent and caring community**



In 2015 we created **HOCHANDA**....The world's first dedicated IPTV Shopping Channel committed to helping people become more social and creative via the **NEW MEDIA**...



Live Video Streaming



Facebook



YouTube



Twitter



Instagram



Blogging - written and video



Work Shops - physical / online



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THANK YOU