

# HANDMADE

## Chelsea Old Town Hall, London

Call For Applications:

HANDMADE 09 @ Chelsea Old Town Hall  
The Contemporary Design and Crafts Fair

Dates: 11<sup>th</sup> – 14<sup>th</sup> November 2009

### Application Guidelines

Applications are now invited from designer-makers of contemporary craft who produce their work in England, Scotland, Wales and Northern Ireland and wish to exhibit in Handmade 2009 @ Chelsea Old Town Hall, London.

#### Selection

Selection of exhibitors is principally on the images supplied. Additional information on the application form may be used for press and publicity purposes once exhibitors have been selected.

Around 70 designer makers will be selected for the event. There will also be a reserve list, should an exhibitor be unable to attend or give up their allocated space it will be filled from the reserve list.

#### Eligibility

Handmade in Britain invites applications from British designer makers working in the following areas. Fashion design & accessories, Interior design & accessories, glass, jewellery, furniture, greeting cards / stationary, metalwork, ceramics, furniture, sculpture, wood work, prints and etchings.

The organisers seek to provide a balance of craft disciplines in order to provide the visitors with a broad range of work.

## Image format

Please supply **four high-resolution digital images of your work on a CD along with low-resolution images online. Please refer to our image guidelines for more information.** Please ensure that you have submitted your images in the correct size and format and they are of good quality, as they will also be used for promotional purposes. **We regret that we cannot accept images by email or in any other format.**

## Image guidelines for CD

**Please submit four digital images on CD - ROM in the following format:**

We require the images to be submitted in two file sizes **72dpi** for the selection (online) and **300dpi** for the catalogue print (on a CD).

### Filing

Please file the four images on the CD labeled with your name and the file size. **For example: Jane Smith 300**

### Image size

Images sizes should be a 3: 4 ratio (this is the proportion of the image). 72 dpi images should be no larger than **9cm x 12cm** (can be portrait or landscape format). 300 dpi images should be no larger than **30cm x 40cm** (can be portrait or landscape format).

### Format

Digital images should be saved as **JPEG** files and should have the suffix .jpg

### File names

Each image should be labelled with your name and a number from 1 to 4 that should correspond with your image details on the Application Form. **For example: mrobins1.jpg**

## Application Fee

All applications are subject to a non-refundable £20 fee to be submitted along with the Application Form. Cheque payments for the £20 fee should be made payable to 'Handmade in Britain Ltd.' The application fee is to cover the admin costs.

## Stand Costs

There are various sizes of stand spaces available.

1. 2 x 1 sq. mtr @ £450.00
2. 2.5 x 1 sq. mtr @ £520.00
3. 3 x 1 sq. mtr @ £590.00
4. 2 x 1.5 sq. mtr @ £590.00
5. 4 x 1 sq. mtr @ £700.00

Plus Vat if applicable.

The cost includes traditional wooden shell scheme stand, fascia with name board, 2 spotlights (120W each), private view invites for the buyers and all promotion and publicity, catalogue and website entry.

Handmade in Britain encourages applications from new designer makers who are in first year of their business.

There is a 25% sponsorship on the stand cost for the new designer makers.

Limited 50% sponsorships are available for the new designer-makers .

If offered space, exhibitors must confirm their acceptance with an immediate payment of **50% of the stand fee**. Once paid this acceptance payment will not be refunded. The balance of stand fees is due within 2 weeks of the invoice.

## Catalogue Fee

The catalogue will feature image and contact details for each selected exhibitor, which will be given free to the visitors and buyers with the entry ticket.

**There will be an additional obligatory charge of £30 per exhibitor for this catalogue and website entry.**

## Promotion and Publicity

Handmade will be supported by a publicity campaign, which will target a range of media including radio, newspapers, monthly magazines, trade press and buyers. We will also use direct mail and e marketing to let visitors know about the event. Exhibitors are requested to work with Handmade in Britain to promote the event at every level possible. High quality professional images are more likely to appear in the publicity campaign.

## What you get for your participation fee:

- A presence at an exclusive event at a prestigious venue.
- Full press and publicity campaign and online event promotion
- Listing with image on Handmade in Britain website
- A colour image and contact details in the event catalogue
- complimentary tickets for your buyers and promotional material
- Traditional Wooden shell scheme stand and fascia with exhibitor's name – extra display items available
- Stand lighting package – extra electrical services available
- 24 hour security at the event
- Opportunity to attend intensive training workshops organised in association with Craft Central.

## Application procedure

The online application form must be completed in full with 4 low-resolution images uploaded as instructed. High-resolution images must also be supplied on CD to Handmade in Britain. These need to be with Handmade in Britain no later than **6pm on Thursday 30<sup>th</sup> April 2009**. Late or incomplete applications will not be accepted.

The allocation of display space is entirely at the organiser's discretion. Applications should be checked carefully as they will be returned before selection if they are incomplete or incorrect.

The number of applications is likely to exceed the exhibiting space available. The choice of the selection panel is final and the organisers cannot enter into correspondence regarding the outcome of individual applications. **Please do not telephone for information.**

If you would like to receive acknowledgement of your application and your images back, please enclose a stamped, self-addressed postcard with your completed form.

You can also download an application form and send it by post no later than 6pm on Thursday 30<sup>th</sup> April 2009.

All applications are subject to the Terms and Conditions attached below. All exhibitors will be asked to confirm that they have read and agreed to these Terms and Conditions during the online application process.

If you have any specific enquiry or you are unable to submit an online application please contact Handmade in Britain on 02032401032 or email: [info@handmadeinbritain.co.uk](mailto:info@handmadeinbritain.co.uk)