



The Contemporary Crafts and Design Fair
Appreciating British Craftsmanship

VENUE: Chelsea Old Town Hall

DATE: 16 -18th November 2012 (private view evening Wed 15th Nov)

Application Deadline 30th April 2012

Handmade in Britain is one of the fastest growing UK based organisation aiming to promote talented British designer makers who produce their work in England, Scotland, Wales or Northern Ireland. The organisation works to promote professional design excellence through productive partnerships between the designer and the public.

Our aims are to:

- Maintain the high standards in craft sector and create market opportunities for buying craft.
- Promote and support British designer makers working in this sector.
- To increase the accessibility of the works of crafts people to the public.

2011 Highlights:

Handmade in Britain returned for the 5th time to their most favourite venue Chelsea Old Town Hall, London (27th – 30th October 2011). Despite the financial crisis, which still grips our country, the right people walked through the door and not only bought but also commissioned several designers for Xmas gifts. General footfall remained the same as 2010 however turnover for our designers increased which is excellent news for everyone. We received an excellent feedback from the visitors this year for the standard of the work at the show.

The Handmade in Britain book made its launch at the 2011 Chelsea show creating quite a stir amongst exhibitors and visitors alike.



Chelsea 2011

What our exhibitors say about us:

Louise O'Neill – Jewellery Designer

“Many thanks to Handmade in Britain team for organising and running such a lovely show! As well as making some sales, I made some very good contacts and have several appointments to discuss commissions as a result. It was also so very good to be able to invite and therefore see old clients who so enjoy the setting of Chelsea Old Town Hall” - Exhibitor 2011

Marie-Louise Deny – Textile Designer

“I Love taking part in the Hand made in Britain events, They are wonderful events, always held in beautiful surrounding to exhibit and promote my work through, and the customers that visit, come because they specifically want to buy into and support British craft and design like mine.” – Exhibitor 2011

What our visitors say about us:

Rosalind Corfe, Writer – Handmade 2010@ Chelsea Town Hall.

“Content and display of a very high standard - look forward to next year’s show”

Ann Bradshaw, Chef -Handmade 2011 @ Chelsea Old Town Hall

“Great this year with lots of innovation, I prefer this to Origin”

Audrey Wallrock, Retired – Handmade 2011 @ Chelsea Old Town Hall

“Found everything lovely. Very interesting work will come again”

Target Market:

In addition to tourists; designers; corporate workers; tourists; local residents; retail buyers; students and design & media industry will be the estimated visitors. Various galleries and boutique owners will also be invited. We are predicting visitors in excess of the 2514 people who attended our last show in Chelsea.

Publicity

Local Newspaper Listings

Extensive Magazine and Newspaper advertisement

Website listings including blogs and online magazines

Extensive Mailing List

Local Guides

Flyers and Leaflets*

Posters

Banners

*flyers will be distributed in local areas, colleges, shops cafes & restaurants

Call for Applications:



The Contemporary Crafts and Design Fair
Appreciating British Craftsmanship

Dates: 16th-18th November 2012

Private view Evening 15th November (5.30-9pm)

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 Chelsea Old Town Hall 2012

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.

Handmade in Britain invites applications from British designer makers working in the following areas. Fashion design & accessories, Interior design & accessories, glass, jewellery, furniture, 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.

Images:

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.

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 labelled 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

Costs:

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:

2 x 1 Sq. Mtr	£550
2.5 x 1 Sq. Mtr	£620
2 x 1.5 Sq. Mtr	£690
3 x 1 Sq. Mtr	£690
4 x1 Sq. Mtr	£830

(plus VAT if applicable)

There will be an additional obligatory charge of £50.00 per exhibitor (for stand sharers it will be £50 each) for Catalogue, website, private view invites and Handmade in Britain paper carrier bags for the show.

Please note that the stands are limited in all sizes so the stand allocation will entirely depend on the Organisers.

What's included:

- 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 show magazine
- 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

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 **30th April 2012**. Late or incomplete applications will not be accepted.

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.

You can also download an application form and send it by post no later than 6pm on 30th April 2012

If you have any specific enquiry or you are unable to submit an online application please contact Handmade in Britain on 02077295704 or email: info@handmadeinbritain.co.uk and we will be happy to email you the application pack.



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APPLICATION FORM

PLEASE COMPLETE IN BLOCK CAPITALS (Please send us the completed application form by 30th April 2012)

SECTION 1

Applicant's Name

Company name

Address

Town

County

Postcode

Telephone

Fax

Mobile

Email

Website

Area of Specialisation

Year Business set up

Description of work to be exhibited (not more than 100 words)

SECTION 2

Image Details

Describe the work in each image

Image 1: Title and description

Material

Dimensions

Retail price (£)

Photographer credit

Image 2: Title and description

Material

Dimensions

Retail price (£)

Photographer credit

Image 3: Title and description

Material

Dimensions

Retail price (£)

Photographer credit

Image 4: Title and description

Material

Dimensions

Retail price (£)

Photographer credit

Image selected for event catalogue. **Please tick one:** 1 2 3 4

SECTION 3

In case of your selection, Please fill the details below to go on the catalogue, website and the name board fascia. Please note these details will be used for all the publicity and promotion purposes. Also please send a 300 dpi image 5cm wide x 5cm high for the catalogue.

The photograph not sent to exact measurement will be cut to fit in 5cm x 5cm space.

Company Name _____

Contact Details _____

20 – 25 words about your work

Section 4

Please circle:

2 x 1 Sq. Mtr	£550
2.5 x 1 Sq. Mtr	£620
2 x 1.5 Sq. Mtr	£690
3 x 1 Sq. Mtr	£690
4 x1 Sq. Mtr	£830
2 x 2 Sq. Mtr	£830

Terms and Conditions

1. **Payment:** The Exhibitor shall pay the organiser in accordance with the payment details set out in the contract for space. The organiser reserves the right to refuse to let the exhibitor occupy the space if the organiser has not received cleared funds of all payments due from the exhibitors before the due dates. The exhibitor shall pay all other sums due to organiser within 2 weeks of the date of the organiser's invoice for each sum. If there is any payment still due to the organiser less than four weeks before the opening of the exhibition, the exhibitor shall pay the organiser by bank transfer. The organiser reserves the right to refuse cheque payments. The exhibitor shall not be entitled to withhold any payment in whole or in part on the ground that it has a claim, counter claim or set off against organiser.
2. **Cancellation by Exhibitor:** In the event that the exhibitor

- (i) requests that it cancels its space booking after acceptance by the organiser; or
- (ii) fails to meet any of the payment obligations detailed in the contract for space; or
- (iii) fails to occupy the space allotted to it by the opening time on the first day of exhibition,

THEN the organiser reserves the right to treat the contract for space as being cancelled and apply the following cancellation charges and to re-allocate the space booked to another exhibitor:

Cancellation Occurring:	Cancellation charge:
More than 2 months and less than 6 months	50% of the total charge
Less than 2 months prior to the exhibition	100% of the total charge

If the exhibitor wishes to cancel the contract for space, then written notice must be forwarded to and received by organiser by recorded delivery post by not later than the dates referred above.

3. Exhibitors' Liability for Loss and Damage and Indemnity - All Exhibits, fittings and all other items brought into the exhibition by the exhibitors shall be the sole responsibility of and at the sole risk of the exhibitor. The organiser shall not be responsible for any loss or damage to such exhibits, fittings or items however caused. The Exhibitors shall indemnify and keep indemnified the organiser against all loss, damages, costs, charges and expenses whatsoever arising from or in consequence of:
 - A) any breach by the exhibitor of any of the terms and conditions of the agreement; or
 - B) any loss suffered by the organiser as a result of default or negligence of the exhibitor, or any of its invitees or employees; or
 - C) Any liability to or claim by any third party arising from the default or negligence of the exhibitor or any breach by the exhibitor of the terms and conditions of the agreement.

4. Exhibitors must keep their stands open and attended by knowledgeable staff throughout the period of the event. This is expected to be the selected designer maker for at least 90% of the event.

5. Exhibitors may not sub-let space within the area allocated to them.

6. The organiser reserves the rights to move stands and reallocate space previously notified to exhibitors and to cancel and/or amend the event if required by circumstances outside their control.

7. The organiser will remove any part of the display outside the limits of an exhibitor's allocated space and may further restrict the display or demonstration of any mechanical or other equipment should it be a nuisance to other exhibitors or the visiting public. The use of video equipment must be authorised in writing by the organiser before installation.
8. Exhibitors must not display goods of an inflammable, noxious or obscene nature. Fabrics used on stands for display purposes must be fireproofed. The organiser will remove any such unsuitable material from the event.
9. Exhibitors will be liable for any damage caused to the panels, flooring or stand fittings.
10. Exhibitors may not move or install any lighting or electrical appliance without written approval of the organiser. Any lighting or electrical appliance not supplied by the electrical contractor must be approved and PAT tested by the contractor.
11. It is a condition of exhibiting that sales to the public are charged at a proper retail price, and displays are adequately stocked with saleable goods made by the exhibitor for the duration of the event. If items are batch produced rather than made fully by the exhibitor, goods should be labelled as such and information about the making process of all exhibits should be available to visitors of the event.
12. Whilst the organiser takes every effort to ensure that exhibitors contact details are correct in the promotional material for the new event, the organiser cannot accept responsibility for any errors printed therein and the organisers shall have no liability to exhibitors for any claims resulting from such errors.
13. In consideration of the organisers assisting exhibitors in promoting their work, exhibitors must agree to grant the organisers a non exclusive copyright license for any promotional materials supplied to the organiser and/or its appointed publicity contractor, for the purposes of promoting and publicising their work and the event, In granting this license exhibitors should be aware that the promotions may include the use of these materials on the Internet (World Wide Web) and that any images supplied may be scanned and held digitally for this purpose. The copyright is and will continue to be beneficially and solely owned by the exhibitor, who must ensure that it does not and will not infringe on any other copyright and that no information contained in the materials is or shall be inaccurate, misleading or injurious.
14. The organiser cannot accept responsibility for any issues arising as a result of problems with the venue or its staff. If, because of war, fire, strike, or other cause beyond the control of the organisers, the event is cancelled, exhibitors remain liable for stand fees as per Clause 13, and the organisers shall have no liability to exhibitors for the loss of income resulting from such cancellation.

Please note that measurements of the spaces are taken from the outside and do not account for the thickness of the wall panels, therefore the internal measurements of each side panel is – 5cm, for example where a stand has a 2m side panel it will be 1.95m. All money raised in stand fees goes directly to building and marketing the event.

Signed:

Date:

(I have read and agreed to the terms and conditions)