

HANDMADE
in Britain & *Art in
Action* present

The International Contemporary Arts Festival

HANDMADE Oxford



Waterperry
Gardens

27 – 30 June 2019

INFORMATION PACK



ABOUT US

Handmade in Britain was established in 2007 to provide a platform to support and promote design and craft talent through fairs, events and pop-ups. Starting with an autumn fair in Chelsea Old Town Hall, we have presented contemporary arts events in collaboration with well-known organisations such as Royal Botanic Gardens, Kew (Handmade at Kew) and Royal Botanic Garden Edinburgh (Handmade Edinburgh). In 2019, we are pleased to be collaborating with Waterperry Gardens to create a new show, Handmade Oxford, building on the legacy of Art in Action, which successfully ran for 40 years.



We are continually developing new and exciting opportunities in the world of contemporary craft and design.

In addition to our fairs, we launched an online marketplace in April 2018 to offer a new digital platform to makers.

With a passion for craft, Handmade in Britain is committed to promoting the work of talented makers, designers and craftspeople whilst engaging new audiences.



The International Contemporary Arts Festival

HANDMADE Oxford

Handmade in Britain is excited to announce its collaboration with **Waterperry Gardens** for a new event – **Handmade Oxford, The International Contemporary Arts Festival** in June 2019.

Building on the legacy of **Art in Action**, which successfully ran for 40 years (1977 – 2016), Handmade Oxford will be held at Waterperry lawns and bring together some of the most contemporary artists and designer-makers from all over the world, in a four-day show running from **Thursday 27 – Sunday 30 June 2019**. The show will feature craft and design, sculpture, artisan food, interiors and lifestyle, print and photography, workshops and demonstrations.

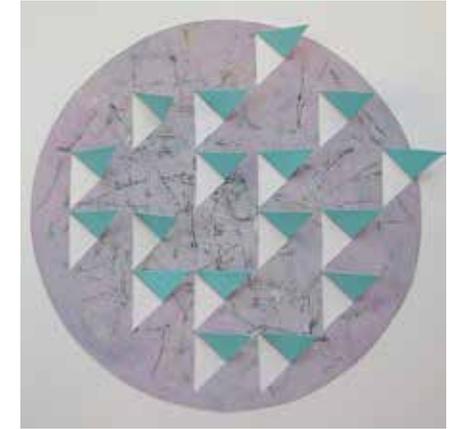
The festival will be highly consumer oriented and will appeal to an already informed and highly motivated audience of shoppers, craft and design collectors and enthusiasts, residents and tourists.



CRAFT & DESIGN



SCULPTURE



PRINT & PHOTOGRAPHY



ARTISAN FOOD



INTERIORS & LIFESTYLE



DEMONSTRATIONS
& WORKSHOPS

VENUE: WATERPERRY GARDENS

Just a stone's throw away from Oxford, Waterperry Gardens is home to eight acres of beautifully landscaped ornamental gardens and is very well known for having hosted Art in Action for 40 years. In 1977, 51 artists and musicians took part in the first Art in Action and 14,000 visitors arrived. In 2016, Art in Action welcomed approximately 28,000 people over four days. Visitors came to learn, buy and enjoy the exhibitions, classes and performances.

Art in Action was created by students of the School of Economic Science and continued along with the support of many students, artists and members of the public, until 2016.

Building on the legacy of Art in Action, Handmade Oxford will be held in a series of purpose-built marquees situated in front of Waterperry House, complimented by large-scale outdoor sculptures installed throughout the gardens. The four-day festival will bring together some of the most exciting makers from all over the world, featuring contemporary craft and design, sculpture, interiors and lifestyle, print and photography, workshops and demonstrations, artisan food and more.



WHY EXHIBIT

- Major international contemporary arts festival, built on the 40 year legacy of Art in Action
- Reach an informed and affluent audience in Oxfordshire and surrounding counties
- Carefully-curated event with quality exhibitors, sharing same ethos and providing a coherent brand environment
- Extensive marketing campaign targeting a combined audience of over 250,000
- Be supported by Handmade in Britain, an organisation with 12 years experience organising similar events
- Gain fantastic exposure and meet new buyers, press and industry contacts
- Be part of a very high-quality and visually-pleasing event



*"It was a **superbly high standard and well organised fair set in a beautiful location**, the marquee was immaculate as was the shell scheme/ carpet etc. The fair was very well publicised and therefore extremely busy throughout the four days"*

Sam Pickard, Handmade at Kew exhibitor

*"Handmade Edinburgh looked fabulous set up. There was **plenty of footfall** throughout the show and I had a great time talking to visitors and my fellow exhibitors... Handmade Edinburgh has been **the best show for me this year!**"*

Lisa Watson, Handmade Edinburgh exhibitor

*"The Handmade in Britain team are **supportive and encouraging** for new and old exhibitors. Their events attract **high quality customers** who believe in unique products and the stories behind them."*

StephieAnn Design, Handmade at Kew exhibitor

You will see a consistent ethos of Handmade in Britain throughout and we are continually developing distinguishing characteristics for which our events are loved and respected by the exhibitors.

OUR YEAR-ROUND MARKETING CAMPAIGN

Handmade Oxford will be targeted to reach a highly-affluent audience in Oxfordshire and surrounding counties through our collaborative press, marketing campaign and promotion with our partners and supporters.

- Promotional campaign which will include direct marketing, digital marketing and PR
- Media partnerships and advertising campaigns with specialist publications, local and national press
- Stand-alone event page on handmadeinbritain.co.uk featuring individual exhibitor listings complete with an image
- Flyer distribution in all major Oxfordshire venues, galleries, libraries, museums, cafes, restaurants and universities
- Door-to-door flyers targeted to key affluent residential areas in Oxfordshire
- Inclusion in high-quality show magazine available to visitors during the festival
- Event listed on arts, events, regional and lifestyle websites
- Digital cross -promotion with media partners and supporters, specialist groups and organisations totalling over one million

ALL INCLUDED AS A PART OF EVERY EXHIBITOR PACKAGE



OUR AUDIENCE

Handmade in Britain is regarded by visitors as one of the leading organisers of retail events in the UK contemporary craft calendar. Through our comprehensive marketing campaign, Handmade Oxford will target 250,000 informed and affluent UK and international consumers, achieving an audience of over 10,000 over the course of the festival.

As a partner of Handmade Oxford, your brand will be visible to our highly affluent and discerning audience who appreciate quality products and craftsmanship.

- 47% are townhouse cosmopolitans, prosperous families and plush couples
- 33% are metropolitan professionals, socialising young renters, and educated urbanites
- 20% are affluent professionals, flourishing families and luxury home owners
- 56% are 55 years or older
- 32% are 35-54 years of age
- 12% are 34 years or under.

*"This is **the go-to gift emporium**. Meet 100 British designer-makers, happy to explain their art or craft, to sell on the spot or take special orders."*

Barbara Chandler, Evening Standard,
Handmade in Britain guest

*"This has to be one of the best craft and design shows I have visited. **We don't have any shows of this calibre in Scotland.**"*

Alison Ellis, Handmade Edinburgh visitor



EXHIBITOR PACKAGE

(selling only)

Up to 4m² - £310 + VAT / m²

4.5m² and above - £295 + VAT / m²

Minimum stand width is 2m

The stand depths can be selected as
1m, 1.5m, 2m or 3m deep

Please allow for the thickness of the wall panels in the
size requested (approximately 5.5cm each)

What's included

- A ready built stand with white wooden shell scheme, floor covering and name board
- 24-hour security at the event
- Complimentary tickets for your buyers
- Year-round marketing campaign
- Catalogue entry and online entry

DEMONSTRATOR/EXHIBITOR PACKAGE

(required to demonstrate while selling products)

Up to 4m² - £225 + VAT / m²

4.5m² and above - £205 + VAT / m²

Minimum stand width is 2m

The stand depths can be selected as
1m, 1.5m, 2m or 3m deep

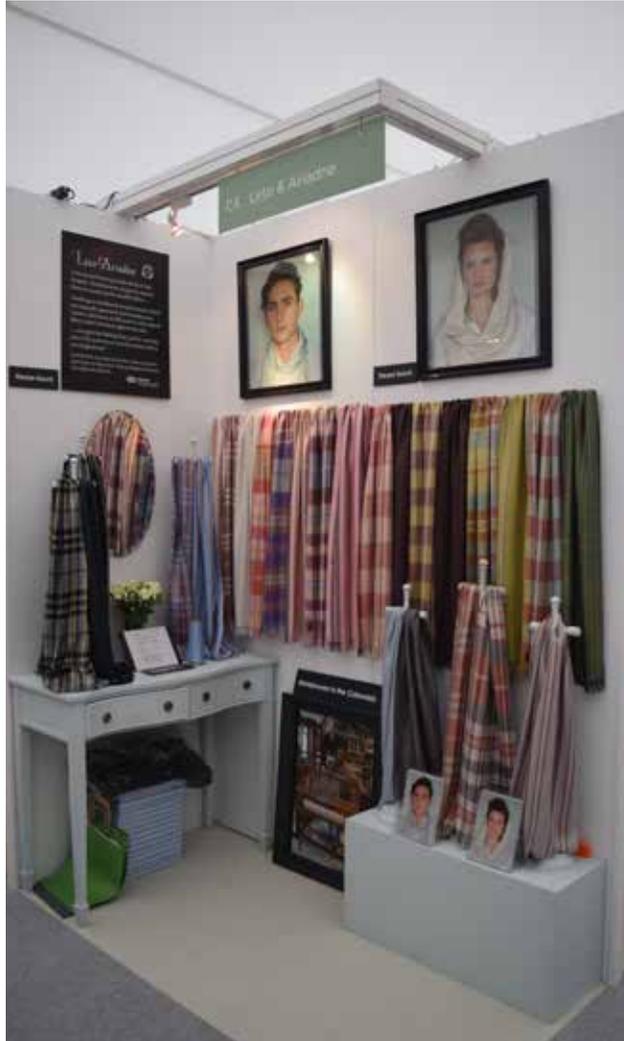
What's included

- Space and name board only
- 24-hour security at the event
- Complimentary tickets for your buyers
- Year-round marketing campaign
- Catalogue entry and online entry

Are you looking to run a workshop?

Please submit a proposal using the online form describing the nature of the workshop, target age group, time duration and schedule, ticket price guidelines and number of participants per workshop.

STAND EXAMPLES



HOW TO APPLY

Handmade Oxford will be carefully curated to maintain the high standard of the show. All applicants are required to follow the application process to ensure that the show criteria are met. Please complete the [online application form](#), transfer your £20 application fee and email your completed contract to events@handmadeinbritain.co.uk in order for your application to be processed.

Applications are assessed through a rigorous selection process and assessment is based principally on the information provided in the application and the accompanying images. Publicity information supplied on the application form may be used for press and publicity purposes should your application be successful.

You will need to submit four images of your work with your application and one image as an example of stand display. Please ensure that you have submitted your images in the correct size and format (indicated on the online form) and that they are of good quality, as they may also be used for promotional purposes. Should you be selected you **will be required to provide high resolution (300dpi) images for promotion and print purposes.**

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 online application form. For example: jbloggs1.jpg.

The number of applications is likely to exceed the exhibiting space available. The decision of the selection panel is final and organisers cannot enter into correspondence regarding the outcome of individual applications. 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.

Should your application be successful, you will be required to transfer the deposit for your stand within two weeks of being accepted for the show.

CONTACT US

For enquiries relating to craft, design, group stands and artisan food and wellbeing, please contact:

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For exhibiting enquires relating to sculpture, print, illustration, photography, fine art, interiors and lifestyle, please contact:

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