

HANDMADE  
in Britain presents

The Contemporary Craft and Design Fair  
HANDMADE  
Chelsea

7 – 10 November 2019  
Chelsea Old Town Hall

INFORMATION PACK

Now  
in its 13th year  
Open for  
international  
makers



## ABOUT HANDMADE IN BRITAIN

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. Alongside our autumn fair at Chelsea Old Town Hall, we have collaborated with well-known organisations such as Royal Botanic Gardens, Kew, Royal Botanic Garden Edinburgh and Waterperry Gardens.

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 Contemporary Craft and Design Fair

# HANDMADE Chelsea

Welcome to the 13th edition of Handmade Chelsea – the annual contemporary craft and design fair at the beautiful Chelsea Old Town Hall. The show will take place from Friday 8 – Sunday 10 November 2019, with a private view evening on Thursday 7 November. Over course of the event, Handmade Chelsea will celebrate the best in high-end design and craftsmanship from over 100 of the most exciting international and UK based designer makers.

The fair is 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, alongside key industry and press. This is a fabulous opportunity to meet, engage with and sell directly to Handmade in Britain's affluent audience.

Handmade Chelsea is perfectly positioned in the heart of the borough, inside this iconic, late Victorian building which was recently restored to its original glory. From the granite columned entrance to the Hall's marble-floored corridors and ornately covered ceilings, the venue perfectly echoes the style and elegance that Handmade in Britain is renowned for.



## WHY EXHIBIT

- Renowned contemporary craft fair in the heart of London
- Reach an informed and affluent audience in London and surrounding areas
- Carefully-curated event with quality exhibitors, sharing the same ethos and providing a coherent brand environment
- Extensive marketing campaign targeting a combined audience of over 200,000
- Be supported by Handmade in Britain, an organisation with 12 year experience of organising arts events
- Gain fantastic exposure and meet new buyers, press and industry contacts
- Be part of a very high-quality and visually-pleasing event



*"In a lovely Victorian hall, **this is the go-to gift emporium**. Meet 100 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 VIP guest

*"I made some **nice sales** during the show and have had some **lovely follow up** which often happens with jewellery. As usual it was **very well organised and a great supportive atmosphere**."*

Susi Hines  
Handmade Chelsea exhibitor

*"We had such a wonderful time at the fair. The **outstanding quality of the designers** taking part made it the **perfect place to pick up some truly unique Christmas presents!**"*

Handmade Chelsea visitor

*"I felt **delighted by the number of people interested** in my craft and skills, and so pleased by the number of **galleries and high-end boutiques present** who quickly offered potential business. I had a wonderful time. Handmade in Britain was not only a four day event, but a life time event!"*

Remy Dubibe,  
Handmade Chelsea exhibitor

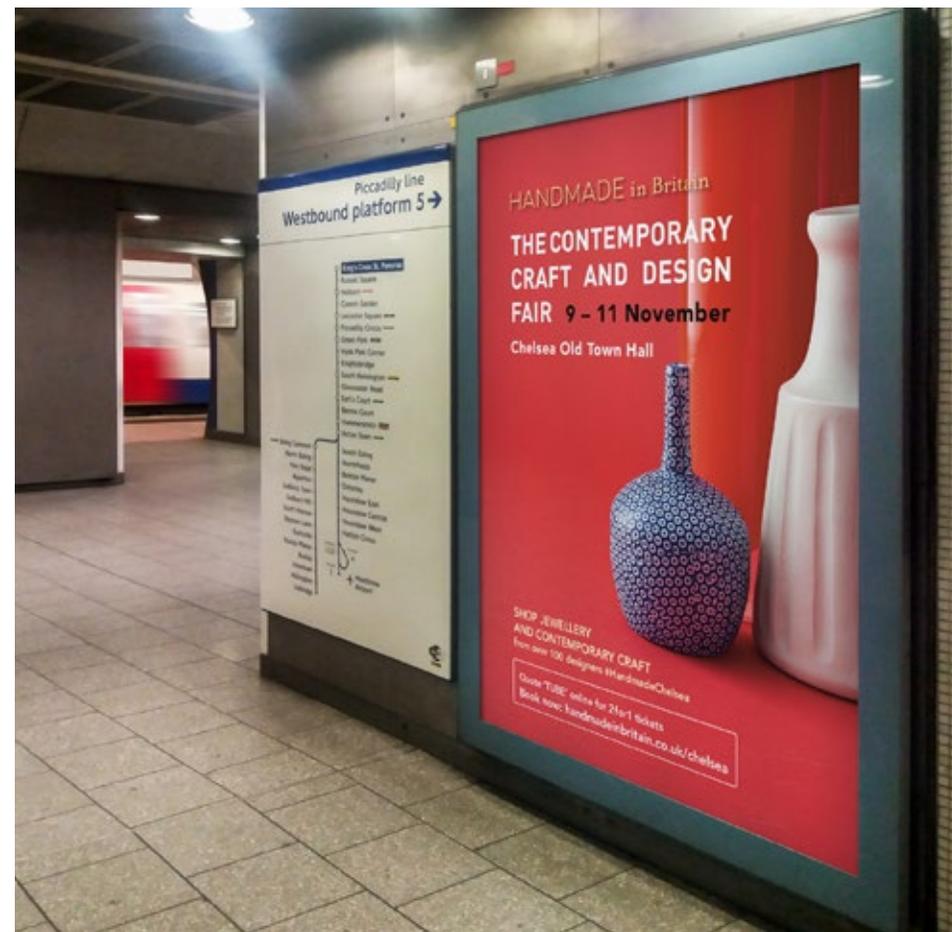
**You will see a consistent ethos of Handmade in Britain throughout and we are continually developing distinguishing characteristics for which our events are loved and respected by the exhibitors.**

## OUR YEAR-ROUND MARKETING CAMPAIGN

Handmade Chelsea will be targeted to reach a highly-affluent audience in London and surrounding areas 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](http://handmadeinbritain.co.uk) featuring individual exhibitor listings complete with an image
- Flyer distribution in all major London venues, galleries, libraries, museums, cafes, restaurants and universities
- Door-to-door flyers targeted to key affluent residential areas in London
- 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 event partners

**ALL INCLUDED AS A PART OF EVERY EXHIBITOR PACKAGE**



## VISITORS

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 Chelsea will target 200,000 informed and affluent UK and international consumers, achieving an audience of over 3,000 over the course of the festival.

As a exhibitor at Handmade Chelsea, your brand will be visible to our highly affluent and discerning audience who appreciate quality products and craftsmanship.

- 70% are ages 55+
- 20% are ages 35 - 54
- 10% are up to 34 years



## EXHIBITOR PACKAGES

1.5m x 1m (individual stand only)	£685 + VAT	2m x 2m	£1380 + VAT
1.5m x 1.5m	£880 + VAT	4m (wall space only)	£1170 + VAT
2m (wall space only)	£685 + VAT		
2m x 1m	£880 + VAT	Stands on stage (limited availability)	
2.5m x 1m	£1015 + VAT	1.5m x 1.5m	£685 + VAT
2m x 1.5m	£1170 + VAT	2m x 1.5m	£880 + VAT
2.5m x 1.5m	£1380 + VAT		

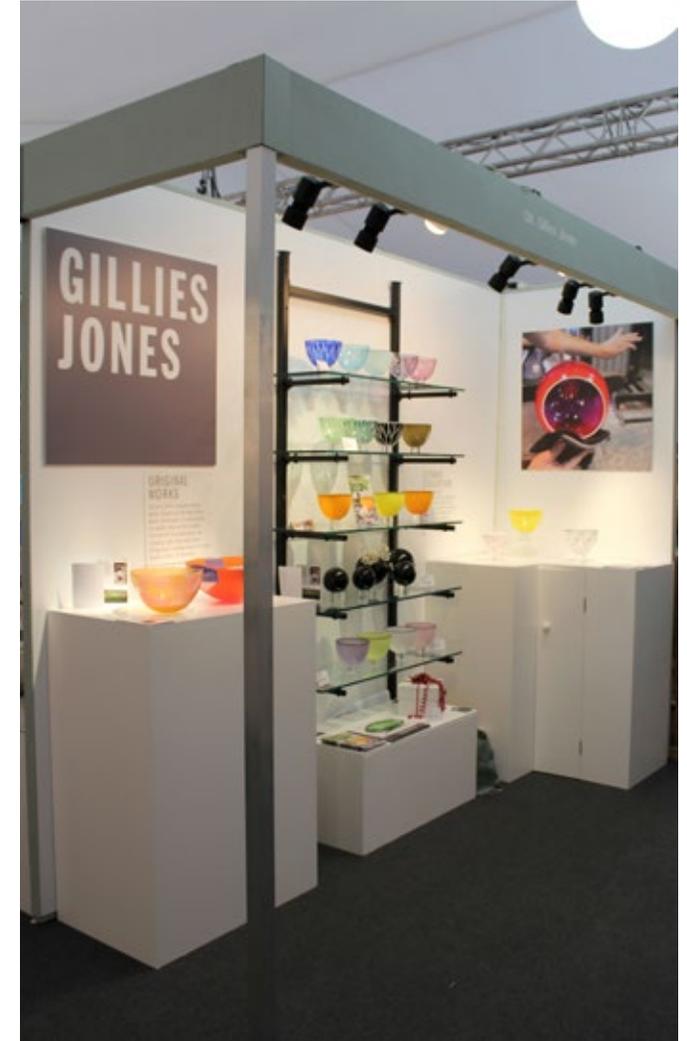
**For shared stands, there is an obligatory £100 + VAT administration fee per exhibitor. This covers administration costs, individual catalogue entry and name board.**

Please allow for the thickness of the wall panels in the size requested (approximately 5.5cm each). Stand electrics are not included in these prices and will be available to purchase.

### What's included

- A ready built stand with white wooden shell scheme and name board
- 24-hour security at the event
- Complimentary tickets for your buyers
- Year-round marketing campaign
- Catalogue entry and online entry
- Electrical packages are available to purchase. Please see the contract for details.

## STAND EXAMPLES



## HOW TO APPLY

Handmade Chelsea 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](mailto: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.

- Submit your [online application form](#) and pay £20 application fee
- [Complete and return the contract](#) either by email or post
- Handmade in Britain will review your application and be in touch by email

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 space within two weeks of being accepted for the show.

## CONTACT US

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