

HANDMADE Chelsea

THE
CONTEMPORARY
CRAFT AND
DESIGN
FAIR

8 - 10
NOV | CHELSEA
OLD TOWN HALL
LONDON



INFORMATION PACK

handmadeinbritain.co.uk/chelsea

ORGANISED BY: **HANDMADE**
in Britain

ABOUT HANDMADE IN BRITAIN

Handmade in Britain was established in 2007 to provide a platform to support and promote craft and design talent through fairs, events and pop-ups. Alongside this fair, our flagship event, 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 growing event portfolio, we launched an online marketplace in April 2018 to offer a new digital platform to makers.

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



HANDMADE Chelsea

THE CONTEMPORARY CRAFT AND DESIGN FAIR

Welcome to the 13th edition of Handmade Chelsea – our annual Contemporary Craft and Design Fair at the 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 the 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.

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



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WHY EXHIBIT

- Renowned contemporary craft and design 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
- Marketing and PR campaign targeting an extensive audience
- Be supported by Handmade in Britain, an organisation with 13 years experience of organising 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 lifetime event!”

Remy Dubibe,
Handmade Chelsea exhibitor

You will see a consistent ethos of Handmade in Britain throughout our shows 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 and marketing campaign and promotion through 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 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 catalogue available to visitors during the show
- 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 and design calendar. Through our comprehensive marketing campaign, Handmade Chelsea will target informed and affluent UK and international consumers, achieving an audience of over 3,500 over the course of the fair.

As a exhibitor at Handmade Chelsea, your brand will be visible to our highly affluent and discerning audience who appreciate quality products and craftsmanship. Also a significant number of commissions are achieved during and after the show.

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



IMPORTANT DATES

Selection process:	Through August and September		
Deposit due:	Due within two weeks of your offer to secure stand space		
Build up:	Wednesday	6 November 2019	7 pm - 9 pm
	Thursday	7 November 2019	9 am - 3 pm
Private view:	Thursday	7 November 2019	6 pm - 9 pm
Show open hours:	Friday	8 November 2019	11 am - 6 pm
	Saturday	9 November 2019	11 am - 6 pm
	Sunday	10 November 2019	11 am - 5 pm
Break down:	Sunday	10 November 2019	5.30 pm - 10 pm

Times are subject to change by the organiser

[Click here](#) to apply for Handmade Chelsea 2019

EXHIBITOR PACKAGES

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

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

What's included

- A ready built stand with white wooden shell scheme, fascia and name board
- Promotional material to distribute through your network
- Entry in show catalogue and on our website
- Lighting and electrics packages are available to hire
- Complimentary tickets for your buyers
- 24-hour security at the event

* Stand lighting and electrics are not included in your exhibitor package. 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 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.

We also welcome applications from international and UK groups and organisations. For further information contact Alis Clement on alis.clement@handmadeinbritain.co.uk

You will need to submit 4 images of your work with your application and 1 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.

Allocation of stands are carefully considered to ensure an interesting variety of disciplines are represented in all areas of the show.

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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