

Ceramics Fashion Furniture Glass Jewellery Metal Mixed
Media Print Textiles Wood **Ceramics** Fashion Furniture Glass
Jewellery Metal Mixed Media Print Textiles Wood Ceramics
Fashion Furniture Glass Jewellery Metal Mixed Media Print
Textiles Wood Ceramics Fashion Furniture Glass Jewellery
Metal Mixed Media Print Textiles Wood Ceramics Fashion
Furniture Glass Jewellery Metal Mixed Media Print Textiles
Wood Ceramics **Fashion** Furniture Glass Jewellery Metal Mixed
Media Print Textiles Wood Ceramics Fashion Furniture Glass
Jewellery Metal Mixed Media Print Textiles Wood Ceramics
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Textiles Wood Ceramics Fashion Furniture **Glass** Jewellery
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Metal Mixed Media Print Textiles Wood Ceramics Fashion
Furniture Glass Jewellery **Metal** Mixed Media Print Textiles
Wood Ceramics Fashion Furniture Glass Jewellery Metal Mixed

HANDMADE Chelsea

THE CONTEMPORARY CRAFT
AND DESIGN FAIR

Chelsea Old Town Hall
London 13 - 15 November 2020

Information Pack

ONLINE
HANDMADE Chelsea

INTERACTIVE ONLINE CRAFT
FAIR

12 - 15 November 2020

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ABOUT US

- Since 2007, Handmade in Britain craft fairs have built a loyal buying audience. Driven by passion for British Craftsmanship, our aim is to promote makers through events that showcases their skills and bring them to a large and more diverse market.
- In 2018 we launched an online marketplace, to offer a new digital platform to contemporary makers and enable them to sell to our informed and affluent audience throughout the year
- In April 2020 we launched Handmade Interact, a platform to organise interactive craft events and a series of live demos and talks programme allowing people to remotely attend and engage in a craft event.
- We are committed to promoting the work of contemporary makers to increase accessibility and create new market opportunities
- Our inaugural event, Handmade Chelsea, is currently in its 14th year



WHAT WE DO

- We support contemporary craftsmanship
- We promote sustainable craft and design
- We work with small creative businesses
- We provide mentoring for new businesses
- We promote quality and skill



“ 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

ABOUT HANDMADE CHELSEA FAIR

Welcome to the 14th edition of Handmade Chelsea – our annual Contemporary Craft and Design Fair at the Chelsea Old Town Hall. The show will take place from Friday 13 – Sunday 15 November 2020, with a private view evening on Thursday 12 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, reconnect and 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.



ABOUT HANDMADE CHELSEA ONLINE FAIR

We are excited to launch our **first Interactive Online Craft Fair** in conjunction with our Flagship show Handmade Chelsea which is now in its 14th year.

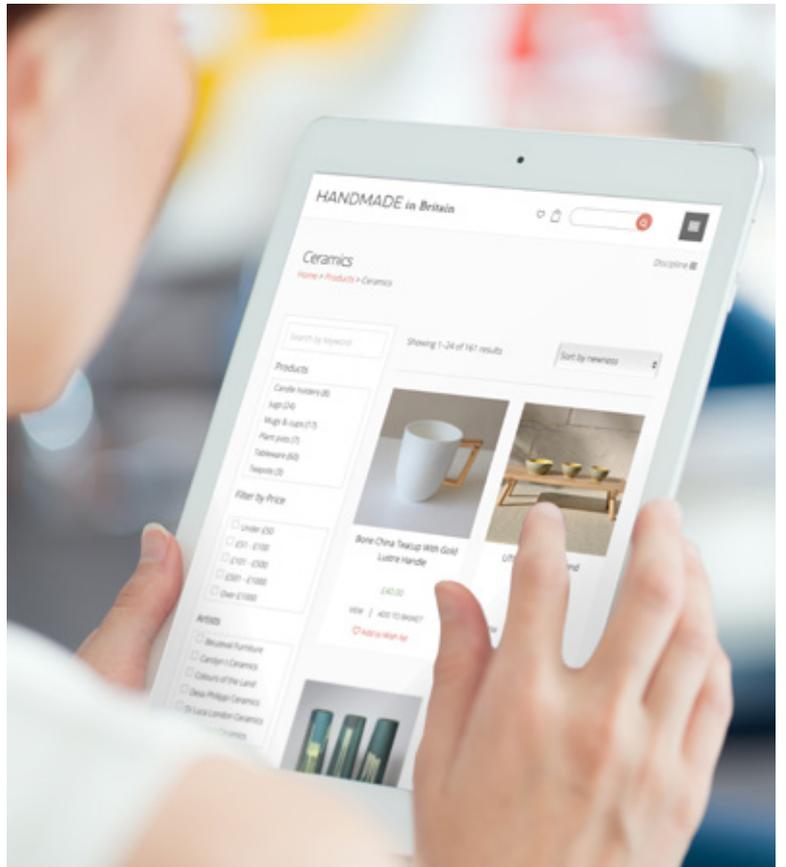
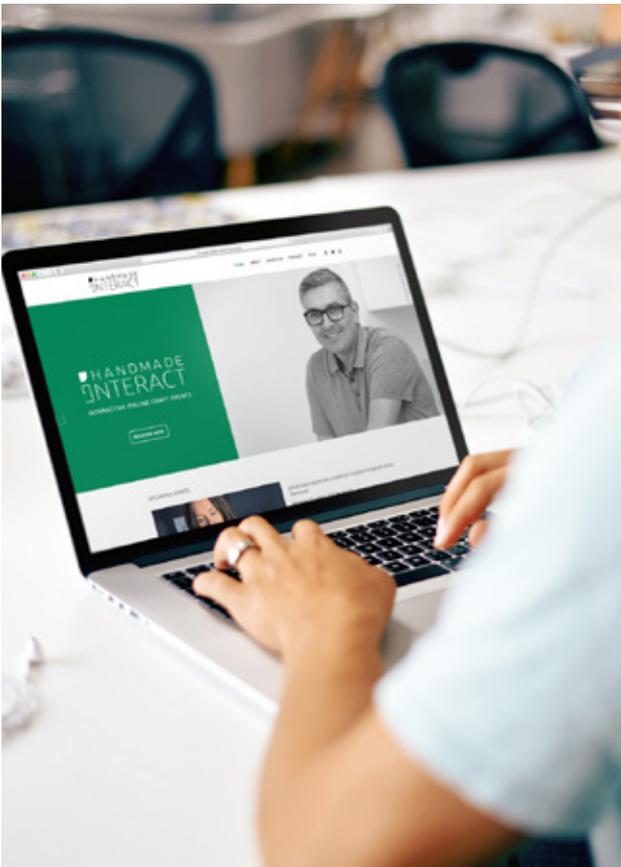
Handmade Chelsea online fair will also take place from **Thursday 12 - Sunday 15 November 2020** featuring 100 of the most exciting UK based designer-makers.

This interactive online craft fair is a part of **our initiative Handmade Interact** (launched in April 2020) to provide new market opportunities in the craft sector.

The fair will take place on a **customised, easy to use platform** where customers will be able to interact with the exhibitors, shop, watch live demonstrations, attend talks program, from anywhere in the world in real time.

All this can be done using their mobile phones, computers or tablets.

One of the most important factors would be the ease of participation for both exhibitors and customers and interaction with each other during the event.



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



OUR VISITORS

- 50% – 50 years and older
- 40% – 34 - 49 years
- 10% – under 34 years of age

Based on combined data of fair visitors online customers.

“ 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 Chelsea VIP guest

“ 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

OUR 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.

Handmade Chelsea Online Fair will have an extensive, targeted, marketing campaign across the whole of UK, Europe & USA.

- Promotional campaign which will include direct marketing, digital marketing and PR
- **Expansive targeted digital campaign through paid social media advertising, newsletters and promotional videos.**
- 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**



“ 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

HANDMADE CHELSEA FAIR IMPORTANT DATES

| | | | |
|--------------------|--|------------------|-----------------|
| Selection process: | Applications assessed weekly | | |
| Deposit due: | Due within two weeks of your offer to secure stand space | | |
| Build up: | Wednesday | 11 November 2020 | 7 pm - 9 pm |
| | Thursday | 12 November 2020 | 9 am - 3 pm |
| Private view: | Thursday | 12 November 2020 | 6 pm - 9 pm |
| Show open hours: | Friday | 13 November 2020 | 11 am - 6 pm |
| | Saturday | 14 November 2020 | 11 am - 6 pm |
| | Sunday | 15 November 2020 | 11 am - 5 pm |
| Break down: | Sunday | 15 November 2020 | 5.30 pm - 10 pm |

Times are subject to change by the organiser

[Click here](#) to apply for Handmade Chelsea Fair 2020

HANDMADE CHELSEA ONLINE IMPORTANT DATES

| | |
|--------------------|---|
| Selection Process: | Applications assessed weekly |
| Deposit: | Due within two weeks of your offer to secure your online space. |

Free Workshop and Training Session

How to display your products, photography and marketing tips, for an online fair using our platform and make the most of it

Thursday 15 October 2020

Selling platform will be open 24hr, from 11am Thursday morning, till 11pm Sunday evening.

| | | | |
|--|----------|------------------|------------|
| Live Sessions (demonstrations, demonstrations and talk programme) | Thursday | 12 November 2020 | 11am - 7pm |
| | Friday | 13 November 2020 | 11am - 7pm |
| | Saturday | 14 November 2020 | 11am - 7pm |
| | Sunday | 15 November 2020 | 11am - 6pm |

Times are subject to change by the organiser.

[Click here](#) to apply for Handmade Chelsea Online Fair 2020

HANDMADE CHELSEA VENUE

Chelsea Old Town Hall
King's Road, London, SW3 5EE



HOW TO GET THERE

London Underground - Nearest station is Sloane Square. Walk across Sloane Square and straight down the King's Road. Chelsea Old Town Hall is approximately a ten-minute walk down the King's Road, on the left hand side immediately opposite the lower end of Sydney Street.

Local Bus Routes - Bus numbers 11, 19, 22, 211 or 319 from Sloane Square/King's Road, alight at Chelsea Old Town Hall.

CAR PARKING

There is a small public car park (35 spaces) at the lower end of Sydney Street that operates Mon-Sat from 07:00-19:00. On-street parking is permitted at metered bays in nearby side streets.

HANDMADE CHELSEA ONLINE WILL BE ACCESSIBLE FROM OUR OWN PLATFORM

[INTERACT.HANDMADEINBRITAIN.CO.UK](https://interact.handmadeinbritain.co.uk)

EXHIBITOR PACKAGES

CHELSEA FAIR EXHIBITOR PACKAGE

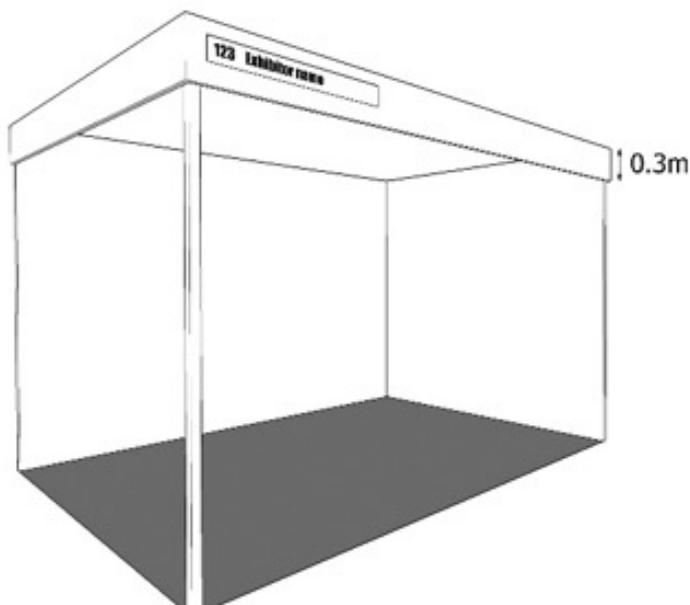
| | | | |
|-----------------------------------|-------------|-------------|-------------|
| 1.5m x 1m (individual stand only) | £685 + VAT | 2m x 1.5m | £1170 + VAT |
| 1.5m x 1.5m | £880 + VAT | 3m x 1m | £1170 + VAT |
| 2m x 1m | £880 + VAT | 2.5m x 1.5m | £1380 + VAT |
| 2.5m x 1m | £1015 + VAT | 2m x 2m | £1380 + VAT |

WHAT'S INCLUDED

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

* Additional lighting and electrics i.e. electrical socket can be hired additionally.
Please see the contract for details.

WHAT YOUR STAND WILL LOOK LIKE



- Your stand is a traditional shell scheme stand and includes:
- Painted white wooden walls
- 300mm deep timber fascia – supported by poles at each corner and intermittently along the lengths of larger stands.
- Company Nameboard

This image is an illustration of what your traditional shell scheme stand will look like. It does not reflect your dimensions or number of open sides of your stand.

CHELSEA ONLINE FAIR EXHIBITOR

| | |
|--------------------------|----------------------|
| Online Participation Fee | £199.00 + VAT |
| Commission on sales | 20% commission + VAT |

WHAT'S INCLUDED

- 4 day participation, online fair opens 24 hours
- 10 minute individual live Meet the maker session featured on all our social media channels
- A dedicated video page where you can upload pre-recorded videos of your work
- Your very own shop page where you can publish your logos, photos, videos, artist statement/ story and products for sale.
- Searchable platform - be found by name, product, material and more
- Mentoring session "How to Make the Most of Selling Online" (Zoom)
- Training on product submission on the platform
- All marketing and promotion
- Unlimited product submission* (subject to approval)

CHELSEA FAIR + CHELSEA ONLINE FAIR EXHIBITOR

Handmade Chelsea Fair exhibitor package (please refer page 11)

| | |
|--------------------------|--|
| Online Participation Fee | £149.00 + vat (Reduced from £199.00 + VAT) |
| Commission on sales | 20% commission + VAT |

WHAT'S INCLUDED

- 4 day participation, online fair opens 24 hours
- 10 minute individual live Meet the maker session featured on all our social media channels
- A dedicated video page where you can upload pre-recorded videos of your work
- Your very own shop page where you can publish your logos, photos, videos, artist statement/ story and products for sale.
- Searchable platform - be found by name, product, material and more
- Mentoring session "How to Make the Most of Selling Online" (Zoom)
- Training on product submission on the platform
- All marketing and promotion
- Unlimited product submission* (subject to approval)

CHELSEA FAIR ARTISAN FOOD

6ft x 2.5ft table - £300 + VAT

WHAT'S INCLUDED

- Trestle table and covering
- Nameboard
- Entry in show catalogue and on our website
- Complimentary tickets for your buyers
- Promotional material to distribute through your network
- 24-hour security at the event

Electrics can be hired. Please see the contract for details.

KEY INFORMATION

- Food Sampling is allowed
- We have the premises licence. In order to comply with statutory and local government requirements, you will NOT need a Temporary Event Notice specifying the sale of alcohol off the premises as we have one in place already
- Where possible please use eco-friendly packaging and disposables
- Exhibitors are required to send in a Risk Assessment Form: All exhibitors must be conversant with and comply with the Food Safety (General Food Hygiene) Regulations 1995, the Food Safety (Temperature Control) Regulations 1995

STAND EXAMPLES



HOW TO APPLY

All applicants are required to follow the application process to ensure that the show criteria are met.

This process is:

- Read through this information pack, and ensure you have checked the [Key Dates](#)
- If you have any questions about Handmade Chelsea Fair or Handmade Chelsea Online Fair, prior to your application, please contact Alis Clement, Events Manager, on alis.clement@handmadeinbritain.co.uk
- The application form will require you to submit four images of your work and one image as an example of your stand display. It's a good idea to have these images ready when you begin your application form. Images must be a maximum of 1MB and titled as detailed within the online application form.
- Download your contract from our [website](#).
- Email your completed contract to alis.clement@handmadeinbritain.co.uk
- For shared stands, there is an obligatory £100 + VAT administration fee per exhibitor. This covers administration costs, individual catalogue entry and nameboard. Shared stands availability is limited.
- Handmade in Britain will review your application and be in touch by email. Applications are assessed through a rigorous selection process, based principally on the information provided in the application and the accompanying images. The decision of the selection panel is final and organisers cannot enter into correspondence regarding the outcome of individual applications.
- Should your application be successful, you will be required to transfer the deposit for your space / and online space within two weeks of being accepted for the show.

CONTACT

Piyush Suri
Creative Director

piyush@handmadeinbritain.co.uk

Alis Clement
Events Manager

alis.clement@handmadeinbritain.co.uk

Lucky Perrera
Administrator

lucky@handmadeinbritain.co.uk

Handmade in Britain

handmadeinbritain.co.uk

   @handmadebritain

Company Registration No: 06398519 | VAT Registration No: GB155289878

FURTHER OPPORTUNITIES WITH HANDMADE IN BRITAIN



CALL FOR
APPLICATIONS

HANDMADE in Britain ONLINE

handmadeinbritain.co.uk

Looking at the current market trends and our passion for handmade, we launched our [online marketplace](#) alongside our fairs, to enable makers to sell their work throughout the year. We are already working with **over 175 artists online** and we are growing.

[Find out more and apply online.](#)

There is no application fee, joining fee or ongoing monthly fees. What we do require from you as a maker, is a little bit of your time, to upload your bio and products and update this as your collection develops. We only take a commission when you sell.