



Making an application: Hothouse 2019



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Crafts Council Registered Charity Number: 280956

Hothouse: How do I make a good application?

Please make sure you have read and understood the related documents outlining Hothouse eligibility criteria and programme structure, and answering Frequently Asked Questions, before starting your application.

How do I apply?

All applications can be made through the portal on the Crafts Council website

Closing date for applications is Friday 7th of September 2018 at noon

You will need to create a login via the Crafts Council website using an email address and password.

You will then be taken to an online form. Here you will answer some questions, as well as upload a creative curriculum vitae and images. We recommend that you:

- give yourself time to develop your application rather than leaving it to last minute. It may be helpful to reflect over the course of a week about how you articulate your thinking about your creative practice and your business, how you will benefit from Hothouse, and how you will contribute to the programme as an active member of the group
- draft your application as a text or word-processed document, then, once you are happy, copy and paste into the online application form. This will ensure no details are lost should a technical glitch occurs!

When you click 'submit' on completing the form, you will receive an email with a payment link where they can pay the £35 application fee.

Option for video application: In order to facilitate applications by makers who may be more comfortable or confident with the spoken rather than written word, we now accept video applications in place of the main part of the 'supporting information' section. You simply complete the rest of the profile information required for an application, but instead of answering the questions requiring extended answers, provide a link to a video in the relevant field. Make sure that the video covers all of these questions otherwise your application may be deemed incomplete and therefore ineligible:

- Provide a statement about your work, the techniques you use and ideas and inspirations behind it
- Outline the steps you have taken to establish your practice to date and your plan for achieving the ambitions you have for it
- Explain why you are applying to Hothouse and how you feel your practice will benefit.

There are several different video platforms you can use, one of the simplest is Vimeo (<https://vimeo.com>) where you create a free account and password protect the films you upload – just remember to include the password in your application form!

Option for Guaranteed Interview Scheme: The Crafts Council is committed to promoting and celebrating diversity. We particularly encourage applications from currently under-represented groups in contemporary craft, including disabled applicants and applicants from Black, Asian and Minority Ethnic (BAME) backgrounds. We guarantee to interview any disabled applicant, and/or any applicant who identifies as BAME, whose application meets the essential criteria for the programme, which are:

- High quality of making
- Commitment to developing your craft-based practice and business
- Openness to advancing your own professional development through contributing fully to the Hothouse programme.

If you wish to be considered under this scheme, please indicate this on the Guaranteed Interview Scheme section of the application form.

Inclusion: If you are disabled, whether you are applying under the Guaranteed Interview Scheme or not, we ask you to let us know if you need any adjustments to enable you to participate fully in the application and selection process. We can then work with you to enable your full engagement with the application process, and, if selected, with the programme itself.

How will my application be assessed?

The following criteria are applied to all Hothouse applications. To give your application the best chance of success, think carefully about how you demonstrate that you meet these criteria through your application and images:

Quality of making:

- Originality; quality of development of ideas; evidence of a strong personal making style in the work
- Quality of making; show of handmade skills; an exploration, understanding of, and direct connection to materials used
- Control of production process; i.e. making own prototypes and having control over the production of the finished item.

Your craft-focused practice:

- Commitment to the development of a craft-based practice and business
- A potential to combine innovative and creative ideas with entrepreneurial acumen and the ambition to grow the practice and business
- Evidence of steps taken towards the establishment of a craft practice and business. E.g. having sought business advice, mentoring or relevant work experience, engaged with networks in the craft sector, considered options for setting up in a studio/workshop or access to facilities to produce the work
- Consideration and understanding of the context and sector in which the work will be placed.

Commitment to professional development:

- An openness to advancing your own professional development through contributing fully to the Hothouse programme and being an active member of the Hothouse community

How does the selection process work?

Once you have submitted your application, you will not be able to make any further amendments, however, you will be able to log into your account via the Crafts Council website and view the status of your application.

Stage One:

Applications are initially anonymised to enable us to be as fair as possible. Experts from the sector assess the quality of making using ONLY the images and image captions. The Crafts Council and its industry partners then shortlist after a full application and portfolio review, taking these expert opinions into account.

In order to give your application the best chance of success, it is crucial that the images show the work to its best advantage and descriptive captions are completed.

Image guidelines

Accepted image formats & sizes:

- must be in digital format and in either .jpg, .gif, or .png format
- must be at least 500x500 pixels and should be 72dpi
- has to be less than 8 megabytes in size
- You will not be able to upload oversized images

What we look for in images:

- Images must depict recent work and the majority of work must have been made in the last three years. Images showing details of objects are acceptable, but at least four different pieces of work must be shown in total
- Files of CAD rendered images are acceptable but should make up no more than two of the six images submitted. Evidence of production or making in finished materials should be shown
- Descriptions of the work in each image must be given including materials, size in cm, title, date of production and image credit (who took the photo)
- The selection panel will view your images both online and through a digital projector. At the shortlisting stage of application the panel will focus on the images and the image captions. Therefore the image description should include brief information about the piece which is not obvious and that you consider may be of interest, e.g. is it a commission or a site specific project, is it part of a collection or series, what is the artistic intent of the piece or any unusual or innovative aspects of the process or materials.

Image tips:

- A clear plain background in white or grey is often best to allow the selection panel to see the work clearly
- Is your image sharp and in focus? A poor quality image can be a reason for not being selected. Make sure the image isn't too dark or light
- Work is judged on quality, originality and consistency – showing a personal making style, or 'voice'. Do your images form a consistent body of work?
- You may wish to show close up of detail, especially for work with fine or detailed surface
- Fashion accessories, garments or jewellery may sometimes be best shown worn on a model but make sure but make sure the image focuses on the product not the model
- Be aware of over-styling the image – the panel should be able to clearly see what is your work and what is not
- Be aware heavy use of Photoshop can be detrimental to how the image is understood and so may not best represent your work
- Get a friend or another maker to look at your images. Make sure it is as clear as possible what your work is made of, its scale and volume, surface texture or pattern etc. – do they see what you see?

See the FAQs section for further guidance on resizing your images.

Stage Two:

If your application is successful at the shortlisting stage you will be asked to attend a short interview, to which you will bring examples of your work. You must cover your own travel costs to attend the interview.

After this competitive portfolio review and interview process, the Crafts Council and our Industry Partners select the most appropriate makers to be part of the Hothouse programme.

Interviews will take place during October/November 2018

Any questions you have about applying should be answered by reading this guidance document and the FAQs. If you are still unsure or are a disabled applicant needing adjustments to enable you to participate fully in the application process, please get in touch with the Learning and Talent Development Team (makedev@craftscouncil.org.uk).

Neither the Crafts Council Learning and Talent Development Team nor representatives of our industry partners are able to meet candidates personally to discuss an application.