



COLLECT 2011

The International Art Fair for Contemporary Objects
Presented by the Crafts Council

COLLECT 2011, 6-9 May: Public viewing (Preview Events 5
May)

Saatchi Gallery
Duke of York's HQ
Chelsea, London SW3 4SQ

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NOTE

The information contained in this document is not legally binding, and serves only to illustrate the Crafts Council's protocols and its expectations of all wishing to apply to COLLECT 2011. It should be read in conjunction with the Exhibitor's Terms & Conditions,

Introduction

COLLECT 2011

The International Art Fair for Contemporary Objects
Presented by the Crafts Council

COLLECT 2011, 6-9 May: Public viewing (Preview Events 5 May)

“COLLECT, at the Saatchi Gallery in Chelsea, has become a highlight in the London arts calendar, and this years event will present both established artists and new talent from top international galleries” FT Weekend, Life & Arts, 15 May 2010

“Now in its seventh year, and re-launched at the Saatchi Gallery last year, COLLECT has an enviable reputation as a leading annual fair for international contemporary objects” Apollo, May 2010

“For a cultural day out at a prestigious craft fair, it has to be COLLECT. This international fair exhibiting contemporary pieces is in its seventh year” Homes & Gardens, May 2010

The Crafts Council presents COLLECT: The International Art Fair for Contemporary Objects. With carefully selected galleries representing exceptional work by their portfolio of artists, COLLECT is the premier event in the craft sector. Re-launched at the Saatchi Gallery London in 2009, following five successful years at the V&A, the show is established as the place to view and buy the very best in contemporary craft.

In 2011, COLLECT once again occupies all three floors of the Saatchi Gallery. The venue offers exhibitors an ideal environment to present ambitious contemporary craft in high quality, well-proportioned, light spaces.

To complement the Ground and First Floor exhibitor stands, the Project Space on the Second Floor has been introduced to create a new element to COLLECT 2011.

Last year over 11,000 visitors attended COLLECT, including international private collectors and senior curatorial staff from public institutions, many of whom made significant acquisitions for their collections.

To take a virtual tour of the space please visit: www.saatchi-gallery.co.uk

Visitor Profile

11,000 visitors attended over a 4 day public period in 2010. COLLECT will continue to show over four days in 2011 from 6-9 May 2011.

The vast majority of visitors are from the highest socio-economic grades. The majority of London-based visitors came from the wealthiest boroughs, notably Westminster and Kensington and Chelsea.

The COLLECT private events attract a wide ranging audience made up of industry professionals, buying museum curators, private collectors and a wide cross section of press and media.

International visitors made up 15% of visitors to COLLECT 2010, including visitors from the USA and Canada, Australia, Scandinavia, the Netherlands, France, Germany, Italy and Japan. 22% of international collectors were new to COLLECT in 2010.

Close of show sales were strong despite economic climate: COLLECT 2010 close of show was reported at up to £1.47M.

61% of visitors have a professional interest– including international and UK curators from public and private collections, interior designers and architects.

A significant proportion of private collectors attend: 74% of visitors to COLLECT 2010 had purchased craft for their home.

Visitors are attracted from 'cross over' markets: 78% of those who visited COLLECT 2010 had previously bought original art, 66% had previously bought a piece of original design and 55% had previously bought an antique.

COLLECT has a large core of loyal repeat visitors: 55% of COLLECT audiences have visited the event in previous years. With 25% of visitors intending to buy or commission following the event.

Visitors are keen attendees of art fairs and cultural events: 9 out of 10 had attended other art fairs in last 2 years, 81% said they were very or quite likely to attend COLLECT next year.

Visitors were satisfied: 81% of visitors felt that COLLECT 2010 had met or exceeded their expectations.

A strong indication that a new generation of collectors attend: 95% of first time visitors to COLLECT 2010 said they would consider buying a piece at future events.

Marketing and PR

The Crafts Council's strategy for COLLECT 2011 is to continue to target visitors who already collect contemporary craft, alongside developing an audience of new cultural collectors. The marketing and PR strategy will build press profile to date, and continue to build brand recognition of COLLECT as the premier international art fair for contemporary objects in Europe.

We will:

- Create a series of partnerships with cultural and corporate institutions to reach high net worth individuals and key decision-makers for UK and international public and private collections;
- Target high-wealth London boroughs and work with inbound travel and hotel partners and concierge services to highlight the event;
- Target countries identified with high visitor potential, including Europe and the USA, and work with cultural partners to reach patrons groups and other collector organisations;
- Promote the event to UK collector and patrons groups;
- Deliver a marketing campaign featuring high profile advertising and distribution, as well as a dedicated website and extensive e-marketing campaign;
- Produce a full colour publication for COLLECT 2011 to accompany the Fair.

In 2010, the PR campaign for COLLECT achieved over 11 million OTS (Opportunities To See) and AVE (equivalent advertising spend of £1.5million). We will be working with an external PR agency to lead the media campaign which will focus on international and UK media and emphasize the value of collecting.

We are currently negotiating with major broadsheet and broadcast media partners for COLLECT 2011. Previous event partners include Classic FM, Glaceau Vitamin Water UK and Pommery wines.

Art Fund COLLECT

The Art Fund is a national institution who campaign for the continued enrichment of public collections throughout the UK. The Art Fund COLLECT was set by the Art Fund and the Crafts Council to encourage museums and galleries around the country to acquire the best in international contemporary craft.

In 2010 the Art Fund COLLECT award totalled £75,000 for acquisitions at the fair to go to UK public collections. We are in negotiations with the Art Fund for 2011. .

Public Programme

The Crafts Council is developing opportunities for discussion, debate and engagement with contemporary craft. Media partners will support activity in the public programme to build on the highly successful talk's series presented by Crafts Magazine in 2009 and 2010.

New for COLLECT 2011: Audience

COLLECT has gone from strength to strength each year, and we want to continue this momentum.

To support the PR campaign, we need to keep the event fresh and new each year. Commitment from all the exhibitors is required to create highlights to the fair that will interest the Press and encourage new and repeat visitors:

Audience development plans

Local residents

COLLECT 2010 saw a rise in visitor attendance from the Kensington and Chelsea Boroughs in London and we want to continue to grow this essential audience with targeted marketing activity in the local area.

European market

As the leading art fair in Europe COLLECT will solicit high net worth individuals from selected European countries. As well as marketing through travel partners, the Crafts Council will work with exhibitors to develop the VIP list to invite relevant patrons of selected museums and organisations to attend the event.

Exhibitor client access

The Crafts Council has listened to exhibitor feedback from previous fairs and has made significant changes to enable access for exhibitors' clients.

Tickets and invitations will be sent to exhibitors to distribute to their clients directly for the following:

| Event | Provisional time | Type |
|-------------------------------|--|--|
| VVIP Preview | Thursday 5 th May 2011 From 4pm | Extended VVIP afternoon session before the Private View party to allow more time for serious buyers |
| Private View | Thursday 5 th May 2011 From 7pm- 9pm | Primarily targeting buyers, collectors, commissioners, curators and patrons |
| Friday Morning Preview | Friday 6 th May 2011 10am – 11am | Preview hour on the first public day to facilitate more priority access for exhibitor clients. |
| Friday Late night | Friday 6 th May 2011 6.30pm- 8.30pm | A second option for exhibitor clients, a selection from the Crafts Council's lists and partner organisations |
| Complimentary tickets | Public times (please see Summary) | One day tickets throughout the duration of the public view |

New for COLLECT 2011: Exhibitors

For the regular stands on the Ground and First Floors the following initiatives are part of that drive to promote our ongoing success.

COLLECT 2010 reported a higher proportion of visitors making their first visit with their expectations 'exceeded' by the event. Additionally there was a significant proportion of visitors that showed a desire for more 'entry level' prices.

For COLLECT 2011 we want to target these potential new collectors.

New collectors/Own Art

The Crafts Council operates Own Art at COLLECT. Own Art is the Arts Council England's interest free* loan scheme which makes it easy and affordable to buy contemporary art. Loans are available up to £2,000. For more information on Own Art please visit www.artscouncil.org.uk/ownart.

For COLLECT 2011 it will be mandatory for all Ground and First Floor exhibitors to sign up to Own Art to have the opportunity to facilitate these loans throughout the duration of the fair. This will produce a significant trail of objects to entice new buyers. Exhibitors at COLLECT will be asked to nominate 1-3 (depending on size of stand) objects on their stand which will be promoted for sale through Own Art and priced between £500- £2,000.

New Blood

Objects that are commissioned specifically to launch at COLLECT supports the freshness of the event. It is expected that exhibitors ensure that the majority of objects represented on their stands are being shown for the first time at COLLECT.

The presence of new and emerging talent is an essential aspect of keeping COLLECT relevant and contemporary. For exhibitors that have previously exhibited at the event we have a new regulation to ensure that new artists are introduced.

The quota of new artists to COLLECT depends on previous exhibiting history (of both exhibitor and individual artist) and size of stand. It is expected that approximately 15% of the stand of any exhibitor that has previously shown at COLLECT complies by the terminology of 'new' (an artist not ever represented at COLLECT or one that has not shown for the last 3 fairs). This equates to approximately one artist for a small stand, two for medium and 3 for a larger stand.

The quota of objects for sale through Own Art and those introduced as New Blood can be combined. For example, an exhibitor taking a 16m² stand could commission a new work for £1,000 from an artist that has not yet shown at COLLECT.

***Typical 0% APR.**

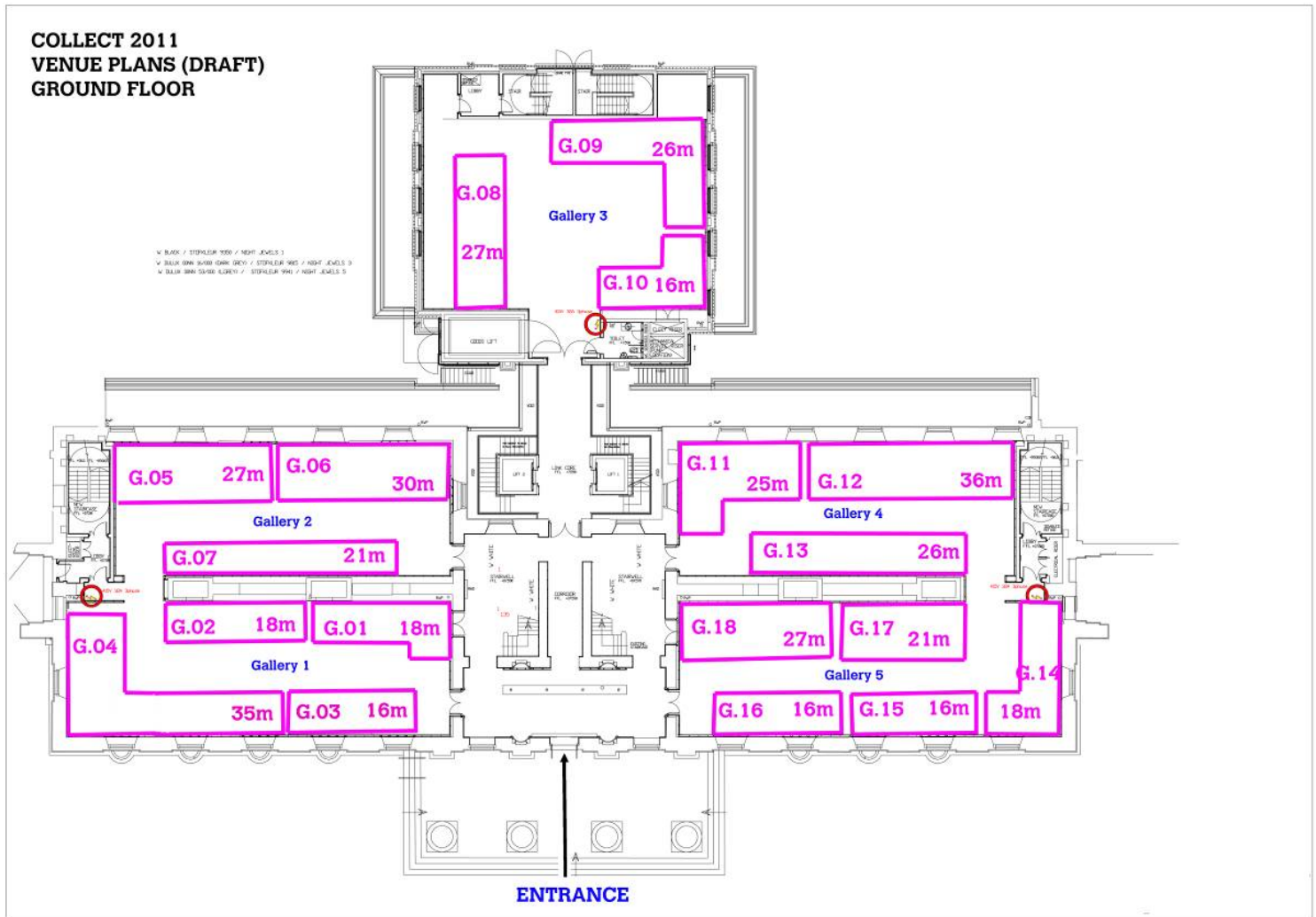
The Crafts Council is a licensed broker of Own Art loans. Registered address: 44a Pentonville Road, London N1 9BY.

New for COLLECT 2011: Exhibitor Stands

Ground and First Floors: Regular stands

These floors house the regular stands which come in a range of sizes. Please see associated selection criteria and stand details for fees.

This is the indicative floor plan for the **Ground Floor**:



This is the indicative floor plan for the **First Floor**:

**COLLECT 2011
VENUE PLANS (DRAFT)
FIRST FLOOR**



FIRST FLOOR PLAN



Second Floor: Project Space



This is an alternative and flexible exhibiting space which creates a complement to the stands on the Ground and First Floors.

The Second Floor houses all complimentary aspects of the event including the bookshop and café. The floor plans for this area are yet to be drawn up as we will respond to the proposals we receive.

Stands within the Project Space are smaller, do not include stand build and are for the floor space only.

It is likely to be attractive to the following types of exhibitor:

- Studios
- Collaborations from artists and organisations
- Special projects by individual artists and solo shows
- Installation works
- New galleries and dealers

It is expected that applications put forward for the Project Space follows the criteria stated as relevant for the Ground and First Floor stands. This space is for risk-taking work and disciplines that are not fully represented on the regular stands to have a presence.

The Crafts Council seeks to invite proposals from relevant parties to create this new element to the event. Acceptance of proposals is entirely at the discretion of the Selection Panel and conditions on offer of space may be made.

Selection Criteria: Ground and First Floor Stands

The Crafts Council defines 'contemporary objects' as works that have been made by hand, utilising craft processes. These works will ordinarily be either 'one-offs' or limited editions.

All exhibitors must comply with the following criteria:

1. **Evidence of international reputation of exhibitor** (gallery, dealer, co-operative etc)
2. **Quality, exclusivity and reputation of artists submitted for representation**
 - *Quality will be determined by:*
Collectable nature of the work
Presence within significant private collections
Presence within public/ museum collections
Profile in catalogues
 - *Exclusivity will be determined by:*
Uniqueness/ rarity
Editions (in most cases, numbered, signed, limited editions)
 - *Reputation will be determined by:*
The majority of artists are expected to be of international reputation
The majority of artists are expected to have an international market
Artists that are being introduced to the market should be forecast as being a strongly emerging artist within this field*
 - **please read also note on New Blood page 7*
3. **Collectable nature of the artists' work and their existing market**
4. **Aesthetics and coherence of the combination of the artists list proposed**
 - *Aesthetics and coherence of the combination of the artists list proposed:*
The narrative/ influences of an individual's work
The aesthetic combination of the group and proposed work
Strong curation and theming by the applicant
5. **A focus on new artists and/or new works by previously shown artists**
6. **A balance of challenging and risk taking works**
7. **Works of significant scale and value/ price above £500**
8. **Work that is contemporary (produced on or after 2009)**

9. The majority of work being launched at COLLECT or first showing in the UK

10. Mindfulness of the guidelines for number of works for exhibition

- *Number of artists/ objects:*

Using an example of an 18 m2 stand, it is expected that if the work presented is ceramic, glass or alternative medium and of domestic scale then 5-6 artists be represented on each stand with 2-3 pieces each. If artwork is jewellery then no more than 50-60 pieces can be presented per stand, representing 10-12 artists. If the work is furniture then only 4-5 key pieces can be presented, per stand depending on scale. It is expected that only a limited number of large-scale artworks would be presented. Wall hung pieces and textile artwork should be limited to 2-3 pieces on each wall, depending on scale.

Selection

The Selection Panel comprises representatives from the V&A and Phillips de Pury with the Crafts Council as Chair.

The Selection Panel is charged with ensuring that the work selected for COLLECT maintains a superior standard and range and is suitable for inclusion in the show. The Panel decides which artists will be shown and which will not. In certain circumstances it may intervene in a gallery's portfolio choice in order to uphold the vision and attributes that the Crafts Council wishes to attach to COLLECT for that year. For example if there is an over-representation of a particular artist or discipline across the applications being considered.

The Panel can offer places to exhibitors on a full, reserve or conditional basis and their decision is final and absolute.

Panel discussions are confidential. Neither the Panel nor the Crafts Council enters into personal dialogue with exhibitors on the outcome of the selection process.

Admission to the event once or several times previously does not constitute a claim to or automatic admission to the event or the same stand as previous events.

Display and Presentation

The Selection Panel, reserves the right to request concept visuals for stand displays at any time throughout the planning period of the event to maintain the highest standards of display.

The Crafts Council also reserves the right to instruct exhibitors to remove pieces from their stand should they not comply with the Terms & Conditions, for example by including work that was not presented for consideration by the Panel during selection.

Stand Details: Ground and First Floor Stands

Stand fees

| | |
|---------------------|-------------------------------|
| 16m ² | £5,000 |
| Additional meterage | £290 + VAT per m ² |

For example:

| | |
|------------------|-------------|
| 16m ² | £5,000 +VAT |
| 22m ² | £6,750 +VAT |
| 30m ² | £9,060 +VAT |

Stand basics included in this fee

Logistics

- Stand walling: 1, 2 or 3 perimeter walls painted white (Number of walls subject to stand location on floor plan*)
- Lighting: free spot lights depending on stand size**
- Stand sign: locator/ basic sign with number and exhibitor name and country

Promotion

- Marketing and PR Campaign: integrated international campaign including e marketing
- Marketing material: print and online material for onward distribution
- Website presence: exhibitor online catalogue listing
- Catalogues: an allocation of complimentary event catalogues depending on stand size
- New Collector: signage and promotion of objects as part of Own Art

Access

- Previews: allocation of tickets to previews depending on stand size
- Complimentary tickets: allocation depending on stand size
- Security: for the Event as per the Terms and Conditions
- Exhibitor passes: allocation of passes for artists and exhibitor staff

Stands

Additional lights, walls and optional extras such as doors stand fittings and plinths are an extra charge and are to be purchased directly from the appointed contractors. Selected exhibition service contractors will supply additional lights, cabinets, plinths and exhibition furniture. All further information on contractors will follow in the Exhibitor Manual.

The Crafts Council are currently negotiating the contract for the stand build and will announce details in due course.

Transport and storage

The Crafts Council has negotiated rates for transport and storage with Williams and Hill- the official shipper for COLLECT 2011.

Due to the restricted access at the Saatchi Gallery there are strict guidelines regarding access and exhibitors must comply with all pre registration and vehicle schedules.

Off site storage is operated by Williams and Hill at a price which is subsidised by the Crafts Council in order to keep exhibitor costs as low as possible.

Notes

*The COLLECT stand build specification is designed to complement the Venue. This specification is constructed in 1 m and 0.5m panels and all visible end walls will follow the 'return' of a 0.5m panel to create the 'fat wall'. The stand panel height is 2.7m.

** there are 2 free spotlights for stands of 16m² -, 3 free spot lights for stands of over 16m² - 22m², 4 free spot lights for stands of 22m² - 30m² and 5 free spot lights for stands over 30m².

Stand details: Second Floor Project Space

Stand fees

| | |
|-----------------|--------|
| 6m ² | £1,500 |
| 8m ² | £2,000 |

The set price for this option is for floor space only. Any perimeter walling requirements are to be discussed and agreed with the Organiser.

Depending on the stand proposal and acceptance, it is possible that more space is offered than the stand sizes illustrated above. The per square metre rate for the Project Space is 250m²

Stand basics included in this fee:

Logistics

- Stand sign: locator/ basic sign with number and exhibitor name and country

Promotion

- Marketing and PR Campaign: integrated international campaign including e marketing
- Marketing material: print and online material for onward distribution
- Website presence: exhibitor online catalogue listing
- Catalogues: an allocation of complimentary event catalogues depending on stand size

Access

- Previews: allocation of tickets to previews depending on stand size
- Complimentary tickets: allocation depending on stand size
- Security: for the Event as per the Terms and Conditions
- Exhibitor passes: allocation of passes for artists and exhibitor staff

Stands

Lights, walls and optional extras such as doors stand fittings and plinths are an extra charge and are to be purchased directly from the appointed contractors. Selected exhibition service contractors will supply additional lights, cabinets, plinths and exhibition furniture. All further information on contractors will follow in the Exhibitor Manual.

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Due to the restricted access at the Saatchi Gallery there are strict guidelines regarding access and exhibitors must comply with all pre registration and vehicle schedules.

Off site storage is operated by Williams and Hill at a price which is subsidised by the Crafts Council in order to keep exhibitor costs as low as possible.

Exhibitor Benefits: Ground and First Floor Stands

Exhibitors at COLLECT 2011 are offered the following benefits at the fair:

Tickets/ Invitations

Complimentary tickets are sent to exhibitors to be distributed to their key clients. The number is worked out along a sliding scale, similar to the Stand prices.

- 16m² Stands 200 complimentary tickets
- Stands of over 16m² – 22m² 300 complimentary tickets
- Stands of over 22m² – 30m² 400 complimentary tickets
- Stands over 30m² 500 complimentary tickets

Exhibitors will be charged for all tickets used over their 'free' allocation. All those used at the event within the above quotas are not charged. Exhibitors can be issued as many complimentary tickets as they wish to send.

Artist passes

All artists represented on stand will be issued with a free artist pass. Please note that restrictions of artists present at the Private View apply- as per the concern to keep overall numbers down. This area will be considered in the final calculations of invitations and possible attendees. It is expected that most exhibitors do not use more than 5 artist passes for the Private View.

Private Views

In response to exhibitor feedback the Crafts Council have programmed two evening views at COLLECT where exhibitors will send invitations directly to their clients:

The allocations for these invitations are calculated similarly to the complimentary tickets, and restricted due to the overall capacity and health and safety requirements of the Saatchi Gallery:

VVIP Preview

- 16m² Stands 12 tickets
- Stands of over 16m² – 22m² 16 tickets
- Stands of over 22m² – 30m² 22 tickets
- Stands over 30m² 26 tickets

Private View opening party:

- 16m² Stands 40 tickets
- Stands of over 16m² – 22m² 56 tickets
- Stands of over 22m² – 30m² 72 tickets

- Stands over 30m² 88 tickets

Friday Morning Preview:

- 16m² Stands 12 tickets
- Stands of over 16m² – 22m² 16 tickets
- Stands of over 22m² – 30m² 22 tickets
- Stands over 30m² 26 tickets

Friday Late

- 16m² Stands 40 tickets
- Stands of over 16m² – 22m² 56 tickets
- Stands of over 22m² – 30m² 72 tickets
- Stands over 30m² 88 tickets

Exhibitor Benefits: Second Floor Project Space

Project Space exhibitors are offered the following benefits at the fair:

Tickets/ Invitations

Complimentary Tickets are sent to exhibitors to be distributed to clients. The number is worked out along a sliding scale, similar to the Stand prices.

- Stands of 6m² 40 complimentary tickets
- Stands of 8m² 60 complimentary tickets

Exhibitors will be charged for all tickets used over their 'free' allocation. All those used at the event within the above quotas are not charged. Exhibitors can be issued as many complimentary tickets as they wish to send.

Artist passes

All artists represented on stand will be issued with a free artist pass. Please note that restrictions of artists present at the Private View apply- as per the concern to keep overall numbers down. This area will be considered in the final calculations of invitations and possible attendees. It is expected that most exhibitors do not use more than 2 artist passes for the Private View.

Private Views

In response to exhibitor feedback the Crafts Council have programmed two evening views at COLLECT where exhibitors will send invitations directly to their clients:

The allocations for these invitations are calculated similarly to the complimentary tickets, and restricted due to the overall capacity and health and safety requirements of the Saatchi Gallery:

VVIP Preview

- Stands of 6m² 6 tickets
- Stands of 8m² 8 tickets

Private View opening party:

- Stands of 6m² 20 tickets
- Stands of 8m² 30 tickets

Friday Morning Preview:

- Stands of 6m² 10 tickets
- Stands of 8m² 16 tickets

Friday Late

- Stands of 6m² 20 tickets
- Stands of 8m² 30 tickets

Application Procedure

1. Draft Proposal for Stand Concept

Please describe the curatorial concept for your stand including details of your gallery and programme (if applicable), along with the reasons for including certain artists or combinations of artists. Initial ideas around the look of the display will also be of help to the Panel this is recommended for those applying for a stand in the Project Space.

| Exhibitor | Concept / rationale – Maximum 150 words. |
|-----------------|---|
| Gallery Fantasy | Ancient informing the modern: This presentation of artists demonstrates the influence of the ancient world on the modern, through a range of work specifically commissioned for COLLECT 2011..... |

2. Draft list of Proposed Artists

Please list your artists for consideration by the Panel in the following format. Note any artist that is introduced as 'new' by a cross in the appropriate box.

| Name of Artist | Discipline | Region & Country of Residence | Price Range of Work (£) | Previously shown at COLLECT | New to COLLECT |
|-----------------|------------|-------------------------------|-------------------------|-----------------------------|----------------|
| Ms. S. Sartre | Textiles | Paris, France | £1,500 - £5,000 | x | |
| Mr. JD Salinger | Ceramics | Santa Fe, New Mexico, USA | £2,500 - £10,000 | | x |

3. Images

For *previous exhibitors* images are **only** required for artists that have not been represented at COLLECT before.

For all artists **new** to COLLECT please supply:
TWO images per artist proposed for consideration. Images to be provided at 300dpi.
If the quality is not sufficient, please be aware we may request the image again.

For *new exhibitors*, please supply images for all the artists you propose to show.

4. Supplementary material

Supplementary material is not required as part of the application process. An applicant may forward additional information at their discretion.

- A list of previous, present and future planned gallery exhibitions

- A small selection of exhibition brochures, catalogues, press packs etc.

The Selection Panel may request supplementary information or images before an offer is made.

5. Exhibitor Fees

- **Application Fees**

All applications must be accompanied by a £70 application fee (inc. VAT). The application fee is non-refundable and must be submitted along with the completed application form and all supporting information. The application fee is a contribution towards COLLECT administration costs. A receipt can be sent if requested.

- **Catalogue**

For Ground and First Floor Exhibitors:

There is a mandatory charge of £550+ VAT (if applicable) for a double page spread. Additional spreads are available to the exhibitor at an additional £375+ VAT (if applicable).

For Project Space Exhibitors on the Second Floor:

There is a mandatory charge of £150 + VAT (if applicable) for an entry in the catalogue.

Summary

Application/ exhibitors key dates

| | |
|----------------------------------|--|
| Applications deadline: | 24 September 2010 (£70 fee) |
| Offers made: | <i>end October 2010</i> <i>(conditions on offers or details may be requested before an offer is complete)</i> |
| Confirmation forms and deposits: | 1 November 2010 (£1500 deposit) |
| Catalogue entries in: | 1 December 2010 |
| Exhibitor fees (total) due: | 1 March 2011 |
| Exhibitor set up | 4 and 5 May 2011 |
| Exhibitor take down | 9 and 10 May 2011 |

COLLECT 2011 Public View

| | |
|----------------|-----------|
| Friday 6 May | 11am- 6pm |
| Saturday 7 May | 11am- 6pm |
| Sunday 8 May | 11am- 6pm |
| Monday 9 May | 11am- 4pm |

Contact Details

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