



Origin

**The London Craft Fair
at Somerset House**
Application Form 2008

AT
SOMERSET
HOUSE

About the Crafts Council

The Crafts Council is the national development agency for contemporary crafts in the UK. It intends to position the UK as the global centre for the making, seeing and collecting contemporary craft. To do this it is focused on building a strong economy and infrastructure for craft throughout the country, increasing and diversifying the audience for the contemporary crafts and championing high quality contemporary craft practice, nationally and internationally.

To find out more about the Crafts Council visit www.craftscouncil.org.uk

Application to exhibit

Origin 2007 was our second year, and there was a real confidence about the event. Visitors complimented both the standard of the work on show and the overall look of the pavilion. Increasingly, Origin is becoming a hub for meetings and networking. Makers talk not just about the direct sales they make, but also about the commissioning and exhibition opportunities they achieve by showing at Origin. Many curators, trade buyers, stylists and retailers all use Origin to update themselves on current work in the sector and the showcase potential for makers is huge.

Rosy Greenlees, Director, Crafts Council

I think my profile has been raised by being part of Origin, with follow up orders, trade contacts and interesting future projects making it an extremely worthwhile experience.

Prue Cooper, 2007 Exhibitor

It was great to be back at Somerset House, and I enjoyed the week. Thank you – it was well organised and I could see everything went smoothly. The later opening times helped a great deal, giving more time for visitors to shop and those who work in the city to pop in before the weekend.

Grant Braithwaite, 2007 Exhibitor

I have found Origin to be an exceptionally well organised event and a real pleasure to do, not least because of the wonderful helpfulness of everybody I've dealt with.

Roger Bennett, 2007 Exhibitor

For Sixixis, Origin is about raising our profile and establishing what we do as furniture makers to an international audience. Although selling straight off the stand can be good, we concentrate on pushing our brand and building relationships with clients. We found Origin great for this, and it is in the months afterwards that you really reap the rewards

Tom Raffield, Sixixis, 2007 Exhibitor

About Origin

Origin: The London Craft Fair, was launched in 2006, replacing the Chelsea Crafts Fair as the UK's principal selling event for individual designer-makers. In 2007 there were more than 20,000 visits to Origin and the event attracted 316 exhibitors across two weeks.

Applications are now invited from both UK and international designer-makers of contemporary craft wishing to exhibit at Origin 2008 presented by the Crafts Council at Somerset House.

Somerset House is a thriving cultural destination in London. The magnificent 18th century building houses the celebrated collection of the Courtauld Institute of Art, providing the perfect venue for a contemporary craft fair. The location is easy to reach by public transport and is close to the retail areas of Covent Garden and London's vibrant theatre district.

Origin is a presentation of the very best of craft talent, be it ceramics, glass, metal, jewellery, furniture, textiles, paper and wood. Exhibitors are a mixture of national and international designer-makers, established names and emerging talent and each stand at the event exhibits work of a consistently high standard and demonstrates creativity and technical skill. Origin is also a chance to meet the people you are making for and for them to find out what inspires you. An important part of the show is being there to talk to visitors about your work.

Origin is housed in a purpose built pavilion designed by Ben Kelly and is erected in the Edward J. Safra Courtyard of Somerset House. The pavilion is designed to complement its content with transparent panels which fill the space with light.

Apply to take part

Selection

Selection of exhibitors is principally on the images supplied. Additional information on the application form may be used for press and publicity purposes once exhibitors have been selected so please ensure you complete both sides of this application.

Selection is necessary because we anticipate a large number of applications. An independent advisory panel will select the exhibitors for the event in April. This panel of selectors changes each year and will include: designer-makers, curators, craft retailers, journalists familiar with the contemporary crafts and 'opinion formers.' During the selection process all six of an applicant's images will be projected simultaneously, giving a clear indication of the full range of work. The panel does not take into account any other event and no application will be influenced or prejudiced by involvement or otherwise in any other Crafts Council activity. The selectors will also choose a reserve list. Should an exhibitor be unable to attend or give up their allocated space it will be filled from the reserve list. This ensures that all exhibitors have been positively selected.

Image format

You will need to supply six digital images of your work on a CD. Please refer to our image guidelines for more information. As we are anticipating a large number of applicants for this event you must ensure that you have submitted your images in the correct size and format. Images not correctly formatted will be returned. We regret that we cannot accept images by email or in any other format.

During selection your images will be shown in the order you have specified, e.g. 1 – 6. Please think about what your selected images say about your body of work, and ensure you are happy with the way this group of images represents your work. The selection of images you choose will also be used for promotional purposes and all images will need to be good quality and clear.

Eligibility

Origin is principally for the contemporary decorative and applied arts and therefore applications will not be accepted for painting, drawing, graphic design, print-making, photography or sculpture. Applications will not be accepted from those solely designing and co-ordinating products for industrial production, or from agents or wholesalers wanting to sell the work of others.

Stands are allocated on an individual basis therefore we are unable to consider group applications for stands.

It is also unlikely that applications to exhibit reproduction work will be accepted. As this is a two week event the organisers seek to provide a balance of craft disciplines in each week, in order to provide the visitors with a broad range of work. In light of this, only the body of work which applicants apply with will be eligible for sale. Exhibitors wishing to show one or more bodies of work, e.g. wood and jewellery will need to make two applications to ensure there is an equal selection process.

Costs

The Crafts Council recognises that participation in an event can be costly, especially at the early career stage, so to encourage applications from new designer-makers there is a special stand rate for those who have been in business for less than three years.

The event will feature a variety of stand sizes. Every participant will pay a flat rate fee for participation plus a per metre rate for the stand rental.

Makers in business for less than three years – participation fee is: £450 plus £100 per m²

Makers in business for three years or more – participation fee is: £450 plus £150 per m²

For example: A 4m² stand (2m x 2m) for a new maker will be £850. A 4m² stand (2m x 2m) for an established maker will be £1050.

Exhibitors may choose to share a stand, though please bear in mind that the participation fee would still be charged per maker. Where applicants wish to share a stand, the organisers reserve the right to nominate stand share partners. There will be a limited number of shared stands available and priority for a shared space will be given to new makers. Please refer to the Application Form for the full list of stand spaces available. VAT will be charged on the entire stand fee. This is in accordance with HM Revenue and Customs rules and regulations.

If offered space, exhibitors must confirm their acceptance with an immediate payment of £200 as the first instalment of their stand fee. Once paid this acceptance payment will not be refunded. A further 50% of the balance of stand fees is due upon invoice at the end of July and then the remaining balance is to be settled with the Crafts Council at least one month prior to the opening of the event.

Catalogue Fee

The catalogue will feature an image and contact details for each selected exhibitor. There will be an additional obligatory charge of £50 plus VAT (£58.75) per exhibitor for this catalogue entry.

Application Fee

All applications are subject to a non-refundable £20 fee (£17.02 plus VAT) to be submitted along with the Application Form. This fee can be paid by credit card or cheque. Cheque payments for the £20 fee should be made payable to 'Crafts Council'. We can only accept cheques that are drawn on a UK bank – regrettably we are unable to accept Euro cheques. This fee will go towards covering the administration costs for processing applications and the selection procedure.

Promotion and Publicity

Origin will be supported by a national and international marketing and PR campaign which will target a range of media including radio, monthly magazines, trade press and weekend supplements. We will also use direct mail and e-marketing to let existing and new audiences know about the event. To carry out promotion and publicity activity for Origin: The London Craft Fair, the Crafts Council and exhibitors need to work together.

For example, if you can give us high quality images of your work they are more likely to be used in press coverage and it is helpful if you keep us up to date with any newsworthy stories and your own promotional and publicity activity.

Advice for new makers

The Crafts Council organises training days to support all exhibitors. The intention is to provide advice and assistance for those with limited experience of selling or promotion and specific guidance for experienced makers. Advice is given on all aspects of promotion, display and presentation, business and selling practice to help both new and experienced exhibitors. The Crafts Council will be holding a number of training days around the UK in the summer of 2008, to which all exhibitors will be invited to attend.

Funding to participate

UK based designer-makers may be eligible for funding support from the Arts Council of England, Scottish Arts Council, Arts Council of Wales, Arts Council of Northern Ireland or CIDA. Please visit the following websites for more information.

www.artscouncil.org.uk
www.scottisharts.org.uk
www.artscouncil-ni.org
www.artswales.org.uk
www.cida.co.uk

It is important to think about deadlines when planning to apply for funding. Most of the above schemes have set deadlines throughout the year and others have no deadlines, for example the Arts Council's Grants for the Arts is a continuous programme. There are no deadlines and you can apply at any time, but you will need to allow a 6 week minimum prior to the event for them to process your application.

It is also a good idea to contact your local Arts Council to discuss other funding opportunities available to makers in your region.

Application Procedure

The application form must be completed in full and returned together with six images on CD and the application fee.

These need to be with the Crafts Council no later than 6pm on Monday 3rd March 2008.

The allocation of display space is entirely at the Crafts Council's discretion. Applications should be checked carefully as they will be returned before selection if they are incomplete or incorrect.

The number of applications is likely to exceed the exhibiting space available. The choice of the selection panel is final and the Crafts Council

cannot enter into correspondence regarding the outcome of individual applications. Selection will take place during April 2008. All applicants will be informed of the panel's decisions in writing by the end of April 2008. Please do not telephone for information.

If you would like to receive acknowledgement of your application please enclose a stamped, self addressed postcard with your completed form. In addition, to request a VAT receipt please email finance@craftscouncil.org.uk

Images will be returned to unsuccessful applicants at the end of the selection procedure. Images from applicants who are either offered a space or selected for the reserve list will be retained until after the event.

What you get for your participation fee:

- A presence at a prestigious international event
- Full national and international press and publicity campaign and online promotion
- Listing on Crafts Council website and Origin microsite
- Discounted personalised promotional postcards
- Other promotional material such as bags, show leaflets, and an e-flyer
- 4 x complimentary tickets

- Stand shell scheme and fascia with exhibitor's name – extra display items available
- Stand lighting package – extra electrical services available
- 24 hour security at the event and secure storage for stock
- Opportunity to attend Crafts Council training days to maximise your participation
- Access to an exhibitor lounge and cloakroom
- Discounts at the Deli café and Somerset House restaurant
- Discounted entry to join the National Register of Makers. Discounted membership is £7 (reduced from £15).

For further information or to download an application form please visit www.craftscouncil.org.uk/nrm/index.html

Closing date for applications is 6pm Monday 3rd March 2008

Late or incomplete applications will not be accepted. We regret that we can not accept applications sent via email.

Accepted exhibitors are required to read and agree to the terms and conditions of exhibiting, a copy has been enclosed for your reference. If you have a question about any of the points raised in this application please contact a member of the

Origin team on +44 (0) 20 7806 2512 or email origin@craftscouncil.org.uk

Check your application carefully and send:

- A completed Application Form
- Six images on CD, clearly identified – see image guidelines
- A cheque for the application fee of £20.00, payable to 'Crafts Council' or call our finance team on +44 (0)20 7806 2552
- If you would like to receive acknowledgement of your application please enclose a stamped, self addressed postcard with your completed form. In addition, to request a VAT receipt please email: finance@craftscouncil.org.uk

Send to

Origin Applications

Market Development Department
Crafts Council
44a Pentonville Road
Islington, London N1 9BY



Crafts Council Registered Charity Number 280956. Crafts Council is committed to equal opportunities and diversity.

Photos: Dave Ashton
(www.daveashtonphotography.com)
Print: The Colourhouse
Design: INTRO (www.introwebsite.com)

Grants / Awards / Prizes

These details may be used for press and publicity purposes once an exhibitor is selected

Year	Award name	Awarding organisation

Exhibitions

Year	Title	Venue

Commissions

Year	Description	Commissioning organisation

Collections

Give details of any work featured in public collections

Collection	Year purchased	Work purchased

Education / Training

Please give details of training, formal or informal, and specify if your craft is a second career, giving details of a previous occupation where appropriate.

Date	Institution	Course title and qualifications

Teaching Positions

Date	Institution	Position

Marketing and Promotional Campaign

Please give details of any planned marketing and promotional activity for 2007 and any recent press coverage

Dates	Details

If you would like to receive information on exhibiting at forthcoming Crafts Council events, including details on how to apply, then join our free mailing list and tick here.

If you would like to receive selected information from other like-minded organisations about events and opportunities, please tick here.

The Crafts Council is committed to protecting your privacy and will not share your information with any other company or institution without your consent

Application Form

Please read all the instructions carefully as late, incomplete or incorrect applications will not be accepted. Closing date for applications is 6pm Monday 3rd March 2008

- 1 Please complete the application form in full on both sides
- 2 Please supply 6 images on CD in the format required – see guidelines for more information. Make sure the CD cover is clearly labelled with your name
- 3 Ensure that you have chosen one of the images to represent you in the event catalogue

- 4 Ensure that payment for the application fee of £20 is enclosed. Cheques should be made payable to the 'Crafts Council'. Applicants can pay via credit card – please contact our finance team directly on +44 (0)20 7806 2552 (Please note there will be a 2% processing charge for paying by credit or debit card)
- 5 Do not submit any other material, CV's or supplementary information
- 6 Please note that we can not accept applications by email
- 7 Please return completed application forms to:
Origin Applications
Market Development Department
Crafts Council
44a Pentonville Road
Islington, London N1 9BY

Applicant's name _____

Contact name (if different) _____

Company name _____

Address _____

Town _____ County _____

Postcode _____ Country _____

Telephone _____ Fax _____

Mobile _____ Email _____

Website _____

Regional Arts Council (UK applicants only) _____

Category * _____

* Eg. Glass / Furniture / Interior Textiles / Fashion Textiles and Accessories / Knitwear / Woven Textiles / Leather / Non Precious Jewellery / Precious Jewellery / Hats / Silver / Non Precious Metal / Sculptural Ceramics / Functional Ceramics / Paper and Books / Wood / Toys and Automata / Basketry / Miscellaneous

Stand fees

Stand fees are calculated as follows: A participation fee of £450 is charged per exhibitor. Exhibitors who have been in business for less than three years will pay an additional £100 per square metre, exhibitors who have been in business for three years or more will pay an additional £150 per square metre. A limited number of shared stands are available but priority will be given to new makers.

The following stand sizes are available. Stand prices below include the £450 participation fee. Please mark your preferred choice:

New maker (in business for less than three years)			
4m ² (2 sharing)	1m x 2m = 2m ²	£650 (each)	<input type="radio"/>
4m ²	2m x 2m = 4m ²	£850	<input type="radio"/>
6m ²	2m x 3m = 6m ²	£1050	<input type="radio"/>
8m ²	2m x 4m = 8m ²	£1250	<input type="radio"/>
Established maker (in business for three years or more)			
4m ² (2 sharing)	1m x 2m = 2m ²	£750 (each)	<input type="radio"/>
4m ²	2m x 2m = 4m ²	£1050	<input type="radio"/>
6m ²	2m x 3m = 6m ²	£1350	<input type="radio"/>
8m ²	2m x 4m = 8m ²	£1650	<input type="radio"/>

Please note that measurements of the spaces are taken from the outside and do not account for the thickness of the wall panels, therefore the internal measurements of each side panel is – 5cm, for example where a stand has a 2m side panel it will be 1.95cm. All money raised in stand fees goes directly to building and marketing the event. VAT will be charged on the entire stand fee. This is in accordance to specified changes by HM Revenue and Customs.

Tell us about your work

Year workshop started?	Is this your second career?
Please tick one: I have been in business for less than three years	
I have been in business for three years or more	<input type="radio"/>
Describe briefly the work you wish to sell	<input type="radio"/>
<hr/>	
What are the main materials used in your work?	
<hr/>	
Who makes the work? (Please give details of who is involved in the production of your work)	
<hr/>	
What is the range of your retail prices?	

Image Details

Describe the work in each image on the CD

Image 1

Title and description	
Date	Size of work
Retail price	Photographer credit

Image 2

Title and description	
Date	Size of work
Retail price	Photographer credit

Image 3

Title and description	
Date	Size of work
Retail price	Photographer credit

Image 4

Title and description	
Date	Size of work
Retail price	Photographer credit

Image 5

Title and description	
Date	Size of work
Retail price	Photographer credit

Image 3

Title and description	
Date	Size of work
Retail price	Photographer credit

Image number nominated for event catalogue. Please tick one:

Image 1 Image 2 Image 3 Image 4 Image 5 Image 6

Image guidelines for CD

It is very important that you follow the guidelines for supplying your images on CD. Images which are not supplied in the correct format will be returned.

For selection, images will be projected via a data projector. All six images will be projected at once. If you submit more than six images we will only show the selection panel the first six images on the CD.

Some tips for successful images

- Quality of images is often a reason why good makers don't get selected
- Is your image sharp and in focus?
- Can you clearly see the object?
- Avoid distracting backgrounds
- Make sure the image isn't too dark or too light
- Make sure the images are clean and free from dirt and scratches

Please submit six digital images on CD ROM in the following format:

We require the images to be submitted in two file sizes 72dpi for the selection and 300dpi for the catalogue print.

Filing

Please file the six images in two separate folders on the CD both labelled with your name and the file size. For example: Jane Smith 72 and Jane Smith 300

Image size

Images sizes should be a 3:4 ratio (this is the proportion of the image). 72 dpi images should be no larger than 9cmx12cm (can be portrait or landscape format). 300dpi images should be no larger than 30cmx40cm (can be portrait or landscape format).

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 6 which should correspond with your image details on the Application Form. For example: jsmith1.jpg

File names should be no more than 32 characters long and free from any non standard characters e.g. - / : * ~ (>

In these Terms and Conditions the following definitions are: Organiser refers to the Crafts Council. Exhibitor refers to any persons selected to participate at Origin 2008 Terms and Conditions.

1 - Exhibitors must keep their stands open and attended by knowledgeable staff throughout the period of the event. This is expected to be the selected designer maker for at least 90% of the event.

2 - Exhibitors may not sub-let space within the area allocated to them.

3 - The organiser reserves the right to move stands and reallocate space previously notified to exhibitors and to cancel and/or amend the event if required by circumstances outside their control.

4 - The organiser will remove any part of the display outside the limits of an exhibitor's allocated space and may further restrict the display or demonstration of any mechanical or other equipment should it be a nuisance to other exhibitors or the visiting public. The use of video equipment must be authorised in writing by the organiser before installation.

5 - Exhibitors must not display goods of an inflammable, noxious or obscene nature. Fabrics used on stands for display purposes must be fireproofed. The organiser will remove any such unsuitable material from the event.

6 - Exhibitors will be liable for any damage caused to the panels, flooring or stand fittings.

7 - Exhibitors will be liable for any damage they cause to the fabric of the pavilion.

8 - Exhibitors may not move or install any lighting or electrical appliance without written approval of the organiser. Any lighting or electrical appliance not supplied by the electrical contractor must be approved and PAT tested by the contractor.

9 - Exhibitors wishing to display work substantially different in nature from that accepted by the selection panel must apply to the organiser in writing. The organiser may remove exhibits, which have not been accepted by the selection procedure.

10 - In the case where an exhibitor's range of work may be classified into more than one selection category, the selectors reserve the right to specify that only one part of the range is eligible for display at the event. Exhibitors will be advised in writing if this is the case.

11 - The organiser accepts no liability for loss or damage to exhibitors' work, neither during the event, nor during setting-up or dismantling. Insurance is the responsibility of the individual exhibitor and exhibitors must ensure they are covered for all eventualities.

12 - Payment in full must be received at least 20 days prior to the opening of the event. The organiser reserves the right to refuse admission to exhibitors who have not paid for their stand in full prior to the event opening.

13 - Exhibitors withdrawing from the event after accepting space are liable to pay 50% of their stand fees. Exhibitors who cancel within 20 days of the start of the Fair (17th September 2008) are liable for the total costs of the stand.

14 - It is a condition of exhibiting that sales to the public are charged at a proper retail price, and displays are adequately stocked with saleable goods made by the exhibitor for the duration of the event. If items are batch produced rather than made fully by the exhibitor, goods should be labelled as such and information about the making process of all exhibits should be available to visitors of the event.

15 - The organiser reserves the right to withdraw their offer of space from any exhibitor owing monies to the organiser on any account. The organiser also reserves the right to reject applications from makers who have contravened the Terms and Conditions at previous events.

16 - All exhibitors should give full co-operation to the organisers and/or appointed publicity contractor in attempting to achieve coverage and promotion for the event.

17 - The organiser cannot accept responsibility for any issues arising as a result of problems with the venue or its staff. If, because of war, fire, strike, or other cause beyond the control of the organisers, the event is cancelled, exhibitors remain liable for stand fees as per Clause 13, and the organisers shall have no liability to exhibitors for the loss of income resulting from such cancellation.

18 - Any agreements entered into by the exhibitor and an external contractor or supplier at the event, are the responsibility of the exhibitor and the organiser cannot accept any liability for claims resulting from the failure of any of its contractors or suppliers to deliver goods or services.

19 - Whilst the organiser takes every effort to ensure that exhibitors contact details are correct in the promotional material for the new event, the organiser cannot accept responsibility for any errors printed therein and the organisers shall have no liability to exhibitors for any claims resulting from such errors.

20 - In consideration of the organisers assisting exhibitors in promoting their work, exhibitors must agree to grant the organisers a non exclusive copyright license for any promotional materials supplied to the organiser and/or its appointed publicity contractor, for the purposes of promoting and publicising their work and the event, both nationally and internationally. In granting this license exhibitors should be aware that the promotions may include the use of these materials on the Internet (World Wide Web) and that any images supplied may be scanned and held digitally for this purpose. The copyright is and will continue to be beneficially and solely owned by the exhibitor, who must ensure that it does not and will not infringe on any other copyright and that no information contained in the materials is or shall be inaccurate, misleading or injurious.



