

# collect

# open

PRESENTED BY  
CRAFTS COUNCIL



Sophie

## Collect Open – Application Guidance

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The information contained in this document is not legally binding and serves only to illustrate Crafts Council’s protocols and its expectations for all those wishing to apply to Collect Open 2020. It should be read in conjunction with the Collect Open Terms & Conditions available through the application form.

Front cover image: Tina Vlassopoulos, Collect Open 2019. Photo: Iona Wolff

## About Collect

Collect: The International Art Fair for Modern Craft and Design  
26 February – 1 March 2020

Collect champions craft in a fine art context and has been instrumental in defining and growing the market in the UK for international collectable craft.

The fair is passionate about supporting the specialist galleries and dealers worldwide in this field who represent highly talented artists, giving unparalleled access to view and buy their exceptional work.

Held in the first quarter of the international cultural calendar, Collect's strength and reputation has grown considerably over its 16 years. The fair is well positioned for overseas audiences to attend along with attracting visitors from London's affluent and culturally educated market. The thrust of its comprehensive press, marketing and VIP campaign ensures that for 2020, it will capitalise on a refreshed position, building on an already committed and established audience.

## About Collect Open

Collect Open offers a unique opportunity for artists to exhibit alongside world-class galleries at Collect.

Collect Open (previously the Project Space) was conceived by the Crafts Council in 2011 for makers to showcase exciting new bodies of work. Since then, Collect Open has built a reputation as the home of some of the most exciting and boldest installations exhibited at Collect.

The Collect Open platform was created for artists to represent themselves through an original body of work made specifically for the fair. It shines a light on individual makers and collaborations, providing them with a platform to evolve their practice and experiment creatively.

The programme provides artists the opportunity to present exceptional works to high-profile collectors, curators, journalists and other UK and international sector professionals in the premium environment of the Collect fair.

Now in its eighth year Collect Open has established itself as a valuable thought-provoking element of Collect, offering visitors a welcoming space where they can meet with the participating artists, discover ambitious ideas and hear about the evolution of the works on show.

Many makers identify their selection for Collect Open as a turning point in their careers. Previous makers have found gallery representation, earned commissions, connected with curators and buyers, and generated collaboration opportunities.

## Testimonials from Collect Open 2019

*'Exhibiting at Collect Open has lifted my professional practice into a new level. I feel my work is now being taken a little more seriously and has gained more legitimacy by being exhibited in the context of Collect and at the Saatchi Gallery.'* – Mary O'Malley, Collect Open 2019 Exhibitor

*'Fantastic footfall from a clearly interested audience'* – Stefano Santilli, Collect Open 2019 Exhibitor

*'The opportunity to show my work in an elevated context and the knowledge that the exact audience I am hoping to connect with will see it. Talking with curators from public collections and seeing that my work can hold it's own against such a high standard.'* – George Winks, Temper Studio, Collect Open 2019 Exhibitor

*'Exhibiting and having conversations make possible by our new work in that context'* – David Clarke and Tracey Rowledge, Collect Open 2019 Exhibitor

## Application Advice Session – 24 May 2019

The Crafts Council is holding a 'Collect Open 2020 application advice session' on May 24 at the Crafts Council offices. [Click here for more info and to book your place](#)

The Crafts Council Talent Development team will also be running a 'Making a good application' Facebook live event on Thursday 30th May at 1.30pm [Facebook Live](#), duration 35 minutes.

## Brief

Artists' proposals should above all show an ambitious development of their creative practice. Including, but not limited to, challenging themes and concepts previously explored and honing and pushing making skills and techniques. The proposal should communicate the extension and advancement of their body of work.

Artists should articulate how the proposal is an elevation of their practice, citing previous works and achievements and showing evidence that they're able to practically deliver their proposal.

Proposals are expected to have a strong conceptual basis. Themes should be well-developed with depth and the ability to capture the imagination of the Collect audience. Artists are encouraged to be ambitious; the Advisory Panel are looking for conversation pieces that are both memorable and brave. Projects should inspire the Collect audience, how visitors will engage and relate to the work should be well considered. Challenging traditional perceptions of craft and design is encouraged.

Collect Open proposals must demonstrate scale. Scale can be interpreted on micro or macro levels what selectors are looking for is strong development and a new body of work that chainages an artists' current working practice. Previous presentations have seen the creation of installations, environments, bodies or quantities of work, creative structures and large-scale pieces. Scale should represent an extension of the artwork rather than an object with background. Please note selected artists will have approx. 15 hours to install their work on site.

The new Collect 2020 venue of Somerset House offers a variety of spaces for projects throughout the venue. The Crafts Council will consider all display requirements when allocating spaces, but makers should expect to have a degree of flexibility with the location and presentation of their projects. Final space locations will be determined by the Crafts Council and are non-negotiable.

Artists are asked to convey why Collect Open is the next step in their artistic career, how their practice has led to this next stage and how it would move their practice forward. Artists should demonstrate previous successes that have prepared them for Collect Open, on a practical and creative level. Proposals should include evidence of an understanding of the professional commitment expected as a participant of this programme.

Individuals and collaborations/ groups may apply, however, it is not considered to be a secondary space for galleries or dealers.

## Criteria

- The proposal should be for a new body of work made especially for Collect 2020
- The project should be shown for the first time at Collect 2020
- Applications must be complete, considered and comprehensive
- The proposal is ambitious and a step up for an artist(s)' usual practice
- Strong theming and curation by the applicant with a resolved concept
- Realistic financial/funding planning and commitment
- Evidence that the technical elements of a project can be realised.
- Skilled making/ craftsmanship– it is expected that artists and their work demonstrate a deep knowledge of/ skill with materials as well as creative and artistic discipline. This may be based on a contemporary interpretation of a traditional craft as well as those that are operating at the cutting-edge of material experimentation and/or combination of materials.
- Artists' work within an application is expected to be categorised within the following terminology: art jewellery, ceramic, fibre, furniture, glass, lacquer, gold/silversmithing, stone, textile, leather, paper, wood and other materials. Artists using digital technologies within their work are expected to demonstrate that hand skill and craft knowledge is the lead component in both the concept and finished object. Applications consisting solely of painting, drawing, graphic design, photography, fine art sculpture, animation or film will not be considered.

## Selection

The Collect Open Advisory Panel can offer places to artists on a full, reserve or conditional basis and their decision is final and absolute. The Crafts Council is unable to provide feedback on unsuccessful applications.

If selected, an applicant will be issued a legally binding Fair Space Contract to confirm their participation within the programme. Once this contract has been signed by the selected applicant there are bound by the cancellation policy

## Fees

### Application fee

All applicants must pay a £36 (£30 + VAT) non-refundable application fee in order to be considered for Collect Open. The application fee is a contribution towards Collect Open administration costs. A receipt can be sent if requested, please email [collect@craftscouncil.org.uk](mailto:collect@craftscouncil.org.uk)

### Space fee

Space is offered in two bands and calculated in whole square metres. If an applicant's proposal is wall based, i.e. requiring a 7m long wall, this will be calculated as 7 square metres.

Band 1 = 2-5m <sup>2</sup>	Band 2 = 6-10m <sup>2</sup>
£1,955 + VAT	£3,095 + VAT
Logistics fee £260 + VAT	
Catalogue fee £210 + VAT	
<b>Total: £2,425 + VAT*</b>	<b>Total: £3,565 + VAT*</b>

\*All Exhibitors are required to pay UK VAT regardless of their nationality/ country of origin.

### Additional costs

Applicants should consider what additional costs they may incur beyond the Collect participation fees. Applicants are encouraged to research their own costs for shipping, technicians, display, production costs, additional lighting, marketing, photography, accommodation etc. before applying.

### Payment schedule

Payment	Cost	Deadline
Application submission	£36 (£30 + VAT)	28 June 2019
Acceptance of space and deposit	20% of total fees	30 August 2019
Second payment	30% of total fees	30 October 2019
Third payment	50% of total fees	30 December 2019

## Funding and Finances

The Crafts Council encourages applicants to consider their budget carefully as this opportunity is a high-level investment. We recommend applicants calculate an estimate of all costs involved e.g. fee for exhibiting; your display/presentation; transport and installation costs as well as the making and material costs.

Crafts Council Talent Development Managers are on hand for successful Collect Open applicants to advise on funding applications. Please indicate in the application the method you are intending to use to fund your Collect Open project e.g. personal finances; grant application; other. If you are intending to apply for a form of funding as your main method of financing Collect Open, please indicate a backup plan should you not be successful in your main funding option.

UK based applicants may be eligible for funding support from the Arts Council of England, Scottish Arts Council, Arts Council of Wales or Arts Council of Northern Ireland.

Collect Open is a platform to showcase ambitions work; if grant funding is essential to realisation of your project, we encourage you to consider applying well in advance of the Collect Open application deadline.

Please visit the following websites for more information

- [www.artscouncil.org.uk](http://www.artscouncil.org.uk)
- [www.scottisharts.org.uk](http://www.scottisharts.org.uk)
- [www.artscouncil-ni.org](http://www.artscouncil-ni.org)
- [www.arts.wales](http://www.arts.wales)

It is important to carefully consider the different options to apply for funding or support and typically allow a minimum of 6 weeks to process an application and five days to register. The Arts Council England provides an open-applicant funding programme entitled Grants for the Arts (G4A), which supports artists in their practice.

For more information on the Arts Council of England's Grants for the Arts programme please visit: [www.artscouncil.org.uk/funding/](http://www.artscouncil.org.uk/funding/) or contact your regional Arts Council of England Officer.

Grant funding is not the only option for raising finances for a project like Collect Open. Consider a crowdfunding campaign using platforms like Indiegogo ([www.indiegogo.com](http://www.indiegogo.com)) or Kickstarter ([www.kickstarter.com](http://www.kickstarter.com)). There are also organisations that can support you in setting up a Kickstarter campaign such as Sidekick ([www.sidekickcreatives.com](http://www.sidekickcreatives.com)).

## Crafts Council contact details

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