



Making an application: Hothouse 2020



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 Hothouse eligibility criteria and programme structure document. Please also look at the Frequently Asked Questions, before starting your application.

How do I apply?

Closing date for applications is Monday 9 September 2019 at noon.

All applications can be made by visiting the Hothouse pages on the Crafts Council website:

www.craftscouncil.org.uk/hothouse. There you will find a Survey Monkey form to complete.

You will answer some questions, as well as upload a relevant C.V and images. We recommend that you:

- give yourself time to develop your application. Don't leave it to the last minute. It may be helpful to spend time thinking about your answers. Think carefully about how you:
 - write and talk about your creative practice and your business.
 - how you will benefit from Hothouse.
 - how you will contribute to the programme as an active member of the group.
- Make a draft of your application in hand writing or in a word document and when you are happy with it copy and paste it into the online form. This should help if there are any technical problems with the form and will mean your answers don't get lost.

You may re-visit the form as many times as you like to make edits. But after you have clicked 'done' you will not be able to re-visit the form.

Important: The last page of the application form will ask you to make a payment of £35. This is your application fee and if you don't pay the fee, your application won't be considered.

Option for video application: If you are more comfortable talking about your work than you are writing using forms, we can accept a link to a video in place of the main part of the 'supporting information' section. You will still need to complete the other areas of the form, but instead of answering the questions that need long answers, provide a link to a video. Make sure that the video covers all of these questions otherwise your application may be viewed as incomplete and so ineligible.

- Provide a statement about your work, the techniques you use and ideas and inspirations behind it

Making an application Hothouse 2020

- 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 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. Please remember to include the password in your application form if we need one to view the video!

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. This includes disabled applicants and applicants from black, Asian and minority ethnic backgrounds. We guarantee to interview any disabled applicant, and/or any applicant who identifies as BAME, whose application(s) **meet the quality criteria** for the Hothouse programme. Please see below for more information on the quality criteria.

Inclusion: Whether you are applying under the Guaranteed Interview Scheme or not, please let us know if you have a disability. This is so we can work with you to make reasonable adjustments to support you in the recruitment and selection process.

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

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 to explain clearly how you meet these three criteria through your application and images.

1. Quality of making:

Hothouse is competitive and successful Hothouse makers have a very high standard of making. Please have a look at the makers who have been on the programme before to see examples of high quality making. Your quality of making will be compared to other applicants and assessed by a range of experts with deep knowledge of materials, the craft sector and the market for craft. Please pay careful attention to the images and descriptions you submit of your work to best represent the quality of your making.

- Hothouse champions diverse and high quality craft. When assessing high quality craft for Hothouse we look for:
 - **Skilled making/craftsmanship:** it is expected that applicants 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.
 - **Originality and consideration to the aesthetic:** We are also looking for craft that has been well developed, designed and resolved; with evidence of a strong personal making style in the work.
 - **Consideration to the contemporary marketplace:** Hothouse is designed to support makers to establish their businesses within the current market for contemporary craft. We are looking for craft that can stand out in a competitive marketplace.
 - **Control of production process:** we expect that applicants are making their own prototypes and having control over the production of the finished item.

2. Your craft-focused practice:

- Commitment to the development of a craft-based practice and business
- A potential to combine innovative and creative ideas with ambition and integrity.
- Evidence of steps taken towards the establishment of a craft practice and business. This might include:
 - Seeking business advice
 - mentoring
 - relevant work experience
 - engaging with networks in the craft sector

- thought about how to set up a studio/workshop to make the work
- Consideration and understanding of the context and craft sector in which the work will be placed.

3. Commitment to professional development:

- An openness to move forward with your own professional development through:
 - contributing fully to the Hothouse programme.
 - being an active member of the Hothouse community.

How does the selection process work?

When you have submitted your application you will not be able to re-visit it. We will then take your application through four stages.

First of all we make all applications anonymous by hiding your name. This is to enable us to be as fair as possible.

Stage One: Checking for eligibility.

We check that you:

- Are living and working in England.
- Are making craft as we know it (and not craft beer!)
- Will have been in business for no more than four years by the time the programme begins in February 2020.

If you are not eligible, you will get an email explaining the reason why.

Stage two: Reviewing quality.

Experts from the craft sector, including those advocating for underrepresented groups, assess the quality of making using ONLY the images and image descriptions. It is very important to select great images that represent your work well. It is just as important to provide clear descriptions of the work.

Stage three: shortlisting for interview

The Crafts Council and different experts from the craft sector, including those advocating for underrepresented groups; then shortlist applications for interview, taking into account the opinions of our experts from stage two. Makers who ticked the guaranteed interview scheme box will be automatically offered an interview if their work meets the quality criteria. If you are not shortlisted for interview you will get an email with some feedback and the reason why.

Stage four: interviews

If your application is successful at the shortlisting stage you will be asked to attend a short interview. You will be asked to bring examples of your work. You must cover your own travel costs to attend the interview. On the panel will be Crafts Council, craft experts and former Hothouse participants.

After the interview, the Crafts Council and our interview panel will select the most appropriate makers to be part of the Hothouse programme.

Interviews will take place during October/November 2019. If you do not get a place on the Hothouse programme, you will get feedback from the interview panel.

Image guidelines

Accepted image formats & sizes:

- must be in digital format and can be in JPG, PDF, GIF or PNG format.
- must be at least 500x500 pixels and should be 72dpi
- has to be less than 16 megabytes in size
- You will not be able to upload oversized images

What we look for in images:

- Images must show recent work, it should be work that has been made in the last three years. Images showing details of objects are fine, but at least four different pieces of work must be shown in total.
- Files of CAD rendered images are fine but should make up no more than two of the six images submitted. Proof 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, for example:
 - is it a commission?
 - is it a site specific project?
 - is it part of a collection or series?
 - what is the artistic intent of the piece?
 - 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.

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 Talent Development Team makedev@craftscouncil.org.uk, 0207 8062500.

The Talent Development Team are not able to meet candidates personally to discuss an application.