

Introduction

Craft Scotland is now inviting applications from makers working at the very highest standards of their craft to showcase at Collect 2018. Makers may use a range of materials including ceramics, glass, jewellery, wood, metal, stone, plastic and textiles.

Collect is the craft sector's premier showcase, bringing together galleries, artists and collectors from around the world. It offers visitors an unrivalled opportunity to see and buy contemporary museum-quality craft from established and emerging artists and makers represented by over 30 of the world's finest galleries.

Since its launch in 2004, Collect has gone from strength to strength to become one of the world's leading fairs for contemporary applied art and the highlight of the craft calendar.

Running from 22 – 25 February 2018 in the prestigious Saatchi Gallery in London, Collect offers visitors an opportunity to indulge both their passion for collecting and their interest in design and interiors.

A dynamic, free talks and events programme will inspire and encourage debate on contemporary craft with leading voices from the worlds of craft, design, architecture, fashion and art.

Craft Scotland last showcased at Collect in 2010, and is now looking forward to returning to this inspiring show. In a similar model to our showcase at London Design Fair 2017, we hope to work in partnership with Emergents. This partnership with Emergents is subject to funding, which will be confirmed later in the year.

Craft Scotland is the national agency for craft, who work to unite, inspire and champion craft through creating opportunities for makers and audiences.

Emergents is a community interest company that aims to support the development of creative careers, enterprise and the economy in the Highlands and Islands of Scotland and beyond.

Why exhibit at Collect?

- Footfall at Collect 2017 was over 14,000 visitors
- 20% of the audience were collectors with the intent of adding to their collection
- Close of show sales for Collect 2017 were in excess of £1.5 million with a positive response from exhibitors for future business
- Collect sees a strong London audience of 60% of visitors. There is also a strong International presence with 15% overseas visitors from 25 different countries across 5 continents
- 71% of exhibitors said that Collect was useful in introducing them to museum and gallery professionals
- Collect operates an extensive press and marketing campaign targeting collectors and high-net worth individuals along with potential new cross-over audiences from the worlds of design, art and antiques
- Collect 2017's advertising campaign saw print advertising across the Central London bus and tube network and features in the Guardian Guide, Financial Times Weekend Life and Arts and the Evening Standard. 40k leaflets were also distributed across targeted London boroughs

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- There were over 270k Twitter Impressions, 666k reach for Facebook posts and 74k views of the Collect web page during the Collect 2017
- The Crafts Council holds a seminar at Collect for curators and collections managers to encourage dialogue around acquiring for national collections. Collect 2017 saw a keen attendance from museums across the UK including National Museums of Scotland, the British Museum, Leeds Museums and Galleries, Brighton Museum, National Centre for Craft and Design, Compton Verney, Ulster Museum, the Jewish Museum and the Ariana Museum, Geneva.

Venue

Collect is held at the Saatchi Gallery on London's King's Road from 22 – 25 February 2018.

Saatchi Gallery
Duke of York's HQ
King's Road, London
SW3 4RY

Get Involved

The Craft Scotland stand will be a curated space showcasing the work of approximately 10 – 12 makers. The space will be designed by Scottish architecture studio GRAS in response to the successful makers and work selected.

Applications are invited from makers working across a range of disciplines including ceramics, glass, jewellery, wood, metal, stone, plastic and textiles. This opportunity is suitable for makers who produce high-quality work suitable for a collectors, galleries and museums.

You must be able to provide between three and 10 pieces of showcase quality work (depending on discipline). The number of pieces will be agreed in consultation with Craft Scotland.

What we will do

Craft Scotland will:

- Promote the event and the makers taking part on our website and through social media
- Produce printed literature - each maker will receive a one page entry in the literature
- Maintain communication throughout the project with the successful makers (the Craft Scotland team will be the main point of contact for all makers)
- Liaise with the GRAS regarding stand design
- Curate the space and set up/install makers' work at the show (makers are not required to attend the show during installation)
- Manage the show, take sales and liaise with potential clients on behalf of the makers'
- Evaluate and report on the show

Your Commitment

You will be expected to:

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- Meet deadlines as set out below and those issued following the selection process
- Maintain communication throughout the project with Craft Scotland
- Attend the Preparation Day
- Deliver to and collect your work from the Craft Scotland office, Coburg Street, Edinburgh
- Supply high-quality photographs of your work
- Promote the show and your involvement through your networks, e.g. buyers, collectors, interested parties through your website, via social media, via mail outs etc.
- Mention Craft Scotland, the stand and your participation in your own marketing including on your website, CV etc.
- Provide feedback as requested

Key Dates:

5pm Wednesday 21 June 2017 - Deadline for receipt of applications to Craft Scotland

By Friday 30 June 2017 - Applicants notified of the outcome of their application

Thursday 31 August 2017 - Participation fee due

w/c Tuesday 17 October 2017 – Preparation day (Custom Lane, Edinburgh)

w/c Monday 12 February 2018 - Delivery of all work for Collect

22 – 25 February 2018 - Show dates

Early March 2018 - Collection of work from Craft Scotland

Conditions of Application

You must:

- Live and work in Scotland

Fees and Associated Costs

- An application fee of £25 must be submitted with all applications – non-payment of this will mean that your application is NOT considered. The payment will be taken via PayPal after you have submitted the online form.
- Successful makers will be expected to pay a £250 participation fee (this fee is towards the cost of the stand, administration, staffing and marketing)
- Craft Scotland will take 50% commission on all sales

Selection Criteria and Process

Selection for the show will be based upon the following criteria:

- The quality of your work
- How suitable your work is for the audience and the show itself
- Whether the price point of your work is reflective of those seen at the show

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- What level of concept and design can be seen in your work

It is important that the work selected acts as a visual collection. This will be the overarching criteria once the others have been satisfied.

If there is a possibility that you might be showing at Collect 2018 with another gallery, then please let us know at time of application. This does not mean that you will not be accepted for our showcase, however, we need to make sure there are no conflicts of interest.

A selection panel will meet to review all applications and select the successful makers. All applicants will be notified regarding the outcome of their application by Friday 30 June 2017.

Members of the selection panel will be:

- Christina Jansen, Managing Director, The Scottish Gallery
- Pamela Conacher, Director, Emergents
- Jo Scott, Project Manager, Craft Scotland

Deadline for receipt of applications: 5pm Wednesday 21 June 2017

How to Apply

To apply, please submit your application online here:

<https://craftscot.wufoo.eu/forms/zdo4psw14id4n5/>

Before starting your application, please be aware that you will need to upload a copy of your up-to-date CV and images of FIVE pieces of work for consideration – these should be representative of the type of work you intend to exhibit at the show.

We recommend you prepare your answers on a separate document before beginning your application form, to make sure you have a back-up of your responses.

Images should be jpeg format at 300dpi; one side should measure a minimum of 1000px. Fields with a star are mandatory.

Please **pay close attention to the naming conventions for all files you upload** (all file names must start with your name). CVs must be uploaded as Word documents or pdfs.

Once you hit the submit button, the files will be uploaded. This might take some time (depending on your internet connection and size of files). Do not navigate away or close the page. Wait until you are taken through to the payment stage. After submission check that you have received an email with a copy of your full application.

The combined files in your submission (your CV and five images) must not exceed 20Mb. If your submission does exceed 20Mb you will not be taken through to payment stage, you will not receive a confirmation email and we will not receive your entry.

Contact

Any questions regarding the show or the application process, please direct them to Allyson Gee, Project Assistant at allyson@craftscotland.org or on 0131 466 3873.