

## COLLECT 2019 Application Pack

**Closing Date & Time:** 5pm Thursday 31 May 2018

### Location

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

### Key Contact

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Project Officer  
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### Access

There is disabled access to all parts of the Saatchi Gallery via ramps to the main entrance. The internal lifts provide access to all floors and galleries.

### Overview

Craft Scotland is now inviting applications from makers working at the very highest standards of their craft practice to showcase at Collect 2019. Makers may use a range of materials including ceramics, glass, jewellery, wood, metal, stone, plastic and textiles.

Collect, the international art fair for contemporary objects, 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 28 February to 3 March 2019 in the prestigious Saatchi Gallery in London, Collect offers visitors an opportunity to indulge both their passion for collecting and their interest in contemporary craft.

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

Craft Scotland exhibited the work of 17 makers at Collect 2018 in partnership with Emergents and is now looking forward to returning to this inspiring show.

“This celebration of making introduces the people, processes materials and ideas inspiring international craft” – *Bella Lewis, Country and Town House*

“No event is more important to the celebration of cutting-edge museum-quality craft in the UK than Collect” - *ArtDaily.com*

“It was, as always a stimulating experience and a feast for the eyes. A complete pleasure from start to finish” – *Collect 2018 Audience Survey*

## Key Dates

**5pm Wednesday 31 May 2018** - Deadline for receipt of applications to Craft Scotland

**By Tuesday 31 July 2018** - Applicants notified of the outcome of their application

**Friday 28 September 2018** - Participation fee due

**w/c Monday 19 November 2018** – Preparation day, Edinburgh (venue and date tbc)

**Wednesday 20 February & Thursday 21 February 2019** - Delivery of all work for Collect

**Wednesday 27 February 2019** - Collect Private View's

**28 February – 3 March 2019** – Collect open to public

**Early March 2019** - Collection of work from Edinburgh

## Benefits

- Over 13,000 visitors in 5 days at Collect 2018
- Estimated sales of £1.3M
- In 2018 Craft Scotland generated sales of over £32k, including a piece commissioned by the Victoria and Albert Museum and a piece purchased by prominent philanthropic collectors and gifted to the Fitzwilliam Museum. A further £4k of sales and commissions were made post show.
- Collect has a committed audience base with an influx of new-comers each year, in 2018 55% of visitors were new to Collect
- Over half of visitors are prosperous ABC1s from the wealthier London Boroughs of Islington, Kensington, Chelsea and Westminster.
- Many notable VIPs in attendance including, Sir Nicholas Serota, Thomas Heatherwick, Diane Abbott, Prue Leith, Sir David Attenborough, Yinka Shonibare, Peter Bazalgette and Kit Kemp
- 24% of visitors attend with the intention of buying or commissioning
- 96% of visitors gave the fair a positive rating
- 91% of Exhibitors said Collect helped to expand their buying audience
- 75% of Exhibitors said Collect developed their international contacts
- Collect 2018 received over 129 press mentions with a total reach of over 200M. Including the Telegraph magazine, World of Interiors and FT How to Spend It.
- The Collect webpage had 50k unique views in the lead up to the fair and hashtag #Collect2018 was used 3,780 times across social media
- The Crafts Council hold meetings at Collect for curators and collections managers to encourage dialogue around acquiring for national collections. Collect 2018 saw a keen attendance from museums including KODE Art Museums of Bergen, The MAK – Vienna, Museum of Norway, Nottingham City Gallery & Museums, Philadelphia Museum of Art, Royal Museums Greenwich, Tumbidge Wells Museum, Victoria & Albert Museum, Virginia Museum of Fine Arts, Contemporary Art Society and National Glass Centre

## Responsibilities

What Craft Scotland will do:

- Promote the event and 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
- Liaise with designers regarding stand design. The space will be designed in response to the successful makers and work selected.
- Organise return shipping of all works from Edinburgh – London.
- Insure all work once delivered, during shipping (to and from the Saatchi Gallery), for the duration of the show and for 7 days after work is delivered back to Craft Scotland
- 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:

- Meet deadlines as set out in the Key Dates 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 on your website, via social media, mail outs and to buyers, customers and interested parties.
- Mention Craft Scotland, the stand and your participation in your own marketing including on your website, CV etc.
- Provide feedback as requested

“It was a wonderful experience. Taking part is such a prestigious and important event really helps to raise your profile” - *Collect 2018 participant*

“I have recently built up a relationship with the team at Craft Scotland and they are always super communicative, encouraging and helpful. If I ever had any questions/worries, they would be responded to promptly and they were clear in the processes from start to finish.” - *Collect 2018 participant*

“it was just an amazing experience and thank you to Craft Scotland for being so supportive and organised!” - *Collect 2018 participant*

## Eligibility

The Craft Scotland stand will be a curated space showcasing the work of approximately 12 makers. 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 ten pieces of showcase quality work (depending on discipline). The number of pieces will be agreed in consultation with Craft Scotland.

If there is a possibility that you may be showing at Collect 2019 with another gallery, then please let us know at the time of application. Makers are permitted to show with more than one gallery at Collect so this is for information only and will not be used during the selection process.

## Conditions of Application

You must:

- Live and work in Scotland

## Selection Criteria and Process

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 Tuesday 31 July 2018.

Selection will be based upon the following criteria:

- Quality of your work (technical ability, design and/or concept)
- Professionalism based on artist statement, C.V. and images
- 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

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

While we encourage makers to consider applying for a profile on the [Craft Scotland Maker Directory](#), please note this is **not** a criteria of application for this opportunity.

**Deadline for receipt of applications:** 5pm Wednesday 31 May 2018

Selection panel:

- **Jo Scott** is the Project Manager at Craft Scotland and manages the programme of exhibitions and events both in the UK and internationally.
- **A representative of the V&A Dundee**

## Fees & 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 is made as part of the application process
- 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
- Makers may also want to consider applying for a profile on the Craft Scotland Maker Directory. Listed makers benefit from a visually enhanced profile with makers statement and extensive portfolio on our website which receives 30,000+ hits per month. Maker profiles cost £49 annually, you can read the application criteria [here](#).

## How to Apply

Applicants should apply through the online application platform and will be asked to submit:

- An up to date CV
- A statement about you and your practice
- A statement about why you are interested in this opportunity
- A statement about the work you intend to exhibit/sell at the show
- Indication of price range (please note the minimum indicative price for an individual artwork at Collect is £500)
- Images of five to ten pieces of work– these should be representative of the type of work you intend to exhibit at the show
- An image an image of yourself. Preferably this would be a photograph of you at work, with your work, in your studio or delivering a workshop

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.

Please note that the form must be completed and submitted in one session, you will not be able to save the form and work on it later.

It is often easiest to type your answers in a word processor rather than directly into the web browser, then copy and paste them into the application form. This will ensure that your logged-in session doesn't time-out, which can lead to you losing your progress.

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 shut the page down. Wait until you are taken through to the payment stage.

The combined files in your submission (your CV and 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.

Once you have submitted your application, you will receive an email to confirm that your application has been received.

**Contact**

Any questions regarding the show or the application process, please direct them to Allyson Gee, Project Officer at [allyson@craftscotland.org](mailto:allyson@craftscotland.org) or on 0131 466 3873.

**This information is available in large print or as a word document upon request.**