

Craft Scotland | Summer Show 2019 Application Pack

Closing Date & Time: 5pm, Thursday 17 January 2019

Location:

2nd floor
Fringe Venue 205
White Stuff
89 George Street
Edinburgh
EH2 3ES

Key Contact:

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Applications are open for the Summer Show, Craft Scotland's annual selling exhibition during the Edinburgh Festival Fringe.

Overview

The Summer Show is Craft Scotland's annual selling exhibition showcasing the work of over 35 designer/makers from across Scotland. Running for three weeks as part of the Edinburgh Festival Fringe, it gives locals and visitors to the capital the opportunity to see and buy high-quality, original, contemporary craft.

Held on the entire second floor of White Stuff on George Street, Edinburgh, the Summer Show attracts over 4,000 visitors. Now in its seventh year, the Summer Show also hosts an exciting programme of hands-on, maker-led workshops.

The Summer Show is open to the public from Friday 2 to Sunday 25 August 2019, with an invitation-only Private View held on Thursday 1 August 2019.

Visitor testimonials

"Very rare that I'd love to own anything in an exhibition room - but this one hits the spot! Excellent design and execution" - *Summer Show 2018 visitor*

"Amazing collection, great range of makers. Thoughtfully presented, I loved it" - *Summer Show 2018 visitor*

Key Dates

5pm, Thursday 17 January 2019: Deadline for receipt of applications to Craft Scotland

By Friday 15 February 2019: Applicants notified of the outcome of their application

Friday 28 June 2019: Participation fee due for payment

Monday 29 July 2019: Delivery of all work to White Stuff, Edinburgh

Thursday 1 August 2019: Summer Show Private View

Friday 2 to Sunday 25 August 2019: Summer Show, show dates

Monday 26 & Tuesday 27 August 2019: Collection of work from White Stuff, Edinburgh

Access

The Summer Show is held on the second floor of White Stuff, which we regret is not accessible to wheelchair users or those who may experience difficulties climbing stairs. A lift is available to the first floor and then a flight of stairs takes visitors to the Summer Show.

Benefits

- Over 4000 visitors over 24 days in 2018.
- Sales of over £31,000, an increase of 8% on the previous year.
- Average sales value of £48, with the highest value items selling for £500+.
- The average total sales for an individual Summer Show participant was £872 with the potential to sell £2,000+.
- The Summer Show has a committed audience base with an influx of new newcomers each year. In 2018, 66% of visitors were new to the Summer Show.
- 100% of visitors gave the creative/artistic quality of the work in the show a good or excellent rating.
- 50% of visitors are from Edinburgh, with 30% from the rest of Scotland and 20% of visitors were from the rest of the UK/International.
- The show is registered as part of the Edinburgh Festival Fringe (inclusion in the printed brochure, Fringe App and listing on edfringe.com).
- 46% of makers who participated in the show in 2018 also reported making connections/sales with either press, trade buyers, individual buyers, collectors, galleries or stockists as a result of participating in the Summer Show.
- Notable people in attendance included: buyers for the National Galleries of Scotland and Historic Environment Scotland shops, curators from the National Museum of Scotland, representatives from Creative Scotland, the Scottish Government and Edinburgh City Council.
- In 2018 the show received over 17 press mentions with a total estimated media coverage views of over 571,000. These included The Afternoon Show on BBC Radio Scotland, The List, Sunday Post, 4* Star review in Broadway Baby and The Times.

Maker testimonials

“Being a part of the show was great in both reaching our current customers as well as exposing us to new and varied customers. It’s lovely to be a part of the larger community and to connect with buyers across different mediums.” - *Summer Show 2018 participant*

“The show always has a very special buzz about it and it's clear (having taken part in the first couple of shows) that it has now gained the reputation of a "must visit" event during the Fringe. It's also great to be part of such a professional event and feel a sense of belonging to a community of Scottish craft artists.” – *Summer Show 2018 participant*

Responsibilities

Your commitment:

- Meet deadlines as set out in the Key Dates and those issued following the selection process.
- Maintain communication throughout the project with the Craft Scotland team.
- Deliver to and collect your work from White Stuff, George Street, Edinburgh.
- Promote the show and your involvement on your website, via social media, email marketing and to buyers, customers and interested parties.
- Mention Craft Scotland in your own marketing including on your website, C.V. etc.
- Invoice Craft Scotland for sales made.
- Provide feedback as requested.
- Attend the show and be present there for at least one day. This is not a compulsory requirement, however we encourage you to do so if you are able.

What Craft Scotland will do:

- Run and manage a programme of workshops/events alongside the show.
- Maintain communication throughout the project with the successful makers.
- Curate the space, set-up and de-install makers work at the show.
- Register the show as part of the Edinburgh Festival Fringe (inclusion in the printed brochure, Fringe App and listing on edfringe.com).
- Promote the event and the makers taking part on our website, press campaign and social media.
- Manage and staff the show: taking sales and liaising with customers on behalf of the makers.
- Issue a notification of sales to the maker within 28 days of the show closing.
- Evaluate and report on the show.

Eligibility

Applications are invited from makers working across all craft disciplines: ceramics, wood, jewellery, glass, textiles, furniture, lighting, leather, basketry, bookbinding, millinery, mosaics and more.

We aim to showcase a diverse range of practices and are looking for 35 and 40 makers whose work would be suitable for an audience of existing and first-time buyers of craft.

You must be able to provide between 10 and 50 pieces of work (depending on discipline) for the show.

This opportunity is suitable for both established and emerging makers who produce affordable, high-quality craft. We welcome applications from talented new makers at all stages of their career and can offer extra support on how to make the most of the show.

Conditions of application

You must:

- Live and work in Scotland
- All work should be the design of the maker and made by the maker (or small-batch production under their direct supervision)

Selection criteria & process

Selection for the show 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

Selection panel:

- Gillian Scott, Director, Craft Design House
- Mhari McMullan, Director, Welcome Home
- Allyson Gee, Project Officer, Craft Scotland

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, Thursday 17 January 2019

A selection panel of industry experts will meet to review all applications and select the successful makers. All applicants will be notified of the outcome of their application by Friday 15 February 2019.

Fees & Costs

- An application fee of £15 must be submitted with all applications – non-payment of this will mean that your application is not considered (Makers with a profile on the Craft Scotland Maker Directory get 15% off Craft Scotland exhibition application fees)
- Successful makers will be expected to pay a £50 participation fee (this fee is towards the cost administration, staffing and marketing)
- Craft Scotland will take 40% 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 15,000+ hits per month. Maker profiles cost £49 annually, you can read the application criteria [here](#). You do not have to have a profile on the Directory to apply to Craft Scotland open-call opportunities.

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
- Images of five pieces of work – these should be representative of the type of work you intend to exhibit at the show
- An image of yourself. Preferably this would be a photograph of you at work, with your work, in your studio or delivering a workshop

Images should be jpeg format at 300dpi; at least one side should measure a minimum of 3000px.

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.

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