

COLLECT 2020 Application Pack

Closing date & time: 5pm, Monday 1 July 2019

Location

Somerset House
Strand
London
WC2R 1LA

Key contact

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Access

All areas of Somerset House area accessible via certain routes. Further information regarding accessibility can be found: www.somerset-house.org.uk/accessibility

Overview

Craft Scotland is now inviting applications from makers working at the very highest standards of their craft practice to showcase at Collect 2020. Makers may use a range of materials including ceramics, glass, jewellery, wood, metal, stone, plastic and textiles.

Collect, the international art fair for modern craft and design, 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 40 of the world's finest galleries.

After five years at the Victoria & Albert Museum and ten years at the Saatchi Gallery in London, Collect is now moving to an exciting new venue, [Somerset House](http://www.somerset-house.org.uk).

A leading venue for arts and culture, Somerset House overlooking the River Thames presents a new environment for Collect exhibitors to contextualise and curate. Collect will occupy the striking galleries that surround the Edmond J. Safra Fountain Court.

Running from Thursday 27 February – Sunday 1 March 2020, Collect offers visitors an opportunity to indulge both their passion for collecting and their interest in contemporary craft. A dynamic, 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 Scottish makers at Collect 2018 and 2019 and is now looking forward to returning to this inspiring show.

“Today, Collect finds itself in the vanguard of growing global appreciation for crafted objects, which are increasingly sought-after in galleries and auction rooms.” - Financial Times/How to spend it

Key dates

5pm, Monday 1 July 2019 - Deadline for receipt of applications to Craft Scotland

Mid-August 2019 - Applicants notified of the outcome of their application

Friday 27 September 2019 - Participation fee due

Week commencing 18 November 2019 – Preparation day, Edinburgh (venue and date tbc)

Week commencing 17 February 2020 - Delivery of all work for Collect

Wednesday 26 February 2020 - Collect Private View's

27 February – 1 March 2020 – Collect open to public

Early March 2020 - Collection of work from Edinburgh

Benefits

- Over 13,000 visitors in 5 days at Collect 2019
- The Craft Scotland presentation at Collect generated sales of over £32,000 in 2018 and £29,000 in 2019. Including works acquired by the Victoria and Albert Museum, London, the Fitzwilliam Museum, Cambridge and the National Museum of Northern Ireland
- 100% of makers who exhibited with Craft Scotland at Collect 2019 rated the help and support provided by Craft Scotland staff before, during and after the show as excellent
- 55% of makers who exhibited with Craft Scotland at Collect 2019 reported making connections with curators/museums professionals
- 55% of makers who exhibited with Craft Scotland at Collect 2019 reported making connections with individual buyers
- Many notable VIPs attended Collect 2019 including: TRH Crown Prince Guillaume and Stéphanie of Luxembourg, the Duke of Devonshire, the Countess of Harewood, Sir David Attenborough, Bill Amberg, Tricia Guild, Yinka Shonibare MBE, Tony Chambers, Saffron Aldridge, Lady Conran, Stephen Bailey, Tracy Chevalier, Axelle De Buffevent, Sir Peter Bazelgette and Lady Bamford
- Collect has a committed audience base with an influx of new-comers each year, in 2019 57% had attended the show before
- 96% of visitors gave Collect a positive rating with 91% saying that they were likely to attend again
- 60% of gallery exhibitors reported doing business with brand-new clients
- 70% of gallery exhibitors said it introduced them to museum and gallery professionals
- 80% gallery exhibitors said the fair expanded their existing buying audience
- Collect 2019 received over 125 features and significant articles in influential publications. Collective reach via editorial, social, TV and radio: 285M. Including the Telegraph magazine, House & Garden, Ellie Decoration and FT How to Spend It
- The Collect webpage had 71,000 unique views and the hashtag #Collect2019 was used 4,328 times across social media
- Events and gatherings for museums and curators are held at the fair to encourage dialogue around acquiring for national collections. Attendance from museums and institutions included:
 - British Museum, UK
 - Centre of Ceramic Art, York Art Gallery, UK
 - Chrysler Museum, USA
 - Contemporary Art Society, UK
 - Fuller Craft Museum, USA
 - Guangdong Museum, China
 - Manchester Art Gallery, UK
 - Middlesbrough Institute of Modern Art, UK

- Museum of Glass and Jewellery, Czech Republic
- Musee des Arts Decoratifs, France
- National Museum of Decorative Arts and Design, Norway
- Sèvres, Musee National de Ceramique, France
- Shanghai Redtown Art & Design Center, China
- The Hepworth Wakefield, UK
- The National Centre for Craft and Design, UK

Responsibilities

Your commitment:

- Meet deadlines as set out in the **Key dates** section 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 a Craft Scotland location
- 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

What Craft Scotland will do:

- Promote the event and makers taking part on our website and through social media
- Produce printed 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 Somerset House), 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

Maker testimonials from Collect 2019

“A good place to meet existing and developing clients. - a lot of invited clients turned up, and it’s great to have your work exhibited at such a prestigious show” – Collect 2019 participant

“[The Craft Scotland stand at Collect is] always a very considered and well-designed stand. I personally think it was one of the most unique looking stands at Collect.” – Collect 2019 participant

“[a curator] subsequently acquired work for the V&A at Ceramic Art London having seen my work at Collect.” – Collect 2019 participant

“The knowledge and professionalism of the Craft Scotland team was fabulous, this meant I could relax knowing everything was in good hands and any customers would receive excellent service. I was especially pleased that {they} personally delivered my large piece of work and explained the hanging procedure to slightly nervous customers. A very good outcome.” – Collect 2019 participant

Eligibility

The Craft Scotland stand will be a curated space showcasing the work of up to 15 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 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 2020 with another gallery, then please let us know at the time of application. Makers are permitted to show with more than 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 mid-August 2019.

Selection for Collect will be based upon the following criteria:

- Makers should be a professional craftsman. This will be evidence based on artist statement, CV and images provided
- Makers should be working in one or more of the accepted disciplines

- All work should be the design of the maker and made by the maker (or small-batch production under their direct supervision)
- All work must reflect excellence and the unique vision of its maker, be well-conceived and skilfully made
- Your work should be suitable for the audience and the show itself
- The price point of your work must be reflective of those seen at the show (please note the minimum indicative price for an individual artwork at Collect is £500)

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

A panel will meet to review all applications and select the successful makers. All applicants will be notified regarding the outcome of their application in mid-August.

The Selection panel will be announced in due course.

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 Monday 1 July 2019

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 a 50% commission on individual 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](#). Before starting your application, please be aware that you will need 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 pieces of work– these should be representative of the type of work you intend to exhibit at the show. If you intend to make and show new work and do not yet have photographs of these pieces, then please upload an image of a piece most relevant to what you intend to 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 or on 0131 466 3873.

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