

Craft

SCOTLAND



Collect 2021

Application Pack & Guidance

*Prepared by Craft Scotland
June 2020*

collect



Apply to take part in the Craft Scotland showcase at Collect 2021
Deadline: 5pm, Monday 29 June 2020

Collect 2021

Thursday 25 - Sunday 28 February 2021

Somerset House
Strand, London WC2R 1LA

Key contact

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Introduction

Craft Scotland is the national development agency supporting makers and promoting craft. A key part of our role is to promote high quality contemporary craft practice locally, nationally and internationally, and to help makers develop their creative and business practice.

In light of the Coronavirus (COVID-19) pandemic and its very real impact on the craft sector, Craft Scotland is committed to supporting the sector and providing relevant opportunities.

We support the Crafts Council in their recent decision to proceed with Collect, the international art fair for modern craft and design, in 2021.

The Crafts Council *“firmly believe that, for now, it is right to support the sector and continue planning for this important international event and the crucial commercial role it plays for so many galleries and artists and in bringing the sector together”*.

Therefore, Craft Scotland is delighted to announce applications are now open for makers, who produce works of collectable contemporary craft, to be a part of our showcase.

Coronavirus (COVID-19) Statement

We appreciate that the potential longer-term impacts of Coronavirus (COVID-19) are currently unknown and we do not know what the landscape will look like in February 2021.

Throughout the application and selection process, Craft Scotland will continue to monitor and follow the most up to date UK Government guidelines. We will also keep in close contact with the Crafts Council about the fair. Should any significant changes arise in relation to Coronavirus (COVID-19), we will endeavour to keep makers informed in a timely manner.

We will continue to monitor the situation, and selected makers will not be required to make any financial payment until October 2020.

Who should apply?

We are looking for makers who produce works of collectable contemporary craft. Makers should demonstrate an in-depth knowledge of materials, excellence in making (process and skill), and an artistic vision.

For Collect, makers are expected to be categorised within the following materials/disciplines: art jewellery, ceramics, fibre/textiles, furniture, glass, lacquer, gold/silversmithing, stone, leather, paper and wood.

Makers using digital technologies and modern materials within their work are expected to demonstrate that hand skill and craft knowledge is the lead component in both the concept and finished object.

Individual pieces at Collect are to be sold across a range of price points from a minimum of £500. There is no limit on the maximum price. The average price point of a piece is typically several thousand pounds.

The presence of new and emerging talent is an essential aspect of keeping Collect relevant and contemporary. We therefore encourage applications from makers who have not previously exhibited at Collect.

Applications will not be accepted from makers presenting painting, drawing, graphic design, print making (on paper) or photography.

Profile of a Collect maker

Makers who have been successful at Collect have been those who have pushed the boundaries of their practice for the fair. These makers have taken commissions at the fair, been invited to exhibit with commercial galleries, had work purchased for museum and private collections, and received considerable press and social media interest both before and during the fair.

Once you have been selected as a participating maker you will benefit from a detailed call with the knowledgeable Programme Team at Craft Scotland to talk through your work and the full process for the fair.

If you think you might meet the criteria for the fair but would like to find out more, then we have prepared some Frequently Asked Questions (FAQ), which can be found at the end of this application. We have also scheduled an Instagram Live session with Jo Scott, Head of Programmes at Craft Scotland. The session will start at 3pm on Friday 19 June 2020, and will be the opportunity to hear more about the fair and to put questions directly to Jo.

Additionally, if you are thinking about significantly developing your work in a new direction or making large scale, experimental work and you would like to discuss this in advance of applying, then please do get in touch. We will be holding [Collect Application Surgeries](#), a 20-

minute Zoom call with Jo Scott, Head of Programmes, on Tuesday 23 June 2020. Register your place, booking essential as limited spots.

Previous participating makers

To highlight the types of maker that would benefit from this type of fair, here is a selection of previous maker participants.



Mella Shaw makes thought-provoking objects and site-specific installations around environmental themes of balance, tipping points, fragility and loss. With a background in anthropology, museums and the study of material culture Mella is drawn to the way objects can be imbued with shared cultural meaning.

Mella holds a master's in Ceramics and Glass from the Royal College of Art (London) and is a visiting lecturer at Central Saint Martins (London).

Mella Shaw showcased with Craft Scotland at Collect 2020, her work was also selected for the fair VIP room and picked up by The Telegraph and The Herald, and attracted interest from private collectors.

Photography by Shannon Tofts



Harry Morgan's work highlights the contrasting qualities of glass and concrete, forcing the two into one physically improbable piece. Each glass thread is pulled by hand from a furnace and combined with cast concrete.

Graduating from Edinburgh College of Art in 2014, Harry has a piece in the V&A collection and exhibits regularly. He has won awards including The London Glassblower's Award for Emerging Talent at the British Glass Biennale in 2015.

Harry showcased with Craft Scotland at Collect 2018 and 2019, his work attracted interest from private collectors and museum collections.

Photography by Shannon Tofts



Daniel Freyne's work is a current representation of a timeless craft. His work is a homage to the foundations of blacksmithing, yet a distinct breakaway from the romanticised notion of what a Smith is and is not.

His Playful Perceptions collection features hand-forged steel vessels that evoke a likeness to ceramics. The collection challenges our common understanding of this material. After undertaking an apprenticeship in Edinburgh, Daniel was a Journeyman in Europe and currently studying a BFA in Metal Art from the University of Gothenburg.

Daniel showcased with Craft Scotland at Collect 2020, his work was featured in Elle Decoration and attracted interest from private collectors.

Photography by the artist

Audience & Buyer profile

Collect attracts buyers and collectors from around the world, with around 12,000 visitors attending in 2020. Significant national and international museums and galleries also attend to acquire pieces for their collections.

Events and gatherings for museums and curators are held at the fair to encourage dialogue and participation at the fair.

Along with the Crafts Council, each participating gallery and Craft Scotland invite high profile clients and contacts to the fair.

Previous VIPs include: 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.

Fair profile

Founded in 2004 by the Crafts Council, Collect is the international art fair for modern craft and design. It is the craft sector's premier showcase, bringing together galleries, artists and collectors from around the world.

For over 16 years, Collect has been instrumental in defining and growing the marketplace for international collectable craft. Each year, UK and international galleries, dealers or registered groups are selected to showcase at this exceptional fair.

Collect takes place in Somerset House in the heart of London, and occupies the three large striking galleries that surround the Edmond J. Safra Fountain Court at [Somerset House](#).

The Craft Scotland stand will be a curated space showcasing the work of up to 15 makers.

“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 magazine

Key dates

Key maker dates highlighted in grey:

Action	Deadline
Instagram Live Q&A session <i>Find us on Instagram @craftscotland</i>	3pm, Friday 19 June 2020
Collect Application Surgeries <i>20-minute slots</i>	2pm – 5pm, Tuesday 23 June 2020
Deadline for receipt of applications	5pm, Monday 29 June 2020
Craft Scotland Selection Panel	Week of 29 June 2020
Crafts Council Advisory Panel and final selection of participants	Beginning of August 2020
Applicants notified of the outcome of their application	Mid-August 2020
Maker contract signed and participation fee due	Beginning of October 2020
Maker preparation event <i>(details tbc)</i>	Week of 16 November 2020
Delivery of all work for Collect to Edinburgh	Week of 15 February 2021
Collect Private View	Wednesday 24 February 2021
Collect open to visitors	Thursday 25 – Sunday 28 February 2021
Collection of work from Edinburgh	Early March 2021

Selection criteria and process

Eligibility criteria

You must:

- Live and work in Scotland
- Produce works of collectable contemporary craft
- Demonstrate an in-depth knowledge of materials, excellence in making (process and skill), and an artistic vision
- For Collect, makers are expected to be categorised within the following materials/disciplines: art jewellery, ceramics, fibre/textiles, furniture, glass, lacquer, gold/silversmithing, stone, leather, paper and wood

Selection process

A Selection Panel appointed by Craft Scotland will meet to review all applications to shortlist a group of makers. These makers are then required to be submitted to the Crafts Council's Advisory Panel for final sign off. All applicants will be notified of the outcome of their application mid-August 2020.

Selection for Collect will be based upon the following criteria:

- Makers should be a professional craftsman. This will be evidenced by maker statement, maker CV and images provided
- Makers should be working in one or more of the accepted disciplines
- 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 fair itself
- The price point of your work must be reflective of those seen at the fair (please note the minimum indicative price for an individual artwork at Collect is £500, the average price point of a piece is typically several thousand pounds.)

Craft Scotland Selection Panel

Craft Scotland Selection Panels are made up of national and international industry professionals, such as curators and producers, alongside members of the Craft Scotland team. Applications will be reviewed by the Selection Panel against published criteria and they will consider the overall group aesthetic and story.

The Craft Scotland Selection Panel for Collect 2021 will be confirmed in due course.

Fees & Costs

In light of the Coronavirus (COVID-19)'s economic impact on the sector, the usual application fee of £25 will be waived this year.

Successful makers will be required to pay a participation fee of £250 (this fee is towards the cost of the stand, administration, staffing and marketing/PR). We have extended the due date for this fee because of Coronavirus (COVID-19).

You may pay the participation fee in three instalments (£85/October, £85/November and £80/December).

Craft Scotland will take a 50% commission on individual sales.

Craft Scotland will take 10% commission on sales made up to three months after the fair.

Responsibilities

Maker responsibilities

As a participating maker here are some of the key things that we expect:

- Meet deadlines as set out in the Key dates section and those issued following confirmation
- Discuss and agree final work for the fair with Craft Scotland. You will be expected to provide between three and ten pieces of work (depending on discipline)
- Please note, that while you are encouraged to attend the fair, this is not a requirement. We would ask that for the duration of the fair you are contactable (via email or phone) to assist with any client/press queries that may arise
- Attend and participate in the Maker Preparation Day
- Deliver to and collect your work from a Craft Scotland location
- Approve your maker biography and contact information in a timely fashion
- Supply high-quality photographs of your work, studio and headshots in a timely fashion (300dpi, minimum 2000px width)
- Provide a prompt response to any press related enquiries
- Pay a participation fee of £250 (due October 2020)
- Share your involvement with the Craft Scotland showcase on your website, via social media, email newsletters and to buyers, customers and interested parties
- Provide feedback as requested

Craft Scotland responsibilities

As a participating gallery at Collect, representing the participating makers, Craft Scotland will:

- 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, providing 1:1 support throughout
- Liaise with the team at Crafts Council regarding the space, press and any opportunities that may arise
- Liaise with designers regarding stand design. The space will be designed in response to the successful makers and work selected
- Run a marketing & PR campaign before, during and after the fair to raise awareness of the showcase, participating makers and Scottish craft
- Organise return shipping of all works to and from Edinburgh – London
- Arrange insurance for all work once delivered to Craft Scotland, during shipping (to and from Somerset House, London), for the duration of the fair and for 7 days after work is delivered back to Craft Scotland
- Curate the space and install makers' work at the fair (makers are not required to attend the fair during installation)
- Take sales and commissions and liaise with potential clients on behalf of the makers

- Evaluate and report on the fair
- Successful makers will be entitled to a free profile on the Craft Scotland Maker Directory for 12 months. Your profile shares your portfolio, maker statement and social media links with curators and audiences alike.

Marketing & PR

Craft Scotland's Communications & Digital team work closely with the participating makers and the Programme team to create and implement an engaging marketing & PR campaign (before, during and after the fair).

The aim of the marketing & PR campaign is to raise awareness of the showcase, the profile of the makers and contemporary craft from Scotland. The marketing campaign runs across Craft Scotland's website, newsletters and popular social media channels, and we reach out to our national and international networks to broaden our reach.

For Collect, we work with a PR agency (Oh Really PR) to ensure that we are able to generate and maximise press and PR opportunities for our Scotland-based makers. We work closely with the fair's PR team ensuring that the Craft Scotland showcase is prominent. Craft Scotland is typically one gallery out of 40 galleries and manages to generate high-profile features in key media titles: The Telegraph, Scottish Field, Forbes, Elle Decoration and The Herald.

In 2020, the fair itself garnered 171 features and significant articles in influential magazines; including the Telegraph magazine, House & Garden, Elle Decoration and Financial Times / How to Spend it magazine. The collective audience reach via editorial in print, online and social was over 226 million.

Additionally, the Collect webpage had 65,000 visits and the hashtag #Collect2020 was used over 4,000 times across Instagram alone.

How to apply

Applicants should apply through the [online application form](#).

Before starting your application, please be aware that you will need to gather some documents and information. 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. Make the most of your application with these top tips:

Maker statement

This is your chance to tell the story behind your practice. We are looking for information about your process, inspiration, materials and professional journey.

Why are you interested in this opportunity?

It is important for the Selection Panel to understand why you would like to take part in this Craft Scotland opportunity. Please tell us what made you apply and what you hope to get out of the opportunity. We ask this to be sure that what you are looking for is in line with what the fair and Craft Scotland can potentially offer.

Maker CV

Ensure your maker CV is up-to-date with your latest events, exhibitions, stockists, education and training. This helps us understand more about your creative and business practice and allow us to understand how this professional opportunity will fit in with your career aspirations.

Describe the work you intend to exhibit/sell at the fair:

The Selection Panel need to understand the number of pieces and the type of work, the scale of the work, what this work is inspired by, whether this will be new or existing work that you would like to fair. We ask this to help us determine whether your work is right for this fair.

Indication of price range is also important, please note the minimum indicative price for an individual artwork at Collect is £500.

We are looking for an indicative answer here of what you would like to show. The Selection Panel will review this as a considerable part of your application.

We do, however understand that the Coronavirus (COVID-19) may have impacted your access to your studios and making facilities, as well as your cash flow and ability to purchase materials. If this is the case, then please share the new direction you hope to take your work in your application also highlighting the potential challenges you may face due to Coronavirus (COVID-19). For information, typically participating makers start creating new work late in 2020.

In either case, if you are thinking about significantly developing your work in a new direction or making large scale, experimental work and you would like to discuss this in advance of applying, then please do get in touch.

We will be holding [Collect Application Surgeries](#), a 20-minute Zoom call with Jo Scott, Head of Programmes, on Tuesday 23 June 2020. Register your place, booking essential as limited spots.

Photography

To strengthen your application, we recommend high-quality photography of your work that is best representative of your practice. Pay attention to lighting, composition and simple backgrounds.

A professional headshot and images of you working in your studio will help tell the story behind your practice.

Please include five images of your work – these should be representative of the type of work you intend to exhibit at the fair. 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.

Frequently Asked Questions

Q. What is the definition of contemporary?

‘Contemporary’ in this context is defined as work that has been made on or after 1 January 2016.

Q. If I am successful, do I need to attend the fair?

Craft Scotland recommends that successful makers visit the fair while it is open, however it is not mandatory to do so.

Q. If I am successful with my application, when will I have to commit to the fair?

If you are successful, you will need to commit to the fair in October 2020. After this date, there may be a charge to withdraw.

Q. What happens if the situation changes significantly with Coronavirus (COVID-19)?

Throughout the application and selection process Craft Scotland will continue to watch and follow the most up to date UK Government guidelines. We will also keep in close contact with the Crafts Council about the fair. If there are any significant changes that occur in light of Coronavirus (COVID-19) we will endeavour to keep makers informed as soon as possible.

Q. What is quality determined by?

Quality will be determined by:

- Artistic expression and intellectual content
- Individuality and originality of ideas and development
- Excellence in making, process and skill
- Presence within significant private collections
- Presence within public/ museum collections
- Solo or major group shows
- Recognition through significant prizes or major commissions

Q. What is exclusivity determined by?

Exclusivity will be determined by:

- Uniqueness/rarity (understood as works which are produced as a 'one off')
- Editions (in most cases, numbered, signed, limited editions. Batch produced works are not permitted)
- Maker not representing part of a wider commercial brand or business

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

Craft

SCOTLAND

About

Supporting Makers, Promoting Craft

Craft Scotland is the national development agency for craft.

We put makers at the heart of all we do, championing diverse and high-quality contemporary craft.

We help people learn about, appreciate and buy craft, promoting the contribution of craft to Scotland's cultural, economic and social well-being.

Through our exhibitions and events programmes, digital platforms and strategic partnerships, we provide leadership for the sector.

We create opportunities for makers to develop their creative and business practice, and to exhibit and sell work in Scotland and beyond.

We are a registered charity supported by Creative Scotland.

Contact

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