



Dundee Contemporary Arts

## **CRAFTED Christmas Market - Exhibitor Submissions**

CRAFTED 2019: Sat 30 November

### **About CRAFTED**

Dundee Contemporary Arts (DCA) has presented craft and design markets since December 2012, and in 2015 we rebranded the markets CRAFTED to reflect the skill and dedication of all the participants whose work goes into making these events so successful. Through CRAFTED, we provide a professional selling and networking opportunity to talented independent designers and makers from across Scotland. We welcome both established and emerging makers working in any discipline.

CRAFTED is organised by DCA's Retail team and we take great pride in hosting Dundee's most established craft and design market. Bringing together DCA's audience of art, design and craft enthusiasts with Scotland's highly talented makers and designers is at the heart of what we do.

CRAFTED provides exhibitors with the opportunity to sell their work to a loyal and engaged local audience. The event is a showcase for creative practitioners to present work directly to the public within a world class contemporary art centre and creative hub. Dundee is the UK's only UNESCO City of Design and is home to a thriving arts and culture sector; its position in the top ten of Lonely Planet's 'Best in Europe' list for 2018 reflects the growing national and international profile of the city.

Visitors to CRAFTED 2019 can expect to experience a unique festive shopping event with a select line up of exhibitors, within in an internationally renowned city centre arts venue.

### **How to Apply**

The lineup for CRAFTED is chosen entirely through an 'open call' application process: we do not offer preferential places outside of the application process and quality of work is our primary selection criteria.

The application process welcomes submissions from independent practitioners with original, high quality work to sell. We do not accept submissions consisting of items that are not original in design – for example, jewellery that is assembled from manufactured beads or knitwear from commercial patterns will not be considered for inclusion.

To apply for a place at CRAFTED please email [dcashop@dca.org.uk](mailto:dcashop@dca.org.uk) with 'CRAFTED Application' in the subject heading and include the following information:

- a statement about your practice
- information on the work you plan to sell, including price range
- a maximum of 5 supporting images
- links to websites/online shops and/or social media accounts, if applicable
- your preference of table size, Full or Half (table prices and dimensions are listed below)

We welcome applications from existing DCA Shop craft suppliers; we would ask however that any work intended for sale at CRAFTED should be distinct from any work currently provided to us on a wholesale or 'Sale or Return' basis.

We will accept applications based on 'work-in-progress' products, with the expectation that the work shown at CRAFTED will match these products closely.

**The deadline for submissions is 17:00 on Tue 24 September.**

## **Application Information**

### **Table Information and Charges**

Full table (approx 150 x 75cm): £75.00 (VAT included)

Full table shared by two practitioners: £48.00 each (VAT included)

Half table (approx 75 x 75cm): £48.00 (VAT included)

We provide the tables pre-covered with white tablecloths to give a consistent feel to the market, but fully encourage exhibitors to merchandise their table in whatever way best reflects the nature of their work. Tables supplied have a maximum weight load of 110 kg.

We take table size preferences into account when selecting applicants, but may offer applicants a place at the market based on a smaller or larger table space on occasion. This offer will be made before any booking forms are issued.

Space for extra display items such as mannequins, clothes rails or print browsers is available on a limited basis. Successful applicants will have the opportunity on the booking form to inform us of any requests or particular space requirements. We reserve the right to refuse these requests based on fire regulations and

available space, but will always do our best to be accommodating where possible. We are always happy to respond to queries about bespoke displays and would encourage exhibitors who have specific requirements to contact us during the application period for advice.

Access to electrical sockets is also available on a limited basis; please note that any electrical equipment brought to the market should have a visible PAT testing certificate and will be subject to a visual inspection.

Wi-fi access is available to all exhibitors for the use of personal card payment devices.

DCA's Communications team carries out marketing and promotional activity to support and build the success of CRAFTED, including posters, web content, and a wide-ranging social media campaign. DCA currently has 17,745 followers in Facebook, 26,000 followers on Twitter and 10,495 followers across our main and DCA Shop Instagram accounts.

CRAFTED will be open to the public between 11:30 and 17:30, with exhibitor set up from 9:30

### **Shared Tables and Group applications**

If you are interested in sharing a table with another practitioner, each practitioner should make an individual application, informing us of your preferred table partner. We will always do our best to situate practitioners in a suitable position, and will confirm this with any participants sharing a table ahead of the event.

Collectives or groups wishing to take a table/tables should make one application for the collective, but this must include supporting info and material for every maker to be included in the group.

### **Selection Process**

Quality of work is the main criteria for the selection process, but we also use our experience of what sells, suitability for the venue, and the overall mix of makers to determine the best selection for the event. If you are not successful for one event, it does not mean that you won't be successful for future events. We believe that high quality work, plus the right balance of designers and disciplines, is key to the continued success of CRAFTED and we select exhibitors accordingly.

### **Submission Outcomes**

After we have received your application we will send you an email receipt within three working days.

We aim to inform applicants the outcome of their submission within one week of the deadline.

Successful applicants will be sent a booking form for the event. **A completed booking form and table fee must be received in advance of the event to secure your space.**

We very much look forward to receiving applications for our 2019 CRAFTED Christmas Market. If you require further information or have a question about CRAFTED, please do not hesitate to contact DCA Sales and Retail Manager, Lewis Smith ([lewis.smith@dca.org.uk](mailto:lewis.smith@dca.org.uk)) or contact our Shop team directly on 01382 432456.