



Dundee Contemporary Arts

CRAFTED Festive Market Exhibitor Application Information

CRAFTED 2022

After a two-year absence, we are excited for the return of CRAFTED on Sat 26 November 2022. This year's event will run from 11:00 to 17:30 and will be our biggest market yet, as we make use of the exhibition changeover period and expand into DCA Galleries for the first time.

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 has gone into making these events so successful. Through CRAFTED, we provide a professional selling and networking opportunity to talented independent designers, artists and makers from across Scotland. We welcome both established and emerging makers, working in any creative discipline.

Organised by DCA's Retail team, 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 a showcase for creative practitioners to present work directly to a loyal and engaged local audience within a world class cultural venue and creative hub.

About DCA

Opened in 1999, DCA is a cornerstone of Dundee's thriving arts and culture sector, an internationally renowned centre for contemporary art and registered charity that enables audiences, artists and participants to see, experience and create. With two beautiful large-scale gallery spaces, two thriving cinema screens, a busy print studio, an award-winning learning programme, and a packed programme of events, workshops, classes and activities aimed at all ages and abilities, DCA is a vibrant cultural hub open to all, located in the very heart of the city.

How to Apply

The lineup for CRAFTED is chosen entirely through a transparent 'open call' application process: we do not offer preferential places or pre-select makers outside of the application process, in line with DCA's commitment to making art open to all. Quality of work is our primary selection criteria and whether you are an established maker, a recent graduate looking to develop your business or an experienced hobbyist, we'd be delighted to hear from you.

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 assembled from machine-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 with 'CRAFTED Application' in the subject heading and include the following information:

- a short statement about your practice
- information on the work you plan to sell, including price range
- a maximum of five supporting images
- links to websites/online shops and/or social media accounts such as Instagram should also be included 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, either on a wholesale or 'Sale or Return' basis.

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

The closing date for submissions is 15.00 on Mon 29 August

Application Information

Table Information and Charges

Full table (approx 175 x 75cm): £82.50 (VAT included)

Full table shared by two exhibitors: £58.00 each (VAT included)

Half table (approx 85 x 75cm): £54.00 (VAT included)

We provide tables pre-covered with tablecloths to give a consistent feel to the market, but fully encourage exhibitors to merchandise their table in a way that 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 special space requirements. We reserve the right to refuse these requests based on fire regulations and available space but will do our very 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.

CRAFTED will be open to the public between 11:00 and 17:30, with exhibitor set up from 9:00.

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 make every effort to situate exhibitors 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.

Wi-fi

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

Marketing

DCA's Communications team carries out marketing and promotional activity to support and build the success of CRAFTED, including dedicated web content, and a wide-ranging social media campaign. DCA currently has 21,677 followers in Facebook, 26,589 followers on Twitter and 14,767 followers across our main and DCA Shop Instagram accounts.

Covid-19

DCA encourages visitors to wear a mask, makes hand sanitizer available throughout the building and supports the Distance Aware Scheme. We are also continuing with our enhanced cleaning schedules and our ventilation systems have been checked in line with the latest advice. We will continue to monitor the situation and follow Scottish Government guidance and notify exhibitors of any changes.

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 exhibitors are selected 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 of the outcome of their submission within two weeks of the closing date.

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

We very much look forward to receiving applications for our 2022 CRAFTED Festive 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), Retail Supervisor Nicola MacRae (nicola.macrae@dca.org.uk) or contact our Shop team directly on 01382 432456.