



CALL OUT: Art & Craft Fair

Deadline for applications: 9am on Thursday 1st September 2022

We are delighted to announce that Upland's art and craft fair will be returning later this year and that applications to take part are now open.

After the success of our inaugural event last November and demand from both participants and visitors, Dumfries and Galloway Council have agreed to support the event again. We are really pleased to have the Council's support and hope that the event will grow to become a regular fixture in the creative calendar.

The fair showcases work by Upland members and offers the chance to sell work at Easterbrook Hall in Dumfries, one of the region's biggest event venues which regularly hosts fairs and major events. Held in November, the fair hopes to tap into the festive buying period and give artists and makers the chance to sell work for Christmas gifts. We hope to encourage D&G residents and visitors to shop local and support independent creative businesses.

This opportunity is for Upland members but we welcome applications from artists and makers open to joining Upland to apply. We welcome applications from both established and emerging artists and makers and have reflected this in our stand fees.

Further information on the event will be available in the coming weeks, in the meantime, information on taking part in the event can be found below.

Fair Information

Event Name – Winter Art & Craft Fair*

Location – Main Hall, Easterbrook Hall, The Crichton, Bankend Road, Dumfries, DG1 4TA

Dates – Saturday 5th & Sunday 6th November 2022

Opening hours: Saturday 5th November 12 noon – 5pm and Sunday 6th November 10am till 4pm (exact opening hours to be confirmed)

Setup: Saturday 5th 9.00-11.00am / Takedown: Sunday 6th 4pm – 6pm

**As part of the event planning and promotions, new branding and the event name is under development.*

What we are looking for

We are looking for:

- Work submitted in this application (and on sale at the fair) should be complete and should not be more than 3 years old
- We are hoping to showcase a wide range of visual art and craft. This should be
 - from a mix of disciplines
 - represent artists and makers from across our region
 - interest a range of audiences

- Work should be highly sellable and of a high quality
- Participants should be confident and/or experienced in showcasing and selling their work in a fair environment. Emerging artists and makers with little experience are encouraged to contact Upland to discuss participation before applying.
- All work should be handmade or small batch work, designs should be unique to the artist/maker and made by them.

Have a look at photos from the 2021 event on our Flickr here: <https://flic.kr/s/aHsmXeJii>

Responsibilities

Participants will be responsible for the following:

- Preparing work for the fair, including pricing, packaging materials, sales equipment
- Stand display – how work is displayed and appropriate materials/equipment e.g. any display stands, boards, tables, stand signage, plinths, lighting, wall display materials etc.
- Making sure their work is insured for the event
- All exhibitors must have their own insurance for their work and public liability insurance
- Responsible for manning their own stands for the duration of the fair

Upland will be responsible for the following:

- Providing staff for the organisation of the event
- Providing staff for the duration of the event
- Providing the venue for the event
- Press, advertising, digital promotions for the event
- Any print, external signage etc for the event

All exhibitors must be Upland members. To become a member you must be an artist or maker with a strong connection to Dumfries & Galloway. Please find out how to become a member here.

<https://www.weareupland.com/members/become-an-uplander/>

Stand Information

We are aiming to present up to 40 stands in the main hall at Easterbrook.

- All standard stands will be 6ft in width and 3ft deep
- Each stand will be allocated a 6ft trestle table, unless one is not required
- It is the stand holder's responsibility to setup the stand as they require, including all display equipment
- Many of the stands will have access to a power socket and some may have a wall behind them (although the wall cannot be used to display anything on). Any electrical equipment brought into the space should be PAT tested and may be subject to inspection.
- Display equipment such as mannequins, clothes rails, print browsers, easels, chairs, lighting etc should all be contained within your stand space and should not encroach onto that of other stands.

If you would like additional space, should it become available, please note this in your application.

Although we will do our best to accommodate these requests, Upland reserves the right to refuse requests based on fire regulations and available space.

If you have any questions in regard to special or bespoke displays, please contact us in advance of submitting your application.

Fees

This year, we have introduced a stand fee payable by exhibitors and some changes to the types of stands available.

Stands are primarily for single exhibitors. However, in the interest of making this event more accessible and encourage applications from new, diverse exhibitors, we have a range of rates available:

Standard stand – 6ft wide	Double stand – 12ft wide
Established Exhibitor - £60	Established Exhibitor - £100
Emerging Exhibitor - £40	Emerging Exhibitor - £80
Emerging Exhibitors (Shared stand/2 exhibitors) - £60	Emerging Exhibitors (Shared stand/2 exhibitors) - £100

For the purpose of this event, the following definitions apply:

Established Exhibitor:

an artist or maker running an established creative practice for 5 years or more.

Emerging Exhibitor:

an artist or maker at the beginning of their creative journey who has less than 5 years' experience practising as an artist or maker.

Emerging Exhibitor (shared stand):

two artists or makers at the beginning of their creative journey that have less than 5 years' experience practicing as an artist or maker, sharing a stand.

Successful stand holders will be invoiced once they have been informed of their selection and fees will be payable immediately to secure your stand.

Selection Criteria

We are hoping for a good response to this opportunity and given the limited number of stands and the number of Upland members, we have some selection criteria to make the decision-making process fair for all. Selection for the fair will be based upon the following criteria:

- Type of work (e.g. we don't want to showcase all printmaking/glass/jewellery, we would like a range)
- Your experience in exhibiting and setting up your work at a fair (or if you do not have this you should be able to show a commitment to your practice)
- Presentation of your work (quality of images, information provided)

A small selection panel made up of Upland staff, board and an external panellist will make selection at the beginning of September. Applicants will be informed of the outcome of their application within 2 weeks of applying.

How to apply

To apply please send an email with the following as separate attachments (not all in one document):

- Application (word or PDF only):
 - Tell us about what kind of work you plan to sell at the fair

- Tell us about your experience in selling work at a fair
- Tell us about your stand setup, do you have your own kit? Do you need a trestle table?
- Do you have any additional information to add/requirements/requests? (optional)
- Tell us which fee category you fall into/request (Double/Single/Emerging/Shared)
- 4 images of the kind of work you would sell (attachments, not in document – jpegs only)
 - Images must be of a high resolution (1600 pixels max), of the work only, against a white background, not include frame/glare from glass, be bright and well-lit

Please note, we can only accept Word or PDF. Documents saved as Jpegs, Pages, Works etc are not accepted.

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If you have any queries regarding this opportunity or any concerns in completing the application process due accessibility issues, please contact joanna@weareupland.com

Staffing for the Event:

Upland will be looking for 2-4 people to assist in manning the event. This will be a paid opportunity and ideally this would be for Upland members not presenting a stand.
There will be two people manning the fair each day covering the reception desk and liaising with stand holders, the public and the venue. Information on this will be put out in due course.

If you are interested in this opportunity or know anyone who is, please contact Joanna Jones – joanna@weareupland.com

COVID-19

Upland will be mindful of covid-19 when presenting this event. We will monitor the situation and implement any covid safety measures necessary.

Upland Membership:

This opportunity is for Upland Professional Members only.

If you would like to become a member, please visit: <http://www.weareupland.com/members/become-an-uplander/>

Data Protection

Please note: any information submitted with regards to this application will be held by Upland securely. We will not pass on your information to unrelated parties. By submitting the information required for this application you consent to these terms.

Contact

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www.weareupland.com