



collect | THE LEADING
INTERNATIONAL FAIR
FOR CONTEMPORARY
CRAFT AND DESIGN



Somerset House, Collect 2022

collect
open

Application Guidance

3 – 5 March 2023 (Previews 1 & 2)
Somerset House, London

Collect is the fair that owns contemporary craft in the art market calendar

For 2023, Collect sees its 19th edition and is now one of the world's most influential art fairs for contemporary craft and design, showcasing the very best specialist galleries from across the globe.

About Collect Open

An important feature of the fair is Collect Open; our annual showcase of ambitious, conceptual, craft-led installations by individual artists and collectives

Proposals are selected by an Advisory Panel, for information about how to apply and fees please continue reading.

Collect Open presents an opportunity for artists to showcase and realise an ambitious project that takes creative practice to the next level of their professional career. An important feature of the fair, much work goes into supporting the artists in the months ahead of Collect to realise their projects and present them at the stunning venue of Somerset House. Please see below for further details including costs.

Collect Open offers a unique platform for artists to exhibit alongside the specialist galleries taking part in Collect, presenting their exceptional works to high-profile collectors, curators, journalists and other UK and international sector professionals in the prestigious environment of the fair at Somerset House.

Whether challenging perceptions on materiality, a social or political statement, or something altogether more personal; Collect Open is the highlight of this annual international fair and has established itself as a valuable thought-provoking element of Collect.

Benefits

Many artists have identified participating in Collect Open as a turning point in their careers.

Opportunities include:

- Securing gallery representation
- Earning commissions
- Connecting with curators and buyers
- Generating collaboration opportunities
- Gaining critical feedback from knowledgeable and discerning visitors

In addition, selected Collect Open artists receive:

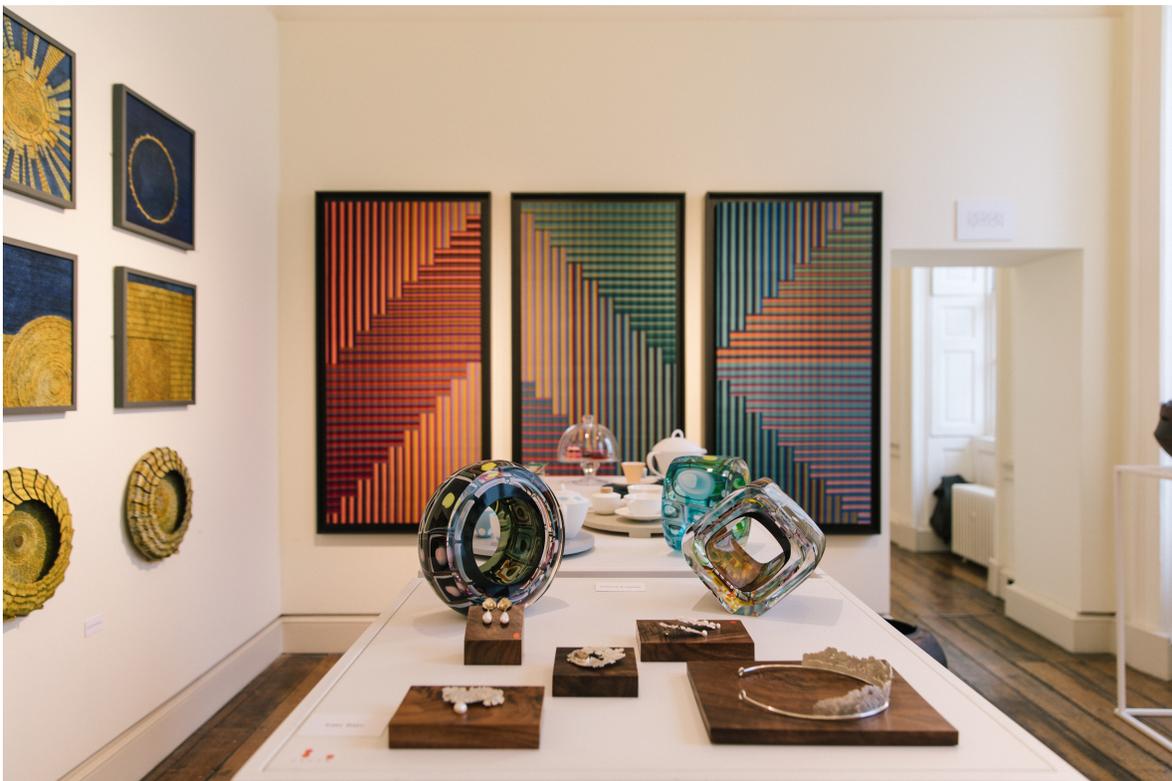
- Professional development support from the Crafts Council in the lead up to the fair
- PR and marketing exposure through the fair's extensive promotion
- A page in the Fair Guide including contact details, full colour image and artist statement
- A page on the Crafts Council website in the run up to and during Collect 2023
- Participation in the Collect Open booth during the Collect 2023 online fair at Artsy.net

About Collect

Raising the profile of exceptional, new contemporary craft to a collectors' market, the exhibiting galleries represent the most exciting international artists making work today. With the support and expertise of an external Advisory Panel, the fair is kept fresh and introduces new work onto the market allowing collectors to buy with confidence.

Collect will once again be returning to its stunning neoclassical home at Somerset House in March 2023. As one of the leading global platforms for bringing museum quality works to a wide audience, the fair focuses on quality, exclusivity, reputation and curation and seeks variety and diversity in its content and vision.

Exhibiting galleries commit to over 80% of the work for display having been made in the past five years. Many commission new works to launch at the Fair to maximise this moment for contemporary craft. This keeps the Fair fresh and introduces new work onto the market, allowing collectors visiting the Fair to buy with confidence.



Queen Elizabeth Scholarship Trust, Collect 2022

What we are looking for

A professional presentation and attitude to your work. Proposals should, above all, show an ambitious development of your creative practice including, but not limited to, challenging themes and concepts previously explored and honing and pushing making skills and techniques. Your proposal should communicate the extension and advancement of your current body of work. Artists should cite previous works and achievements and evidence their ability to practically deliver their proposal.

Artists are encouraged to be ambitious; we are looking for conversation pieces that are both memorable and brave. Projects should inspire the Collect audience, how visitors will engage and relate to the work should be well considered. Challenging traditional perceptions of craft and design is encouraged.

We strongly encourage applications from individuals currently underrepresented in the Creative and Cultural Sectors. This includes but is not limited to people of African or Caribbean heritage; Arabic heritage; Latin American heritage; East Asian, South Asian and South East Asian heritage.

Eligibility

- The proposal should be for a new body of work made especially for Collect 2023
- **PLEASE NOTE:** to ensure proposals are fresh and new, it is expected that you are not already represented at Collect by an exhibiting gallery
- You have commenced your business as a maker and are committed to developing and progressing your professional practice
- In the event you are represented at Collect 2023 by a gallery exhibiting at the fair, out of courtesy and good business practice, you must inform the gallery immediately that you are applying to ensure the business arrangement you have with them is not compromised. In addition, the work within the proposal you put forward for Collect Open must be critically different from the work you sell through gallery representation
- You must be an individual or collaboration/collective (up to three people); galleries or dealers will not be considered
- You cannot participate in Collect Open more than twice

Your Collect Open application should demonstrate

- Ambition
- Clear theme and how you propose to present this concept
- Consistency of voice; meaning a natural progression to your creative practice
- Realistic financial/funding planning and commitment
- A plan of any technical elements of your project and how you propose these to be achieved
- Quality of making
- A deep knowledge or and skill with materials
- A creative and artistic discipline
- Why Collect Open is a platform for the next step in your artistic career
- How Collect Open will move your creative practice forward
- Previous successes that have prepared you on a commercial, practical and creative level

- An understanding of the professional and financial commitment expected as a participant of this programme

Before applying, consider the following:

- Your application will require a submitted visualisation of your Collect Open proposal
- We will require you to submit quality images of past work
- Ambition requires considerable financial and creative development investment, you will be asked to submit a funding plan to demonstrate how you will achieve this
- Applications must be complete, considered and comprehensive

Eligible Media

- | | |
|-------------------|--|
| – art jewellery | – stone |
| – ceramic | – leather |
| – fibre & textile | – wood & paper |
| – furniture | – non-traditional materials including:
resin, rubber and bone |
| – glass | – reused, repurposed and recycled
materials |
| – lacquer | |
| – metalwork | |

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

Applications consisting solely of painting, drawing, graphic design, photography, fine art sculpture, animation or film will not be considered.



Annette Townsend, Collect 2020

Space Allocation and Parameters

Whilst there will be consultation with Collect Open artists to ensure the best possible outcome for the project's positioning within the exhibition space, the floor planning and curation of Collect Open is at the discretion of the Collect team and its decision is final.

Somerset House is a Grade 1 listed neoclassical building situated in the heart of London. There are limitations to what is possible for fixing installations, you will be working with our Operations team on helping to resolve display concepts. This is a unique space, providing a stunning backdrop where contemporary craft can be displayed in a fully immersive interiors setting. Please see the photo pack for examples of previous Collect Open showcases in Somerset House.

Collect Open displays are distributed throughout the fair as special moments of discovery amongst the professional galleries. **PLEASE NOTE:** The size of allocated space will vary depending on the needs of the work and spaces will most likely be shared with other Collect Open artists.



Lorraine Robson, Collect 2020

Process

How to Apply

Each year between 10 – 14 projects are selected for the Collect Open programme. Artists interested in exhibiting as part of Collect Open should submit an online application by the deadline of **Monday 27 June 2022**. Please ensure to read all provided information carefully, including the application criteria listed on the previous pages.

There will be an opportunity to ask questions about the Collect Open programme including the application process during an advice session which will take place online on **Wednesday 25 May 2022**, to book, [click here](#). This will be hosted by members of the Crafts Council and a former Collect Open participant.

Advisory Panel

Applications are reviewed by an Advisory Panel consisting of Crafts Council staff and external peers. The panel will gather in July and outcomes will be shared with applicants by September. On our advisory panel this year are: Isobel Dennis, Lorna Hamilton-Brown (MBE) and Caroline Jackman.

The Collect Open Advisory Panel can offer places to artists on a full, reserve or conditional basis and their decision is final and absolute. We are unable to provide feedback for unsuccessful applicants.

Selected Applicants

Contract Once you confirm your participation a binding contract will be sent, upon signing and returning this the first payment will be due PLEASE NOTE: At the point of signing the contract, you will be expected to produce your project and take part in Collect Open, regardless of whether your funding applications are successful	September 2022
Induction A chance to meet the wider Collect team, the other Collect Open artists, and for further information to be shared	September/October 2022
Site visit Once your space has been allocated a visit to Somerset House will be scheduled	November 2022
Exhibitor Manual & forms released The manual will include logistical and operational information to help you plan and prepare for the fair. You will be asked to submit required information to us with form deadlines starting from December 2022 and running through until February 2023	November 2022

Fees

Application fee

To apply for Collect Open there is a fee of £37.50 (+VAT)

Contract fees

Exhibitor fee	£2,400 (+VAT)
Logistics fee	£250 (+VAT)
Fair Guide fee	£300 (+VAT)
Net Total (exc. VAT)	£2,950 (+VAT)
Grand Total (inc. VAT)	£3,540

*Current UK VAT is charged at 20%. Exhibitors based outside the UK are charged VAT at 0%

Additional costs

Applicants should consider what additional costs they will incur beyond the Collect Open fees. As part of your professional business planning we will need to know that you have considered this carefully. You should research your own costs for: shipping, technicians, display, production, additional lighting, marketing, photography, travel, accommodation etc. before applying. Ensure you consider how these costs will be met and managed across a period of time.

Selected participants will be provided with an Exhibitor Manual which will detail how to book shipping and order required items through the fair's recommended suppliers.

Payment schedule

Payment	Cost	Deadline
Application submission	£37.50 (+ VAT)	27 June 2022
Upon return of contract	20% of contract fees	30 September 2022
Second payment	30% of contract fees	31 October 2022
Third payment	50% of contract fees	30 December 2022

Payment of all stand fees must be received in full by **30 December 2022**. If payment is not made by the due dates the Organiser reserves the right to re-allocate stands to applicants from a reserve list.

Funding and Finances

If you decide to apply for grant funding or similar we suggest you do this early.

The Crafts Council encourages applicants to consider their budget carefully when applying for Collect Open. We recommend applicants calculate an estimate of all costs including the making and material costs and consider how these costs are met and managed across a period of time.

Funding advice is available. We have resources which can be accessed [here](#).

If you have further questions please contact us to arrange a conversation with our Head of Craft Business Skills: collect@craftscouncil.org.uk

Please indicate in the application how you intend to fund your Collect Open project e.g. personal finances; grant application; other. If you are intending to apply for a form of funding as your main method of financing Collect Open, please ensure you also have access to alternative resources in the case these applications are unsuccessful.



Lisa Pettibone, Collect 2022

Testimonials from Collect Open 2022

“Collect Open gave me the perfect excuse to push my work on to a new place, that I otherwise might not have visited. The conversations during the show and sale of three of four pieces in the first evening affirmed this new direction”

- Robert George

“Collect Open was a brilliant fair that put my work in front of new clients and collectors, opened doors for future opportunities and helped me profile myself as an artist”

- Line Nilsen

“Exhibiting at Collect Open was an incredible, enriching and exciting opportunity – one of the most important experiences of my career so far!”

- Jacqueline James

FAQs

How much time do I have to install my work?

There will be approximately 16 hours available across two days in which to install your work. The fair assigns a dedicated Collect Open floor manager to assist with any queries during the install period

How much space will I get?

Each project will be assessed and allocated an appropriate size space for the project. There is not a standard space size that is assigned to everyone. This takes into account each project being of varying scale and material. For example, art jewellery would not require as much space as an installation piece. The Collect team will work with you to ensure your work is showcased in a way that does it justice and we will confirm your space allocation with you in Autumn 2022. **PLEASE NOTE:** as a guide, for floor based projects no more than 4sqm will be allocated

If you have any questions about Collect Open please contact: collect@craftscouncil.org.uk