



VENUE LOUGHBOROUGH
TOWN HALL
Market Place Loughborough LE11 3EB

sock.

A celebration of quality Artists and Makers - An Arts and Crafts Purchase and Commission Fair

10am-4pm, **Saturday 22nd and Sunday 23rd March 2014**

The Background

Sock was created by Loughborough Town Hall with support from Creative Leicestershire to be Leicestershire's leading quality selected Arts, Crafts, Designer Maker's Purchase and Commission Fair. Founded in 2009, with the intention to provide a platform for a wealth of local and national talent, Sock has now built up a strong following and is known for offering a diverse selection of quality British craft. On the Sunday we encourage participatory spirit by hosting a FREE children's workshop. 35 stalls are available, including 5 in the Sock Gallery, with between 1000 and 1700 customers attending the event over the weekend.

Sock Gallery offers an excellent opportunity for 2D artists and photographers to exhibit their work as part of the Sock Fair weekend, as well as for 17 days leading up to the event. Page 3 of this document contains more information on applying for a stall in the Sock Gallery.

We are looking for: Visual Arts, Textiles, Ceramics, Glass, Jewellery, Furniture, Sculpture, Photography and Interiors. Entrance to the public is FREE.

35 artists and makers will be selected for Sock 2014, with a limit on each art form in order to achieve a balance of work. The applications will be judged by an independent panel including representatives from Creative Leicestershire, Design Factory, the Ferrers Gallery and Charnwood Borough Council. This ensures that all applications are treated in the same way and go through exactly the same process.

As well as the requirement to select a wide range of work, the panel have specific selection criteria which include:

- Quality of the work (technical skill)
- Originality of work (ideas behind the work)
- Products that are likely to sell
- Work that is well presented



Due to the number of applicants, unfortunately the panel are unable to offer individual feedback on decisions made. Nor is there opportunity to appeal against decisions made.

The cost for a standard stall in the Main Hall is £100.00 for the Saturday and Sunday. There is not a “one day only” option. The cost for a Sock Gallery stall is £150.00, for the 17 days leading up to the date of the Fair, as well as the Saturday and Sunday. There will also be a 30% commission on all sales fee during this period, but NOT during the Sock Fair weekend.

Stallholders will receive:

- A 6ft trestle table (approx. 178cm long x 63cm wide)
- A Sock branded table cover
- A table place card with your company name, indicating your pre-allocated stall
- Access to electrical socket if required (must specify on application form)
- Tea, coffee, biscuits and water available throughout the day
- A free meal and glass of wine or soft drink at the networking supper on the evening of Saturday 22nd March - a great chance to get together and network informally with other designer makers

Deadlines

All applications must be submitted by **Friday 29th November 2013**. Successful applicants will be notified by Friday 13th December 2013. Any applications received after this date will not be considered. Applicants must download and complete the Application Form at www.loughboroughtownhall.co.uk/sock, which can then either be emailed, posted or handed in at Loughborough Town Hall, along with 4 images.

Marketing initiatives to promote the Fair will include:

- Advert in the Loughborough Town Hall Spring/Summer brochure (22, 000 copies)
- Creative Leicestershire newsletter
- Design Factory website/newsletter
- Direct mail to customers on the Sock mailing list
- Press release sent to Loughborough Echo
- Posters and flyers displayed locally and within the venue and Sock Gallery
- Dedicated Sock Fair page on the Loughborough Town Hall website
- Social Media sites Facebook, Twitter, Youtube. Pinterest
- Relevant local and national listings
- Advertising in local lifestyle magazines such as ‘The Beacon’
- Banner and A board at the front of Loughborough Town Hall



Sock Gallery Stalls

Successful applicants with 2D work, whose first choice is for a Sock Gallery stall, will have their work exhibited for the 17 days leading up to the date of the Sock Fair weekend, as well as the Saturday and Sunday. This acts as a preview as to the quality of work customers can look forward to at Sock.

There are 5 pre-allocated areas within the Sock Gallery, and successful applicants will be informed of their designated area on receiving their acceptance letter. There will also be stalls available in the Main Hall for 2D artists, although hanging facilities are not available in this room, and so artists are encouraged to bring in their own display boards.

Sock Gallery Stallholders will receive:

- Pre-allocated wall space within Sock Gallery; the walls will be separated into 5 zones offering a very reasonable size to all 5 artists
- Picture tags created by Loughborough Town Hall showing details of each piece
- Assistance on the installation date - Tuesday 4th March from 9am, ready to open on the exhibition on Wednesday 5th March
- Assistance on the dismantle date - Sunday 23rd March 2014 after the close of Sock Fair at 4pm
- On the weekend of Sock Fair ONLY - A 6ft trestle table (approx. 178cm long x 63cm wide) to sell merchandise such as cards and prints etc
- On the weekend of Sock Fair ONLY - A Sock branded table cover
- A breakdown of costs showing all sales and the commission charged (30% per piece), within 2 weeks after the Sock Fair

Conditions of acceptance:

- Before applying for a Sock Gallery stall, please ensure that you will be available to assemble your work in the Sock Gallery on **Tuesday 4th March, from 9am onwards**. Please allow all day for this. The tools will be provided by Loughborough Town Hall, but the artist must be present on the day to position their work within the pre-allocated space
- On the weekend of the Sock Fair, ALL stallholders must be present between the opening times of 10am to 4pm on both Saturday and Sunday. This applies to Stallholders in the Sock Gallery as well as the Main Hall
- Sock Gallery Stallholders must provide an inventory, with size details and prices of each piece by 1st February 2014. The blank sheet will be provided by Loughborough Town Hall for you to complete
- All Sock Gallery Stallholders must provide their BACS details so that payment can be transferred, for any pieces sold during the 17 days leading up to Sock Fair
- During the 17 days leading up to Sock Fair, sales for the preview exhibition pieces will be made via the Loughborough town Hall Box Office
- During the Sock Fair weekend, ALL artists will be responsible for taking payment for any pieces sold
- Sizes of each piece submitted with applications must be specified on the Application Form

Please don't hesitate to contact us if you have any questions. We look forward to your application!