



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

**Saturday 23<sup>rd</sup> and Sunday 24<sup>th</sup> March 2013**

**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, through seeing a need 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 products. On the Sunday we encourage participatory spirit by hosting a FREE children's workshop. Last year we received 67 applications for the fair but regrettably only 35 stalls are available. Approximately 1700 customers attended last year's event over the weekend.

SOCK 2012 saw the successful introduction of SOCK Gallery being integrated into the fair. This allowed 2D artists and photographers an improved display space. For more information on this type of pitch please refer to page 3 of this document for further details on our exciting exhibitor package. The next SOCK fair will take place on Saturday 23<sup>rd</sup> and Sunday 24<sup>th</sup> March 2013 in the Main Hall and SOCK Gallery, 10am – 4pm on both days.

**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 2013, 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

Please be aware that, 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 for the two days. There is not a “one day only” option. The cost of a stall in the gallery is (for 2D art only) £150.00

**The price includes:**

- A 6ft trestle table (approx. 178cm long x 63cm wide) and SOCK branded table cover
- Electrical power if required (please specify on application)
- Tea, coffee, biscuits and water available throughout the day

**In addition:**

- A free meal and glass of wine as part of a special networking supper open to all artists and makers on the evening of Saturday 23<sup>rd</sup> March, a chance to get together and network informally

**Deadlines**

ALL applications must be submitted by **Friday 30th November 2012**. Successful applicants will be notified by Saturday 8<sup>th</sup> December 2012. Applicants must apply by downloading and completing the form at [www.loughboroughtownhall.co.uk/sock](http://www.loughboroughtownhall.co.uk/sock) and posting or emailing it back to the Town Hall.

**Marketing initiatives to promote the Fair will include:**

- Advert in the Loughborough Town Hall Spring brochure (22, 000 copies)
- Made in Leicestershire website
- Design Factory website
- Direct mail to customers on the SOCK mailing lists/e-lists
- Various news stories and adverting in the Loughborough Echo
- Posters and flyers displayed locally and within the venue and SOCK gallery itself
- Charnwood Borough Council website
- LTH website
- Sock Facebook page
- Relevant local and national listings
- Banner and A board at the front of the Town Hall



**Exciting pitches for 2D applicants!!!**

SOCK Gallery wall hanging space is available to hire for the Fair, and also for the 17 days before the date of the Fair.

We offer 5 allocated areas within the Gallery to applicants with 2D pieces (there are still stalls available in the Main Hall for Artists of this category, as in previous years, although hanging facilities are not available in this room).

The special price of £150 includes:

- A wall space area of SOCK Gallery which will be pre-allocated (the Gallery will be split into 5 zones offering a very reasonable size to each Artist)
- Your work will be installed on Tuesday 5<sup>th</sup> March (assemble date) ready to open on Wednesday 6<sup>th</sup> March, right until the close of the SOCK Fair on Sunday 24<sup>th</sup> March 2013 when you will need to dismantle.
- Your sales are COMMISSION FREE for anything sold within this time period, and our Box Office will administer any sales that take place before the Fair weekend. However please note that anything sold before the 23<sup>rd</sup> and 24<sup>th</sup> March cannot be collected by the customer until the weekend of the Fair, in order to keep the exhibition complete.
- On the weekend of the SOCK Fair you will be provided with a table and sock branded table cloth in front of your allocated area, so that you can sell additional merchandise, prints and pictures if you wish.

Conditions of acceptance:

- You must be available to assemble your work in the Gallery on **Tuesday 5<sup>th</sup> March**. The tools to do so will be provided by Loughborough Town Hall but the Artist must be present to position their work within the space allocated
- On the weekend of the Fair we would expect you (as with all exhibitors) to be present for the opening times 10am – 4pm on Saturday and Sunday
- We will require the inventory, details and prices of each piece by Tuesday 19th February in order to make your picture tags which are displayed next to each piece
- We will require your BACS details so that we can make payment to you for any pieces sold leading up to the fair, we will not be able to take payment for any pieces sold on the dates of the Fair, this will be the responsibility of the artist.

Please specify on application form the approximate sizes of the pieces you wish to display. This is so that if your application is successful we can allocate you a space most appropriate to your requirements.

If you have any queries please don't hesitate to contact us. We look forward to your application!

**Contact us:** Telephone: 01509 634775 Email: [sock@charnwood.gov.uk](mailto:sock@charnwood.gov.uk)

**Address:** Sock Fair, Loughborough Town Hall, Market Place, Loughborough, Leics, LE11 3EB