



THE LEADING INTERNATIONAL SHOWCASE FOR STUDIO CERAMICS

Presented by the Craft Potters Association

The Royal College of Art, London,

25 February – 27 February 2011

Invitation to Apply

- Ceramic Art London is now in its seventh year and is recognised as the most exciting contemporary showcase of current ceramic art, with exhibitors drawn from the UK, Europe and worldwide. Ceramicists interested in exhibiting at Ceramic Art London 2011 are now invited to apply for selection for this prestigious event.
- Ceramic Art London offers ceramicists a unique opportunity to exhibit and sell their work in a prestigious central London venue and provides exhibitors with an invaluable opportunity to reach new audiences and to network with established collectors and gallery owners. With high visitor numbers, many exhibitors report record levels of sales, estimated at £400,000 plus offers of exhibition opportunities and commissions.
- Ceramic Art London represents the best in contemporary studio ceramics, with the selected work exhibited in the galleries of the Royal College of Art, an outstanding and famous central London venue.
- Ceramic Art London is a major selling fair and exhibition targeted at an enthusiastic and art-loving public. A free daily programme of talks, discussions, demonstrations and films - by well-known figures in the ceramics world – is included to attract a wide spectrum of collectors, ceramics enthusiasts and to establish new audiences.
- The 2011 event will be supported by an integrated press and media campaign which will focus on broadening contacts with the London based buying public and increasing foreign interest and participation.
- Ceramic Art London 2011 is organised by the Craft Potters Association who are committed to ensuring the best possible quality, presentation and promotion of an event exclusively for those who design and make contemporary studio ceramics.

Venue

Ceramic Art London 2011 will be held in the Henry Moore and Gulbenkian galleries of The Royal College of Art (RCA), Kensington Gore, London: The Royal College of Art is an internationally acclaimed post-graduate college and RCA staff from the Ceramics and Glass Department work closely with the organisers of Ceramic Art London.

Eligibility and Selection

The application deadline is 6th September 2010. The organisers actively encourage all ceramic artists to apply, including those at the start of their careers, and welcome applications from potters in any country. Exhibitors at Ceramic Art London will be chosen by an independent selection panel to ensure that a wide range of original contemporary work of the highest standard is represented. Ceramic Art London is for individual ceramicists. Applications will not be considered from students or from agents or wholesalers wanting to sell the work of others.

Should a selected exhibitor need to give up their allocated space, this will be filled by a reserve exhibitor pre-selected by the advisory panel.

Independent Selection Panel

Selection will take place during September 2010

All applicants will be informed of the panel's decisions in writing by October 16 2010. The choice of the selection panel is final and the organisers cannot enter into correspondence regarding the outcome of individual applications.

Awards Programme

Ceramic Art London 2010 will again host a number of awards dedicated to acknowledging the high standard of contemporary ceramics at this event.

Commemorative Exhibition Guide

A full colour exhibition guide and catalogue will feature a full page on each Exhibitor with an illustration of their current work, together with a brief statement and full contact details. The cost of the Stand includes a free entry in the Exhibition Guide. A free copy of the Exhibition Guide will be given to all attendees at Ceramic Art London 2011.

Promotion and Publicity

Ceramic Art London is supported by a wide-ranging national and international publicity campaign. An extensive direct mail operation will be co-ordinated to circulate illustrated leaflets, flyers etc and exhibitors will be provided with publicity material and complimentary tickets.

Our appointed PR agent for Ceramic Art London, will work closely with the team at the CPA to obtain extensive editorial coverage and generate feature ideas on the event. The trade press, gallery owners and collectors will be targeted and encouraged to attend.

A variety of other events – talks by well-known figures in the ceramics world, demonstrations and films – are included to attract a wide spectrum of buyers and collectors.

Applicants are asked to submit six high – resolution digital images (jpg format and at least 300dpi >10x10cm) with their application form. These images will be used for publicity purposes and to illustrate the event in press coverage. Quality is the key element in the selection process.

Sponsorship

We will be exploring the involvement of major Sponsors to ensure that Ceramic Art London 2011 is a lively, multi-faceted event. Our intent is to stimulate the interest of a new and varied audience in modern studio ceramics whilst engaging the existing studio ceramics audience.

Stands

There will be approximately 76 stands available at CAL2011. They are divided into 6 categories based on display frontage and are priced individually within those bands based on display area

Stand Category	Display frontage	Spotlights	Price
A	2m	2	£700
B	2m	2	£850
C	2.25m-2.75m	2	£950
D	3m-3.25m	3	£1100
E	3.5m-4.25m	4	£1350
F	5m	5	£1500

Please note CPA Members are entitled to a £50 discount on these prices.

Priority for the small stands will be given to Potters who started their career after 1 January 2008.

The total Stand rental price includes a £100 management fee on which VAT will be charged at the prevailing rate, which currently means each price quoted above will be increased by £15. VAT is not charged on the remaining element of the fee relating to space rental.

Potters wishing to share a Stand must submit separate application forms and both participants must be selected. Permission to share a Stand is entirely at the Organiser's discretion. An additional £100 management fee +£15 VAT will be charged for each shared stand.

If offered space, exhibitors must confirm their acceptance with an immediate payment of **£250 + £15 VAT** as the first instalment of their Stand fee. This must reach CAL2011 by 30 October 2010 and once paid, this acceptance payment will not be refunded. The balance of Stand fees is due by 1 January 2011. **In the event of failure to pay the fees by the due dates, the organisers reserve the right to withdraw the invitation to exhibit and offer the Stand to a selected reserve exhibitor.** Stand location within the venue will be entirely at the organiser's discretion.

What you get for your Stand fee

- Outstanding display space priced competitively on the basis of display frontage.
- Modern shell scheme of white display panels in aluminium frames 2.5m high.
- Minimum of two spotlights – and power source (optional). Extra electrical services available, at your expense
- Fascia with exhibitor's name
- Web-site entry
- One illustrated page in the full-colour exhibition *Catalogue*
- 4 x Complimentary tickets; further tickets at concessionary rate.
- Full national and international press and publicity campaign
- 24 hour security at the event and secure storage for your stock

Application Fee

All applications are subject to a non-refundable £25 selection administration fee (inclusive of VAT) to be submitted along with the Application Form.

Cheques should be made payable to ***Ceramic Art London***.

Applications must be received by the Organiser (CPA) by 6 September 2010.

Organiser:

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