

VIEW from the top

View from the top, 4th Floor above Waterstone's,
1-5 Bridlesmith Gate, Nottingham, NG1 2GR



Christmas Gift Markets

Artists & designer makers of

top quality, handmade jewellery, millinery, ceramics, glass, garments, metalwork, soft furnishings, bags, small pieces of artwork, sculpture, mounted prints, chocolate and sugar craft etc.

Deadline for applications 6th November

Christmas at View from the Top is very special. We're now planning our 4th Christmas Gift Market where we bring together artists and designer-makers of unique gifts not usually seen on the High St. View from the Top is a meeting room and gallery on the 4th floor of Waterstone's in Nottingham City Centre. We are not part of the Waterstone's but an independent 'not just for profit' company providing inspirational space on the High St to showcase creative talent, independent businesses and community organisations.

The Christmas Gift Market will be held in the large meeting room adjacent to the gallery and will include up to 24 stands for selected artists and designer-makers, chosen for quality, distinctiveness, and a balance of media and pricing across the market.

What's new for 08?

Learning from the most successful aspects of our previous markets, we're holding three markets over the three December weekends including Friday, which has experienced particularly high footfall over the year. However, footfall figures are very dynamic in retail, with online sales increasing dramatically over recent years. For this reason, we are providing successful applicants with coverage in a special section of our website from mid-October, with images and links through to their websites. With marketing and promotion, including distribution of 20,000 bookmarks with the web address starting in October, you could start to feel the effect of your participation weeks before you take up your stand!

The Gift Market opening hours are Friday 10.30am – 6.30pm*, Saturday 9am – 6pm, Sunday 10.30 – 3.30pm. Unless we find ourselves with unforeseen gaps, single days will not be available within these periods. (We have found single days prohibitively expensive to administer and prefer to keep the fees as low as we can rather than provide the flexibility for the few who prefer single days.) At the time of writing we are waiting for Waterstone's Christmas opening hours to be confirmed and we may extend one or more Friday opening hours to provide a further hour for Friday shoppers. There will be no additional charge for this & we will advise successful applicants of any altered arrangements prior to confirmation of booking.

Drop-off and set-up times are from 8am Friday morning with additional hours on Thursday evening (tbc).

Fees

1	Friday, Saturday & Sunday 5 th , 6 th & 7 th December	£125
3	Friday, Saturday & Sunday 19, 20 & 21st	£145

In addition there is a £10 non-refundable application fee for all applicants. Applications for shared stands require individual applications (and fee) from each artist to be represented.

The deadline for applications is 6th November

Successful applicants will be contacted and invoices issued for immediate payment. Refunds cannot be given for any cancellations after November 15th.

Marketing & promotion

- § 20,000 bookmarks to be distributed.
- § Special *Christmas at VIEW* section online with content, images and links to individual participant's websites.
- § Posters in store.
- § Substantial gallery mailing list.
- § Online, print press and what's on listings
- § Poster in store window and external A board
- § Leafletters outside the store throughout the weekend (proven most effective strategy)
- § All applicants are asked to state the measures they will take to let people know about their participation e.g. own website, mailing lists, social networks, distribution of bookmarks etc.
- § Christmas exhibitions in the gallery start from November and run throughout December with large areas devoted to independent artists and designer-makers promoting Christmas at VIEW.

Practical details

1. All exhibitors are subject to selection by the gallery and must return by the deadline, **by post**, the application form, 3-5 jpeg images of example products on CD or good quality A4 images and a **non-refundable selection fee of £10**.
2. Stands are 5ft x 3ft trestle tables and will be in the large meeting room adjacent to the gallery. Positions will be allocated by VIEW staff. Please state on the application form if you want access to an electricity point, which will attract an additional charge of £10 per market. (& please think about the planet!) Own backboards may be used but must not exceed 5ft width. Additional tables cannot be used – it's simply not fair on other vendors!
3. Exhibitors must be in attendance during opening times.
4. Exhibitors must bring a white table cloth.
5. Sales and packaging are the responsibility of exhibitors.
6. No commission will be taken by the gallery, but a 10% processing charge will be retained on card sales.
7. Stands must be cleared by 4.45pm Sunday.
8. Insurance of work against loss or damage is the responsibility of the exhibitor and at their discretion. In addition all exhibitors should have public liability insurance (useful contacts www.craftinsurance.co.uk or www.cmtia.co.uk).



Christmas Gift Market Application Form

Please fill in ALL DETAILS and post to View from the top, 4th Floor above Waterstone's, 1-5 Bridlesmith Gate, Nottingham, NG1 2GR. **DEADLINE 6th November**

You need to include:

- all information required below
- 3 – 5 jpeg images of example products on CD or good quality A4 print-outs (enclose SAE for return)
- Example price list
- £10 non-refundable application fee – cheque made payable to View from the Top Ltd.

Applications for shared stands require individual applications (and fee) from each artist to be represented but please staple & post applications together.

Please tick here if you agree that we can use this information and your images for press release /advertising purposes for Christmas at View.

PLEASE PRINT CLEARLY IN BLOCK CAPITALS

Name

Address (for invoice)

Telephone number _____

E-mail _____

Website address _____

Category (ie jewellery / fine art / textiles, etc)

Which weekend(s) are you applying for? Please tick.

1	Friday, Saturday & Sunday 5 th , 6 th & 7 th December	£125	
3	Friday, Saturday & Sunday 19, 20 & 21st	£145	

Qualifications / training / unique skills, methods, etc University / college courses achieved / apprenticeships

Unique Selling points – what is different and exciting about your products?

How will you promote your participation in the Christmas Gift Market(s)? Eg. Distribute flyers, website, social networks

Example prices – please complete attached Example Price list and annotate your images so we can tell what costs what!

Do you require an electricity point? (£10 extra per stand per Market) Yes/No

Contact Information – enquiries@viewfromthetop.co.uk / call Katie Brosnan on 07951997528