

# VIEW from the top

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



## Christmas Shop Opportunity

Designer makers & artists (groups or individuals)  
or aspiring retailers of arts & crafts

### **3 weeks with an individual area in the gallery to make your own**

You will probably be familiar with seeing shops suddenly springing up in a shopping centre for the Christmas periods – usually tacky calendars! We wanted to provide a similar opportunity on easy terms to individuals or groups of artists and designer makers, or aspiring retailers of quality arts and crafts. Building on the success of our annual Christmas markets, we are making four areas available within the gallery for individuals to set up shop throughout the prime shopping weeks 2<sup>nd</sup> to 23<sup>rd</sup> December. Two of the areas have already been taken by Jill Perry ([www.jillperry.co.uk](http://www.jillperry.co.uk)), Arum Lillie ([www.arumliliedesigns.co.uk](http://www.arumliliedesigns.co.uk)) and Liam Woodgates of Vintage Reclaimed ([www.vintage-reclaimed.co.uk](http://www.vintage-reclaimed.co.uk)). All enjoyed fantastic sales last year and are returning to set up shop for a longer period.

The cost is £750 for the whole period, an average of £37.50/day for an area to brand as your own within a beautiful gallery in the city centre. Opening hours are 9 – 7 pm every day (9.30 – Tuesday) and 10.30 - 5 pm Sunday, plus one late shopping night in the first two weeks, and usually more in the last week (tbc). You'll be selling alongside artists and makers of quality gifts and View's own team, all anxious to make the most of the prime shopping weeks. We want this to be a collaborative experience, where the vendors can work with each other, and with us, to help market the shops and develop a positive shopping and selling experience for customers to come back to.

In three weeks you have the opportunity to really make the space your own. Customers can get to know you and your products and tell others about you. What's more, every weekend (Friday to Sunday) the Christmas Gift market in the adjacent large meeting room will bring more new shoppers straight through the gallery. **This really is a rare, low risk opportunity!**

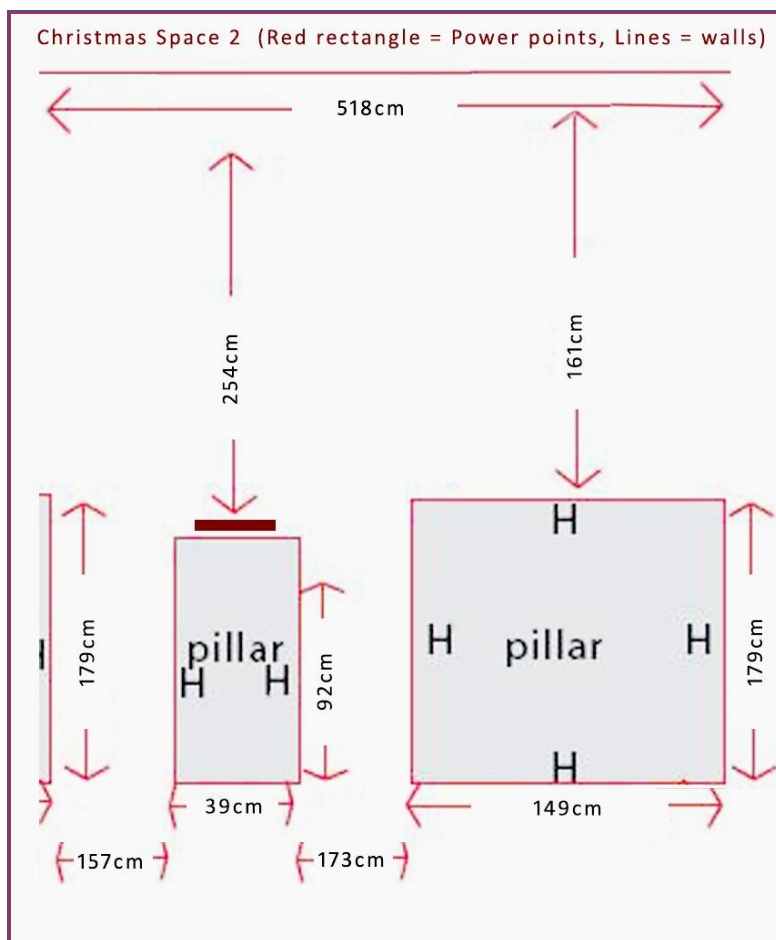
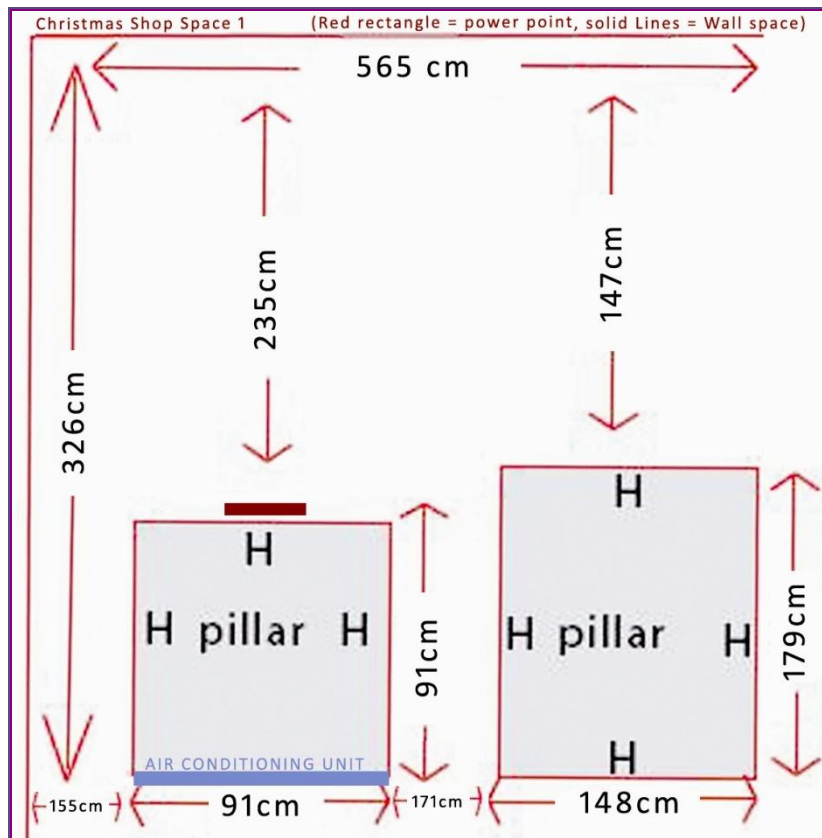
We want to confirm takers for the remaining two spaces as soon as possible so we can start promotion and people have got over two months to prepare. Interested? Get in touch now! Come and see the spaces (rough floor plans are given below) and we can answer any questions you have.

We've put answers to those we can think of below.

- 1. Where is the shop space?** In the View from the Top gallery on the 4<sup>th</sup> floor of Waterstone's , Nottingham city centre. The gallery has been trading for three years and has an established Christmas market. View from the Top is not part of Waterstone's but is an independent 'not -just-for-profit company' providing inspirational space on the High St to showcase creative talent, independent businesses and community organizations.
- 2. How big are the spaces?** You can see the rough plans below but it would be advisable to come and see for yourself. The first space is immediately in front of customers as they come up the escalator and the second is in the centre of the shop areas. Each has a power point.
- 3. What would I be responsible for?** Making the space your own. We can't allow screw fixings into the walls but there is a wall hanging system and you can put in tables, plinths or display units. We have loads of ideas from things gallery exhibitors have done previously. You are also responsible for your own public liability and stock insurance; marketing and promotion; staffing; packaging; taking sales and paying the fee of £750. There are no additional charges or commission unless you use our card machine to process sales, when we retain 10% processing charge.
- 4. What promotion will the gallery do?** We will be promoting Christmas at View from the Top with 20,000 bookmarks distributed from October 2008. A special Christmas at VIEW blog will include details of the shops, links to their websites and any special invitations or events they'll be holding while in residence. News alerts to our substantial mailing list and online press lists. Posters throughout Waterstone's store, window and outside board. Leafletters outside the store Friday – Sunday. Everybody will also benefit from the promotional efforts of each other.
- 5. How do I apply?** We want to confirm our temporary shopkeepers as soon as possible so you need to ring 07951 997528 and arrange an appointment with Katie Brosnan. She can show you the space and discuss the opportunity in more detail with you. Prior to your attending your appointment, complete and send the application form below. This lets us know more about you and what you can bring to Christmas at View. We are looking for artists or designer-makers (individual or groups) or independent retailers of quality artist or designer-made products, including arts and crafts. Manufactured, mass-produced and import items (some exceptions) are not acceptable.



## Shop / exhibition unit plans – (please note not drawn to scale)



# Christmas Shop Space Application Form



Please fill in **ALL DETAILS** and post to **View from the top, 4<sup>th</sup> Floor above Waterstone's, 1-5 Bridlesmith Gate, Nottingham, NG1 2GR**

You will need to include **all information required below** and **3 – 5 jpeg images of example products on CD, good quality A4 print-outs**, or refer to your **website**.

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**

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**Address (invoice)**

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**Telephone number** \_\_\_\_\_

**E-mail** \_\_\_\_\_

**Website address** \_\_\_\_\_

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

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

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