

# collect

THE LEADING  
INTERNATIONAL FAIR  
FOR CONTEMPORARY  
CRAFT AND DESIGN

28 FEB–02 MAR 2025

PREVIEWS 26–27 FEB

SOMERSET HOUSE  
LONDON



## COLLECT OPEN 2025

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# APPLICATION GUIDANCE

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## INTRODUCTION



# ABOUT COLLECT OPEN

COLLECT 2025

28 FEBRUARY - 02 MARCH  
(PREVIEWS 26 & 27 FEBRUARY)

SOMERSET HOUSE, LONDON, UK

Collect is the leading international fair for contemporary craft and design, showcasing specialist galleries from across the globe.

An important feature of the fair is Collect Open. This annual showcase is selected by an advisory panel and is open to independent artists; we invite you to put forward proposals for ambitious, conceptual, craft-led installations or artworks.

Your proposal can challenge perceptions of materiality, serve as a social or political statement, or delve into something more personal. It must demonstrate a new direction in your work.

Now in its 15th year, Collect Open offers a unique platform for artists to exhibit alongside the specialist galleries taking part in Collect, presenting their exceptional works to collectors, curators, journalists and other UK and international sector professionals in the environment of the fair at Somerset House.

For information about criteria, how to apply and fees, please continue reading.

We strongly encourage applications from individuals currently underrepresented in the Creative and Cultural Sectors. This includes but is not limited to people of African or Caribbean heritage; Arabic heritage; Latin American heritage; East Asian, South Asian and South East Asian heritage.



Somerset House. Image by: Iona Wolff



# BENEFITS

## SELECTED APPLICANTS RECEIVE

- A space at the fair to display their proposed work (this will be a shared stand with other Collect Open artists)
- Professional development support in the lead up to the fair
- Operations and logistics support in the lead up to the fair
- PR and marketing exposure through the fair's extensive campaign
- A page in the fair Catalogue including contact details, full colour image and artist statement
- A dedicated page on the Crafts Council website in the run up to and during Collect 2025

## POTENTIAL OPPORTUNITIES

- Connecting with curators and buyers
- Generating sales and/or earning commissions
- Generating collaboration opportunities
- Gaining critical feedback from knowledgeable and discerning visitors
- Securing gallery representation

# MAKING AN APPLICATION



Ash & Plumb, Collect Open 2024. Image by: Iona Wolff



# PROCESS

## APPLYING

Artists who wish to be part of Collect Open must submit an application and pay the application fee (£45 inc. VAT) via the online portal by the deadline. Before you apply, read all the information in this document carefully.

## Q&A SESSION

Join us for an informal Q&A session; where we will talk through the application process, you will hear from a former Collect Open participant about their experience, and you can ask any questions you may have about Collect Open - big or small.

The session will be recorded, so if you are unable to take part or wish to listen back, a link to the recording will be available.

RSVP here: [artsvp.com/d90bd9](https://artsvp.com/d90bd9)

## ADVISORY PANEL

The applications submitted are reviewed by an advisory panel. 10 - 14 projects are selected each year. This year our advisory panellists are:

- Isobel Dennis, Crafts Council Head of Enterprise and Collect Fair Director
- Caroline Jackman, Creative Industries Business Consultant
- Adriana Paice, Artist & Curator
- Jason Stocks-Young, Leatherworker and founder of Diamond Awl Leather Workshop and JSY Leatherworks

## KEY DATES

Q&A session: 11.00 - 13.00, Thursday 30 May  
Application deadline: 09.00, Monday 24 June

If your application has been successful, we will notify you by the end of July 2024.

# ELIGIBILITY

## CRITERIA

- You must be an individual or collaboration (up to two people); galleries or dealers cannot be considered
- Your proposal should be for a new body of work made especially for Collect
- Your proposal must show how you are developing your work in new ways
- You should be committed to developing and progressing your professional practice as an artist
- It is expected that you are not already represented at Collect 2025 by an exhibiting gallery
- In the event that you are represented at Collect 2025 by a gallery exhibiting at the fair, you must inform the gallery immediately that you are applying to Collect Open, to ensure the business arrangement you have with them is not compromised. In addition, the work within the proposal you put forward for Collect Open must be critically different from the work you sell through your gallery representation
- You cannot participate in Collect Open more than twice
- Applications consisting solely of painting, drawing, graphic design, photography, fine art sculpture, animation or film will not be considered
- Full terms & conditions for participating at Collect Open are available here

Before you apply, please consider:

- Your application will require a submitted visualisation of your proposal (sketch/drawing)
- You will be required to submit good quality images of your past work
- How you will fund your participation
- Applications must be complete, considered and comprehensive
- As part of the terms & conditions, you are required to be present at your Collect Open stand for the duration of the fair

## ELIGIBLE MEDIA

- Art jewellery
- Ceramic
- Fibre & textile
- Furniture
- Glass
- Lacquer
- Metalwork
- Stone
- Leather
- Wood
- Paper
- Resin
- Rubber
- Bone
- Traditional materials
- Reused, repurposed and recycled materials

Artists using digital technologies within their work are expected to demonstrate that hand skill and craft knowledge is the lead component in both the concept and finished object.



Collect Open 2024 judges in VIP Lounge by OCHRE. Image by: Iona Wolff





Divya Sharma, Collect Open 2024. Image by: PA Media

# FEES & EXPENSES

## APPLICATION FEE

To apply for Collect Open there is a fee of £45 (inc. VAT).

## CONTRACT FEES

Should you be successful, you will be required to sign a contract to confirm your participation in Collect Open.

Total contract fee (inc. catalogue):  
**£3,270 (+ VAT\*) / £3,924 (inc. VAT)**

Breakdown  
**Exhibitor fee** (inc. business consultation & operations support):  
£2,935 (+ VAT\*) / £ 3,522 (inc. VAT)

- Included in exhibitor fee:
- Stand space
  - Inclusion in marketing & PR campaign
  - Full listing on Crafts Council website
  - Professional development support
  - Logistics and operational support
  - 2 hours technician time during installation
  - 2 cbm offsite storage during fair
  - Stand signage
  - 4 lights at stand
  - Dedicated exhibitor WiFi
  - Allocation of invitations to the fair

**Catalogue fee**  
£335 (+ VAT\*) / £402 (inc. VAT)

- Full colour single page for each exhibitor
- Contact details
- 80 - 120 words of text
- One lead image

\*Current UK VAT is charged at 20%. Exhibitors based outside the UK are charged VAT at 0%

There is a payment schedule for contract fees, please see below. Payment dates can be adjusted if required upon prior agreement.

Payment	Amount	Due by
Upon return of contract	20% of contract fees £784.80 (inc. VAT) / £654 (+VAT)	15 September 2024
Second installment	30% of contract fees £1177.20 (inc. VAT) / £981 (+VAT)	31 October 2024
Final installment	50% of contract fees £1,962 (inc. VAT) / £1,635 (+VAT)	30 December 2024

## ADDITIONAL EXPENSES

Please consider carefully the additional costs you will incur beyond the contract fees.

- These may include:
- Making the work (e.g. materials, equipment)
  - Shipping work to the fair
  - Assistance at the fair (e.g. technician or other support)
  - Display equipment (e.g. plinths, frames)
  - Additional lighting
  - Marketing costs (e.g. promotional materials, photography)
  - Travel expenses
  - Accommodation in London

Selected applicants will be provided with an Exhibitor Manual in autumn 2024, which will detail how to book shipping and order display items through the fair’s recommended suppliers.



# FUNDING

We recognise that taking part in Collect Open is a significant investment.

Many participants apply for funding to support their participation in Collect Open.

If you decide to apply for grant funding or similar, we suggest you do this early.

On this page we have listed a selection of funding options, this list is not exhaustive.

You can also find useful resources about funding in the “Sector Support” section of the Crafts Council website:  
[www.craftscouncil.org.uk/sector-support/craft-business-resources](http://www.craftscouncil.org.uk/sector-support/craft-business-resources)

If you would like to speak to one of the team about funding options before you apply for Collect Open, please do get in touch:  
[collect@craftscouncil.org.uk](mailto:collect@craftscouncil.org.uk)

## Arts Council England (ACE)

- Developing your Creative Practice (DYCP) grant:  
[www.artscouncil.org.uk/dycp](http://www.artscouncil.org.uk/dycp)
- National Lottery Project Grants:  
[www.artscouncil.org.uk/projectgrants](http://www.artscouncil.org.uk/projectgrants)

## Material-specific grants

- Goldsmiths Company Career:  
[www.goldsmiths-centre.org/apply-for-grants/business-catalyst-small-grants](http://www.goldsmiths-centre.org/apply-for-grants/business-catalyst-small-grants)
- Theo Moorman Trust grant for weavers:  
[www.theomoormantrust.org.uk](http://www.theomoormantrust.org.uk)
- Fashion & textiles children trust:  
[www.ftct.org.uk/Pages/FAQs/Category/do-you-work-in-ft](http://www.ftct.org.uk/Pages/FAQs/Category/do-you-work-in-ft)
- Regional Furniture fund:  
[www.regionalfurnituresociety.org/bursaries](http://www.regionalfurnituresociety.org/bursaries)
- Craft Potters Association:  
[www.craftpotters.com/craft-potters-charitable-trust](http://www.craftpotters.com/craft-potters-charitable-trust)

## Creative Debuts

- Black Artists Grant: [www.creativedebuts.co.uk/pages/black-artists-grant](http://www.creativedebuts.co.uk/pages/black-artists-grant)
- Working Class Creatives Grant: [www.creativedebuts.co.uk/pages/working-class-writers-grant](http://www.creativedebuts.co.uk/pages/working-class-writers-grant)

## Crowdfunding options

- Crowdfunder: [www.crowdfunder.co.uk](http://www.crowdfunder.co.uk)
- Kickstarter: [www.kickstarter.com](http://www.kickstarter.com)
- Go Fund Me: [www.gofundme.com](http://www.gofundme.com)
- Indiegogo: [www.indiegogo.com](http://www.indiegogo.com)



Browning Lewis, Collect Open 2024. Image by: Iona Wolff



Alison Rees, Collect Open 2024. Image by: Iona Wolff



# YOUR APPLICATION

Collect Open is a fantastic opportunity to grow your creativity and work towards something new.

Please try to communicate how you intend to develop your work, and your commitment to taking part in Collect Open.

We encourage you to; propose projects that challenge traditional perceptions of craft and design, be ambitious with your proposal, and consider how visitors will engage, relate to, or be inspired by your work.

## WHAT TO INCLUDE

- Describe your proposed project for Collect Open
- Explain how your new proposal is ambitious, and an advancement of your previous work (e.g. conceptually, in terms of making skills/techniques, scale)
- Give us an overview of your previous work, e.g. exhibitions where you have shown your work, or occasions when your work has been commissioned by someone
- Please tell us about what you have done previously that shows your ability to practically deliver your proposal
- Good quality images of your work
- Describe how you plan to present your work, and provide a supporting sketch to show this to us visually (can be a simple drawing), include approximate weights and fixing methods where possible
- Describe how visitors of the fair will engage with your work
- Let us know how you plan to fund your participation
- Let us know what you hope Collect Open will do for you and your creative practice

## HOW TO APPLY

- Applications must be submitted via the online portal (see link below)
- We strongly advise having a read through all sections on the portal before starting your application
- Most of the information required should be included in the “proposal” section, but there are other sections where you will be asked to upload your images and supporting documents.
- You can submit either a written (max. 500 words) or video proposal (max. 3 mins).
- For written proposals, we advise drafting this offline (e.g. in a word document), having someone else proof read it, and copying it to the portal once it is finalised.

## APPLICATION PORTAL

[www.craftscouncil.smapply.io](http://www.craftscouncil.smapply.io)

# PRACTICAL INFORMATION



# SPACE ALLOCATION

## PROCESS

For successful applicants, the Collect team will review your proposal and evaluate the needs of the work, and decide on its positioning within the exhibition space. The floor planning and curation of Collect Open is at the discretion of the Collect team. We will confirm your space allocation with you in autumn 2024.

## SIZE

The size of allocated space will vary depending on the needs of the work and spaces will most likely be shared with other Collect Open artists. As such, there is not a standard space size that is assigned to everyone. This takes into account each project being of varying scale and material. For example, art jewellery would not require as much space as an installation piece. As a guide, for floor based projects, no more than 4sqm will be allocated. Allocated space size is at the discretion and decision of the Collect team.

## THE VENUE

Somerset House is a beautiful historic building situated in the heart of London. Due to its Grade 1 listed status, there are limitations on what is possible for fixing installations. Successful applicants will liaise with the Collect operations team to confirm and resolve display requirements.

This is a unique space, providing a stunning backdrop. Collect Open displays are distributed throughout the fair as special moments of discovery alongside the exhibiting galleries.



Emily Gibbard, Collect Open 2024. Image by: PA Media





Kye-Yeon Son, Collect Open 2024. Image by: Iona Wolff



Katrin Moye, Collect Open 2024. Image by: Iona Wolff

# TIMELINE

Please see the timeline below for an overview of the activity you can expect should your application be successful.

ACTIVITY	DETAILS	DATE
Contract	Successful applicants will be notified by the end of July 2024. Shortly after, we will issue individual's contract. The signed contract and first installment of fees is due by 15 September 2024.	15 September 2024
1:1 Meeting	Collect Open Business Consultant, Caroline Jackman, will be in touch with each successful applicant to arrange a 1:1 meeting. This meeting aims to provide any support you may need in terms of your professional practice or realising your proposal.	July - September 2024
Induction	This is a chance to meet some of the Collect team, the other Collect Open artists, and for further information to be shared with you. There will be an option to join the induction meeting in person or remotely.	September 2024
Site visit	Together we will visit Somerset House where you will be able to see the space you have been allocated for the fair.	November 2024
Exhibitor Manual & forms available	The Exhibitor Manual will include logistical and operational information to help you prepare for the fair. You will also be asked to submit some practical information to us, most form deadlines are in January 2025.	November 2024
Catalogue submission	The first form deadline is for the catalogue content submission. This includes copy (artist statement) and an image for your catalogue page.	December 2024
Operations & Logistics Q&A session	A meeting with the operations team to go through any questions that you have regarding the exhibitor forms, manual, and on-site processes	December 2024
The fair	A full schedule of private events and exhibitor opening times will be available in the Exhibitor Manual. The main installation day will be 25 February.	26 February - 02 March 2025



# FAQS

## HOW DO I ATTEND THE ONLINE Q&A?

We welcome you to join our online Q&A to ask any questions you may have, please RSVP here: [artsvp.com/d90bd9](https://artsvp.com/d90bd9)  
And we will ensure to send you the link to the Zoom meeting.

## I MISSED THE Q&A, CAN I WATCH IT BACK?

Yes the Q&A session is recorded, please email: [collect@craftscouncil.org.uk](mailto:collect@craftscouncil.org.uk)  
And we will send you a link to the recording.

## HOW MUCH SPACE WOULD I GET?

There is not a standard space size that is assigned to everyone. This takes into account each project being of varying scale and material. As a guide, for floor based projects, no more than 4sqm will be allocated.

For more information about space allocation please go to page 16.

## HOW MUCH TIME IS THERE TO INSTALL WORK AT THE FAIR?

Collect Open participants will have approximately 16 hours available across two days in which to install their work at the fair. There will be a dedicated floor manager, along with the wider team, available to assist with any queries during the install period.

## I DO NOT LIVE IN THE UK, CAN I STILL APPLY?

Yes. We welcome applicants from anywhere in the world.

## MY WORK IS COMPLEX TO INSTALL, WHAT DO I NEED TO DO?

As part of your proposal, please tell us how you intend to display your work. Include your suggested fixing methods and approximate weights. The Collect operations team will speak with successful applicants to confirm their display requirements ahead of the fair.

## CAN SOMEONE ASSIST ME DURING THE FAIR?

Yes. The fair is open for five days, with one day of installation ahead of opening. We recommend making sure you have support during these days.

## I HAVEN'T EXHIBITED AT A FAIR BEFORE, DOES THIS MATTER?

Collect Open often includes artists who are exhibiting at a fair for the first time. Our team is here to support and advise you, to help ensure you have a successful experience.

## WILL I RECEIVE FEEDBACK ON MY APPLICATION?

Due to the volume of applications we receive, unfortunately it is not always possible for us to provide detailed feedback.

## IN WHAT FORMAT CAN I SUBMIT MY PROPOSAL?

You are welcome to provide your proposal in either written or video format, please submit this via the application portal.

# collect

To get in touch with a member of the  
Collect team, please email:  
[collect@craftscouncil.org.uk](mailto:collect@craftscouncil.org.uk)