



## THE LEADING INTERNATIONAL SHOWCASE FOR STUDIO CERAMICS

Presented by the Craft Potters Association

The Royal College of Art, London

24 February – 26 February 2012

### Invitation to Apply

- Ceramic Art London is now in its eighth 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 2012 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 2012 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 2012 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 2012 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 5<sup>th</sup> September 2011.** 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 2011

All applicants will be informed of the panel's decisions in writing by 17<sup>th</sup> October 2011. The choice of the selection panel is final and the organisers cannot enter into correspondence regarding the outcome of individual applications.

### **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 2012.

### **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.

### **Stands**

There will be approximately 76 stands available at CAL2012. They are divided into 6 categories based on display frontage and are priced individually within those bands based on display area

<b>Stand Category</b>	<b>Display Frontage</b>	<b>Spotlights</b>	<b>Price</b>
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 2009.

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 £20. 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 +£20 VAT will be charged for each shared stand.

If offered space, exhibitors must confirm their acceptance with an immediate payment of **£250 + £20 VAT** as the first instalment of their Stand fee. This must reach CAL2012 by 30 October 2011 and once paid, this acceptance payment will not be refunded. The balance of Stand fees is due by 1 January 2012. **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 optional power source. 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
- Private view

### **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 5 September 2011.**

### **Organiser:**

The Craft Potters Association of Great Britain (CPA),  
63 Great Russell Street,  
London WC1B 3BF

Tel: 020 3137 0750

Fax: 020 3137 0924

Email: [organiser@ceramics.org.uk](mailto:organiser@ceramics.org.uk)

Web: [www.ceramics.org.uk](http://www.ceramics.org.uk)



## **Ceramic Art London 2012 Terms and Conditions**

### **1. Governing terms and conditions**

Participation by the Exhibitor in the Event is subject to the terms and conditions set out below which shall govern the Contract between the Exhibitor and the Event Management to the exclusion of any other. Participation is in all cases subject to written acceptance by the Event Management. The Exhibitor must comply with all the terms and conditions laid out below. The Event Management reserves the right at any time to issue other rules and regulations of participation to supplement these terms and conditions.

The Exhibitor must also adhere to any terms and conditions set out by the RCA for use of the galleries. These will be outlined in the Exhibitor's Manual.

### **2. Selection Criteria**

An Independent Selection Panel will be appointed by the Organisers. The Selection Panel will not take into account any other event and no application will be influenced or prejudiced by involvement or otherwise in any other CPA activity. The selectors will also choose a Reserve List and should an Exhibitor be unable to attend or decide to give up their allocated space it will be filled from the Reserve List.

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.

Exhibitors must comply with recognised professional standards regarding the display within a Stand and display an appropriate number and quality of artworks. The organisers reserve the right to reduce the number of exhibited artworks if the proposed quantity or quality of artworks interferes with the general presentation of Ceramic Art London 2012. Exhibitors are expected to keep the display on their Stand as comprehensive as possible for each day of the event and all Stands must be open and professionally attended throughout.

### **3. Stand Allocation**

Stand space for the event will be allocated at the discretion of the Organiser. The Organiser cannot guarantee the precise location of the Exhibitor's Stand. Special requests concerning location and space requirements will be considered whenever possible but cannot be made a condition of participation or relieve any Exhibitor from any payment obligation under this Contract. Exhibitors may not sub-let space within the area allocated to them.

The Organiser reserves the right to move Stands and reallocate space previously notified to Exhibitors and to cancel and/or amend the event if required. Exhibitors should insure against any loss of income and to offset any expenditure incurred in the event of cancellation. The Organiser reserves the right to alter the allocation of common space and to relocate the aisles, entrances and exits at any time.

The Event Management and those authorised by them have the right to enter any part of the Premises at any time to execute works, repairs and alterations and for other purposes. No compensation will be payable to the Exhibitor for damage, loss or inconvenience so caused except where resulting from a negligent act or negligent omission on the Event Management's part.

### **4. Works Exhibited**

The Event Management has the right to require complete details of any proposed exhibit and reserves the right to prohibit the exhibition of an object that does not meet the requirements of the Event. If necessary such objects will be removed from the Stand by the Event Management at the expense of the Exhibitor.

## 5. Stand Installation and Display

The organiser will remove any part of the display outside the limits of an Exhibitor's allocated space and may further restrict the display or demonstration of any mechanical or other equipment should it be a nuisance to other Exhibitors or the visiting public. Exhibitors may not store sales or display material or personal belongings outside the area of their stand except in officially designated storage areas. The use of video equipment must be authorised in writing by the organiser before installation. Exhibition service contractors will supply display material to Exhibitors; any other display material deriving from a different source should be of a similar style and standard to these selected exhibition service contractors. Any display that is of a significantly different nature to a standard display using these exhibition service contractors will need to be submitted for approval by the Organisers.

No part of an Exhibitor's Stand or display may be attached to the RCA building. Exhibitors will be liable for any damage they cause to the fabric of the venue.

Exhibitors may not move or install any lighting or electrical appliance without written approval of the Organiser. Any lighting or electrical appliance not supplied by the electrical contractor must be approved by the contractor before installation. Property from selected exhibition services contractors must be returned in the same condition as delivered; loss or damage to those facilities will be the Exhibitor's responsibility. Costs and procedures relating to the selected contractors for exhibition services will be sent to Exhibitors. Exhibitors settle directly with these contractors and should comply with their terms and conditions of business.

No alterations to the stand panels are permitted. Painting is not permitted within the RCA Galleries so prior arrangements need to be made with the Stand contractor.

**Food and drink are not to be consumed or offered on the Exhibition floor.** Full refreshment facilities will be available elsewhere at the RCA.

## 6. Indemnity

The Organiser and the RCA cannot accept liability for loss or damage to Exhibitors' property, including artwork or personal property neither during the event, nor during setting-up or dismantling. Insurance is the responsibility of each Exhibitor and Exhibitors are expected to ensure they are covered for all eventualities: risk of fire, theft, leakage, water both during the opening hours of Ceramic Art London and transport to and from the delivery point. The staff of the CPA and the staff of the RCA shall not be liable to the Exhibitor or employees of the Exhibitor, or representative or any other person from injury, damage, or loss whatsoever, arising from any cause whatsoever.

Each Exhibitor must effect and maintain adequate public liability insurance and any other relevant insurance in order to keep himself/herself insured to cover his/her liabilities under this Contract. The Event Management may at any time at its sole discretion require the Exhibitor to provide a copy of his/her insurance policy.

The organiser cannot accept responsibility for any issues arising as a result of problems with the venue or its staff. If, because of war, fire, strike, or other cause beyond the control of the organisers, Ceramic Art London 2012 or part thereof is cancelled or closed for any period of time, the organisers shall have no liability to Exhibitors for the refund of Stand fees or loss of income or expenditure incurred resulting from such cancellation.

In the event of abandonment, postponement, extension or limitation of the Event or use of the Venue or any part thereof or removal of any part of the Event (including but without prejudice to the generality of the foregoing) or abandonment, postponement, extension or limitation or removal of any of the services provided therein resulting from the event of war, fire, national emergency, labour dispute, strike, lockout, civil disturbances, acts of terrorism, inevitable accident, the non availability of the Venue, or any other cause not within the control of the Event Management ('Force Majeure Event') the Organisers shall be under no liability to the Exhibitor in respect of any actions, claims, losses including consequential losses (including loss of profits), costs or expenses whatsoever which may be brought or suffered or incurred by the Exhibitor as the result of the happening of a Force Majeure Event.

In the event of a Force Majeure Event the Organisers have the right to withhold any payments made and to claim any outstanding payments, and will use their discretion in exercising its right at such a time as a Force Majeure Event occurs.

## 7. Security

The Event Management will use reasonable endeavours to arrange a guard service for the Event 24 hours a day, commencing from the first day of installation until the last day of dismantling but any security guards will not be responsible for the security of an individual stand. The Exhibitor assumes security risks that cannot be eliminated by the security services provided by the Event Management.

## 8. Payment

Upon selection as an Exhibitor a non-refundable deposit of £250 + £20 VAT is due immediately as payment of the Management fee and part payment of the Stand Fee and must reach CAL2012 by October 30<sup>th</sup> 2011. Payment in full of the balance must be received by January 1, 2012.

Exhibitors withdrawing from Ceramic Art London after accepting space are liable to pay up to 50% of their Stand fees. Exhibitors who cancel within six weeks of the start of Ceramic Art London (on or after 21 January 2012) are liable for the total costs of the Stand.

The CPA reserves the right to withdraw their offer of space from any Exhibitor owing monies to the CPA on any account. The Organiser also reserves the right to reject applications from makers who have contravened the Terms and Conditions at previous CPA Events.

## 9. Promotion

All Exhibitors will be expected to give full co-operation to the appointed publicity contractor in attempting to achieve coverage and promotion for the event. Guidelines for publicity will be included in the Exhibitor Manual.

## 10. Copyright

In consideration of Ceramic Art London assisting Exhibitors in promoting their artwork, Exhibitors must agree to grant CAL2012 a non-exclusive copyright licence for the calendar years of 2011 and 2012 for any promotional materials supplied to CAL and/or its appointed publicity contractor, for the purposes of promoting and publicising their artwork and Ceramic Art London both nationally and internationally. In granting this licence Exhibitors should be aware that the promotions may include the use of these materials on the Internet (World Wide Web) and that any images supplied may be scanned and held digitally for this purpose. The copyright is and will continue to be beneficially and solely owned by the Exhibitor, who must ensure that it does not and will not infringe on any other copyright and that no information contained in the materials is or shall be inaccurate, misleading or injurious.

A maximum of two of the supplied images will be put forward for use in the catalogue. Correct captioning and photography credits are the responsibility of the Exhibitors.

## 11. Applicable Law

All Terms and Conditions are governed under British law.

The Exhibitor shall be obliged to comply with all statutory, official, professional and other valid accident prevention regulations and other safety requirements during set-up and dismantling of the Stand and for the duration of the Event.

The Exhibitor may offer goods and exhibits for sale to visitors at the Event and shall comply at all times with sale of goods legislation.

## 12 The Organiser

The organiser of Ceramic Art London 2012, The Craft Potters Association of Great Britain Ltd (CPA), was established in 1958, and is the national body for contemporary ceramics in the UK. Its mission is to advance and encourage the creation of fine works in ceramics, and to foster, promote and extend the interests of the public in such objects, and their value in society. The CPA, a Friendly Society with some 150 Fellows, 200 Professional and 500 Associate members, owns and operates Contemporary Ceramics, the leading ceramics shop and gallery in London's West End, and organises a full programme of talks, demonstrations and events. The CPA also publishes Ceramic Review: The International Magazine of Ceramic Art and Craft, which is recognised as one of the world's leading journals on contemporary ceramics. The Craft Potters Charitable Trust was set up by the CPA with a broad educational aim.

## 13. Address for Applications and contact details

**CAL2012**  
63 Great Russell Street,  
London  
WC1B 3BF

**Tel:** +44 (0)20 3137 0750  
**Fax:** +44 (0)20 3137 0924  
**Email:** [organiser@ceramics.org.uk](mailto:organiser@ceramics.org.uk)  
**Web:** [www.ceramics.org.uk](http://www.ceramics.org.uk)

# APPLICATION FORM CERAMIC ART LONDON 2012

CLOSING DATE 5 September 2011

Name	CPA Membership No:
Address	Phone
	Fax
	Email
Postcode	Website

## SELECTION PROCEDURE

I enclose six examples of my recent work, labelled with my **Surname and number** as in the list below:

- Six high resolution digital image files (jpg format at least 300dpi >10x10cm) on CD /or
- Six 35mm slides (not glass)

Image	Title of Work	Dimensions (HxWxD) cm	Retail Price £ STG	Description
1				
2				
3				
4				
5				
6				

**The digital image files on CD will not be returned.** Slides will be returned to unsuccessful applicants as soon as possible after the selection procedure. Slides from applicants who are either offered a space or selected for the Reserve List will be retained until after CAL2010.

- If selected I authorise CAL2012 **to use these images without charge** for promotional purposes, including use on the website and the CAL2012 Catalogue.
- I enclose a 100 word (Max) statement about me and my work (to be used by CAL2012 for event publicity – electronic files preferred; to: [organiser@ceramics.org.uk](mailto:organiser@ceramics.org.uk) )

## JOINT APPLICATION

If you wish to make a joint stand application with another maker please state the name of the joint applicant below and ensure that a separate application form for this maker is attached to this form:

- I wish to share a stand with: \_\_\_\_\_
- I understand that for the joint stand application to be accepted both applicants must be selected.
- In the event of only one applicant being selected I do/do not wish to proceed with an individual stand application.

Continued over

## STAND PREFERENCE

In case your first choice is not available, please list your stand preferences 1 to 3, where 1 is your first choice.

Please indicate with a cross any stand size you are not interested in renting:

Stand Category	Display Frontage	Price	Preference 1 to 3
A	2m	£700 + £20 VAT	<input type="checkbox"/>
B	2m	£850 + £20 VAT	<input type="checkbox"/>
C	2.25m – 2.75m	£950 + £20 VAT	<input type="checkbox"/>
D	3m – 3.25m	£1100 + £20 VAT	<input type="checkbox"/>
E	3.5m – 4.25m	£1350 + £20 VAT	<input type="checkbox"/>
F	5m	£1500 + £20 VAT	<input type="checkbox"/>

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

The total Stand rental price includes a £100 management fee on which VAT will be charged at the prevailing rate of 20%. VAT is not charged on the remaining element of the fee relating to space rental.

**An additional £100 management fee +£20 VAT will be charged for each shared stand.**

Start-up Priority for the small stands will be given to Potters who started in business after 1 January 2009.

I wish to claim Start-up Priority for a Small Stand

#### PAYMENT

I enclose payment **£25 (including VAT) for Exhibitor Application Fee** (non-refundable).

If selected, I will remit £250 deposit+ £20 VAT by 30 October 2011 and the balance of the stand fee by January 1, 2012.

#### Payment Methods:

**Cheque:** In £ sterling payable to Ceramic Art London

**Credit Card:** Please phone +44 (0)20 3137 0750, Monday-Friday, 9.00-17.00, UK time.

**Craft Potters Association** VAT Registration Number 577219218

I wish to apply to be an exhibitor at CAL2012 and have read the **Terms and Conditions** and agree to be bound by them. (Applications will be acknowledged within seven days)

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

This completed application form with enclosures must be returned to:

CAL2012  
63 Great Russell Street,  
London WC1B 3BF

Tel: 020 3137 0750

Fax: 020 3137 0924

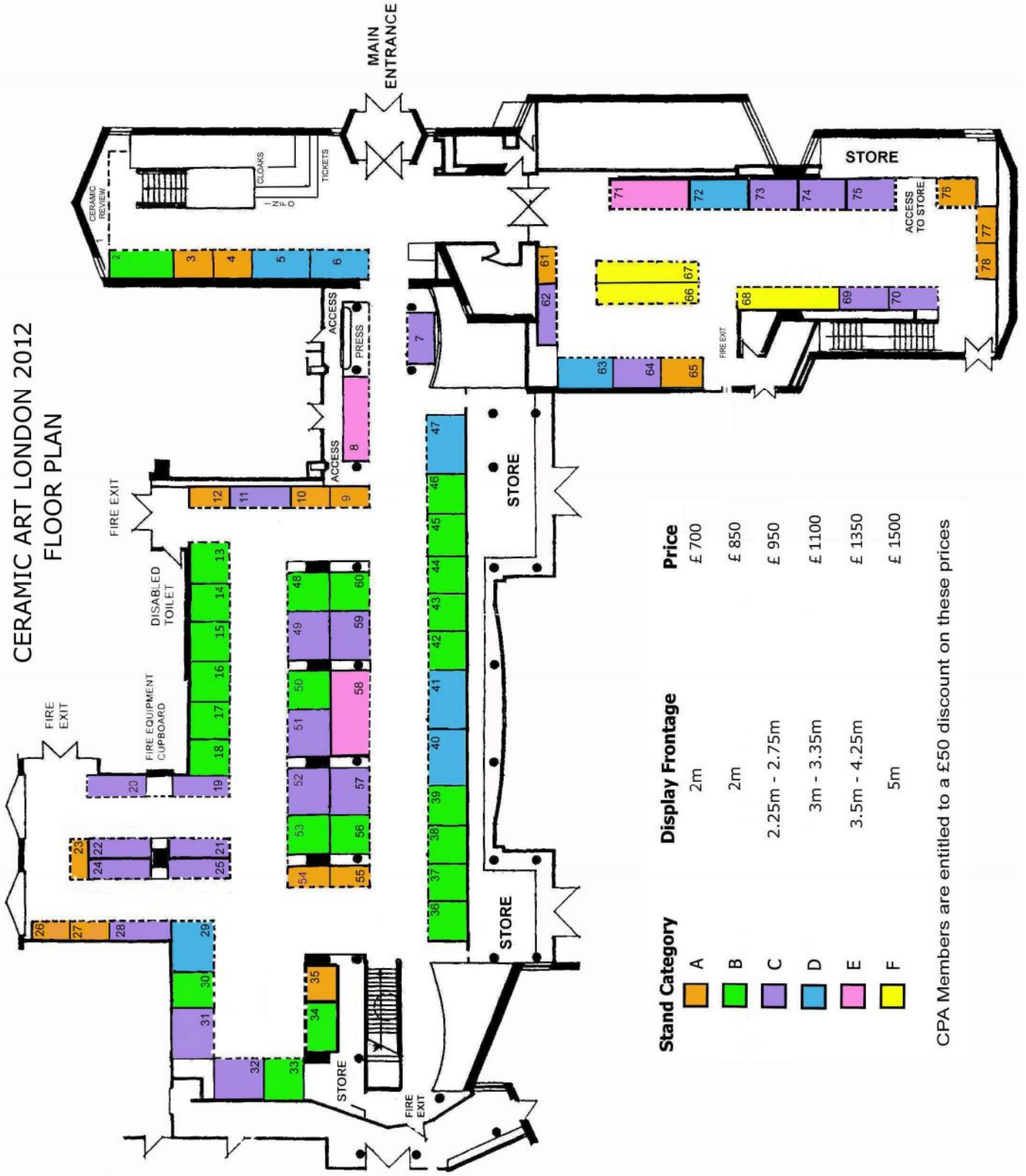
Email: [organiser@ceramics.org.uk](mailto:organiser@ceramics.org.uk)

Web: [www.ceramics.org.uk](http://www.ceramics.org.uk)

**APPLICATIONS MUST BE RECEIVED BY 5 September 2011**



# CERAMIC ART LONDON 2012 FLOOR PLAN



Stand Category	Display Frontage	Price
A	2m	£ 700
B	2m	£ 850
C	2.25m - 2.75m	£ 950
D	3m - 3.35m	£ 1100
E	3.5m - 4.25m	£ 1350
F	5m	£ 1500

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