

## **The Great Northern Contemporary Craft Fair at Spinningfields**

### **Information for Exhibitors**

Now in its third year, The Great Northern Contemporary Craft Fair is a high profile, high quality, selected fair, where over 140+ cutting edge designer-makers will be given the opportunity to sell their work directly to the public and trade. The annual event will be held over 3 days, with a preview evening and awards ceremony, from the 21st -24th of October 2010 at Hardman Boulevard Spinningfields, Manchester. Last years show, the first at Spinningfields was deemed a huge success. The show welcomed 6400 visitors over 4 days and reported collective sales in excess of £200,000. The Great Northern Contemporary Craft Fair is now recognised by both makers and visitors as the principal selling event for contemporary craft in the North.

### **Selection**

The fair will be selected as we expect demand to be high and we want to ensure all work is of a similar standard. We have recruited an eminent selection panel. Maureen Brampton, Director The Bluecoat Display Centre; Amanda Peach Curator & Buyer Craft Shop at Yorkshire Sculpture Park, Brenda Parkerson, Regional Director Arts in Business North West and two others to be confirmed.

### **The Location**

Manchester is a city undergoing a renaissance with culture at the heart of its ambitions as a contemporary European capital. It is an ideal city to host such an event with its central UK location and excellent transport links. It has a discerning audience with an interest in the arts and receives over 10 million visits to its key cultural attractions each year. Furthermore, surrounding Cheshire is home to more millionaires than anywhere else outside of London.

### **The Venue**

The event will take place in a purpose built hard sided pavilion situated in Hardman Boulevard, Spinningfields, Manchester. Spinningfields is the city's new rapidly growing business quarter and is home to some of the city's leading financial and legal companies with 14,000 employees currently on site (with a potential for 25,000). Spinningfields Management Company are keen to make the area a cultural destination and are developing a programme of events outlined in their cultural strategy. The Great Northern Contemporary Craft Fair is a key part of this programme.

### **Publicity and Marketing**

The GNCCF 2010 will be advertised and promoted nationally, with a strong campaign in the North of England and a particular focus in Manchester and the North West. This marketing campaign will include leaflet distribution via All About Audiences (the region's premier arts listing and distribution agency) of 200,000 flyers, display advertising in magazines, street advertising and extensive web based and e marketing through a network of supporters built up over the past 3 years. (Marketing Manchester, Manchester City Council, Crafts Council, Arts Council etc) as well as our own mailing list. We will also target the trade press, national and regional lifestyle magazines and newspapers and local TV and radio. In 2009 The Great Northern Contemporary Craft Fair had coverage in The Sunday Times, Observer, Living etc, BBC Homes and Antiques, Selvedge, Craft, Ceramic Review, Manchester Evening News, Yorkshire Post, Cheshire Life, Lancashire Living, BBC Radio Manchester and Radio 4, Woman's Hour. This press coverage has been valued at £251,000 (equivalent to advertising rates). Furthermore, this year we will be running back to back with the Buy Art Fair – The North's principal affordable art fair and will therefore benefit from joint PR and marketing initiatives. This year we will be running back to back with the Buy Art Fair – The North's principal affordable art fair and will therefore benefit from joint PR and marketing initiatives.

With Spinningfields as our partner we will receive sponsorship in kind in the form of PR and marketing including support from their marketing team and their PR agency SKV, a leading Manchester agency with expertise in arts marketing. This will be in addition to our own PR and marketing campaign with Carolyn Hughes Communications.

## **Exhibitor Comments from 2009**

"A good event and well attended", Janine Partington (Enameller)

"Extremely well publicised event with great footfall and lots of interested customers", Sarah Stevenson ( Silversmith)

"Such a well organised and supportive show with excellent attendance and interested visitors, a pleasure to take part", Rachel Gornall, (Textile Designer)

"GNCCF followed hot on the heels of Origin and admirably brought a high standard of work and organisation to the heart of Manchester", Jill Ford,( Ceramicist)

"Very well organised show, good location, good facilities", Susan Fenwick, (Jeweller)

"As a result of doing the show I've had more internet sales, trade orders and had visitors to my shop, who saw my advert in the show catalogue - so so good!" Hannah Nunn, (Lighting Designer)

"Preview was really busy and great for networking", Jane Blease,( Lighting Designer)

"First time in Manchester, very impressed", Monica Boxley, (Textile Designer)