



Emerging Talents

VENUE: The Hub, Edinburgh

DATE: 28 – 30th October 2016 (private view evening Thursday 27th October 2016)

Application Deadline 16th of September

1. Welcome

This year, for the very first time we're launching a contemporary craft and design event in Scotland! Handmade Edinburgh will take place at The Hub on the Royal Mile from **Friday 28th to Sunday 30th October 2016** (Private View evening on **Thursday 27th October 2016**) and is set to become the leading retail event for contemporary craft in Scotland.

As part of this event, we're working with the fabulous Tatty Devine to create a curated space within the show for recent graduates called 'Emerging Talents'. It's a great opportunity to showcase your work to an informed audience of shoppers, craft aficionados and trade buyers. We're inviting applications from all art, design and craft graduates (2014/15/16) to take part!

About Handmade in Britain

Handmade in Britain supports and promotes designer-makers who create their work in England, Wales, Scotland and Northern Ireland. We increase accessibility, create market opportunities and maintain high standards in the craft sector whilst providing a comprehensive support programme for new graduates and up-coming design talent.

With over a decade of experience working on retail and trade events in the craft and design industry, Handmade in Britain is the leading event organiser in the sector. This year sees the tenth anniversary edition of the annual retail event at Chelsea Old Town Hall, which has grown to over 120 exhibitors across all disciplines and over 4,000 discerning and high quality visitors.

For the first time in 2015, Handmade in Britain and the Royal Botanic Gardens, Kew collaborated to present **Handmade at Kew**, an international contemporary craft event in the heart of the world's most famous botanical gardens. The event drew a fantastic response, with over 7,500 visitors and 170 international exhibitors. Building on the success of these shows has led to the launch of Handmade Edinburgh.

About Tatty Devine

HANDMADE

Edinburgh

Tatty Devine is the go to brand for original, fun, acrylic statement jewellery, and was founded in the heart of East London in 1999 by Harriet Vine MBE and Rosie Wolfenden MBE after graduating from Chelsea School of Art.

All jewellery is still designed and handmade in house by a female led team. They often collaborate with artists, designers and their favourite cultural spaces to create special collections throughout the year.

All of Tatty Devine's collections are sold online and in their two London stores in Covent Garden and Brick lane. New designs, as well as iconic pieces from their archive, are highly coveted and collected by a loyal fan base from all over the world and discovered by new customers every day.

2. Application Guidelines

EMERGING TALENTS invites applications from recent graduates of contemporary craft, who graduated in **2014/15/16** and work in the following areas: fashion & accessories, interiors, textiles, glass, jewellery, paper, furniture, stationery, metalwork, ceramics, sculpture, woodwork and prints. The organisers seek to provide a balance of craft disciplines in order to provide the visitors with a broad range of work. If your work does not reflect the above categories, please get in touch with us to discuss what you do.

Selection

To qualify, you must be a 2014, 2015 OR 2016 graduate designer/maker. Applications are assessed through a rigorous selection process and assessment is **based principally on the information provided in the application and the accompanying images.** Additional information on the application form may be used for press and publicity purposes once exhibitors have been selected.

How to apply

To apply, please return the completed application form and images by email to:

emergingtalents@tattydevine.com. You will need to submit four low resolution images with your application either as an attachment, a web-link, or via YouSendIt or WeTransfer. *Should you be selected,* you will be asked to provide high-resolution images in addition to the four application images for press

and publicity purposes. **Deadline for applications: 6pm Friday 16th September 2016**

What will it cost

It's free to apply and a 1 x 1 sq. mtr space in the group stand costs £250 + VAT (includes 1 spotlight).

Marketing & Promotions

The cost of exhibiting also includes marketing and promotion to the extent of:

- Flyer distribution in all major Edinburgh venues, galleries, museums, cafes, restaurants and universities
- Private view invitation to key contacts – including media, trade buyers and collectors

- Media partnerships with specialist publications, local and national press
- Advertising campaign across relevant print and digital media
- Cross promotion with relevant groups and organisations
- Digital campaign to 68,000+ (April 2016) followers and subscribers

Where is it

The Hub, Edinburgh, EH1 2NE Scotland

When is it

Friday 28th – Sunday 30th October 2016

Private View Thursday 27th October 2016

3. Application Form

PLEASE COMPLETE IN BLOCK CAPITALS.

Please read the guidelines carefully and make sure that all requested information is complete. Please send the completed application form before **Friday 16th September 2016**. Applications must be accompanied by images.

Your contact details

Applicant Name:	
Mobile:	

Your company details

Company Name:	
Company Address:	
Postcode:	

Country:	
Phone Number:	
E-mail Address:	
Website :	
Twitter:	

About you

Area of Specialisation:	
Date Graduated:	
University:	
Course Name:	

Please provide a brief description of your work that will be exhibited at the Edinburgh New Graduate Showcase:

Your Image Details

Please describe the work in each image that you are submitting with your application.

Image 1: Title and description	
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Material		
Dimensions	Retail price (£)	
Photographer credit		

Image 2: Title and description		
Material		
Dimensions	Retail price (£)	
Photographer credit		

Image 3: Title and description		
Material		
Dimensions	Retail price (£)	
Photographer credit		

Image 4: Title and description		
Material		
Dimensions	Retail price (£)	
Photographer credit		