

MADE LONDON returned to London in 2023 in a fantastic new building with enough space for 120 makers to exhibit over 2 floors in a spacious central London venue a few steps from Angel Islington Tube Station.

The show last year was very well received by the visitors who loved the venue, the size of the show (big enough to spend half a day browsing and spending but not massive) and the convenient location.

Last years show ran very smoothly for a new venue so this year we will mostly be focussed on marketing to bring in large numbers of enthusiastic Buyers.

Set Up Daytime	Thursday 31 st October,
PV	Thursday 31 st October 6-8.30pm
Open	1 st - 3 rd November 10.30 - 5.00 (last Entry 4.30)

VENUE

MADE LONDON is at THE BLOCK on White Lion Street just across from the Angel Islington Tube Station on White Lion Street. We've chosen this venue due to its position in a vibrant and affluent, residential part of Central London which is also easily accessible via tube and bus.

There are 2 more or less equally sized floors. The lower floor has high ceilings and has natural light from light wells. The ground floor has quite high ceilings and good natural light from a full length glass frontage.

Access is from 3 or 4 loading bays on the street at the front of the building, straight into the space. We'll have a timed unloading rota on Thursday and a strict pack-up-before-you-get-the-car rule followed by a quick pack and leave system.

APPLYING & SELECTION

Applications are invited worldwide from individual makers, groups of makers and craft based galleries. Makers wanting to share spaces must be individually selected and the number of makers must be reflected in the size of the space requested. We will require images of each maker's work to be shown, whether sharing individually or within a studio group or gallery.

We require your CV or artist statements and a minimum of 4 representative images of each maker's work, clearly labelled; name, title, medium and size (please don't state the price).

Please apply on-line. YOUR IMAGES MUST BE JPEGS and each under 2MB (1200 pixels wide is about right). Please triple check the sizes as often we are sent images that look smaller than 2MB, but when placed in an app, are actually larger. Images being too big is the most common reason for applications failing to send. Do not apply by email as emails are easily mislaid. Those applying using the on-line system will get an email acknowledgement that the form has arrived safely. Once the form has uploaded you will not be able to edit it, so please check it over carefully.

If you are a GROUP or GALLERY with more than 2 exhibitors, apply on one form uploading 8 images but please make sure you leave a full list and website of every maker - we do look at every applicant's website.

If there are 2 of you wanting to SHARE A SPACE both makers should apply separately. Please mention who you would like to share with. If selected each will get a separate web and catalogue entry.

Selection is a task that we take seriously and it can take many weeks to look through the applications, narrow down the applicants and select a balanced exhibition. We charge an application fee of £10 (+vat) to cover the time of the selection committee.

DEADLINE

Applications are invited any time before 31st March. Selection will be made by the selection committee during April and you should be notified mid/late April.

SPACE

Spaces on the lower floor will comprise a white painted rectangular shell with a minimum of 2 spotlights. The boards are a hollow plywood covered frame, painted white. They are 9ft high and 50mm deep.

Spaces on the ground floor will comprise a plywood rectangular shell covered with a plain grey tweed, each space will have a minimum of 2 spotlights. They are 8ft high and 50mm deep.

While they will support a reasonable hanging weight, if you are hanging anything particularly heavy it should be hung from the top. Work can be hung from screws or mirror plates (please allow for the possibility of the stand being up to 10cm smaller than stated due to the width of the walls – most will be 5cm smaller – the size stated is the total external measurement not the internal measurement).

Our most affordable stand is the 1.75 x 1m space however this doesn't have a wall between you and one of your neighbours - ie you're booking half of a 3.5m wide space.

Spotlights are adjustable. Your nameboard will be written as you specify on your application form. The lighting should be ample but extra spots can be fitted on request.

We also provide; several credit card payment desks / porters to assist with set up and break down / free exhibitors' cloakroom / catalogue containing exhibitor information / website.

We have found that a minimum of stand furniture works best with this shell scheme.

PAYMENT

We will require a 25% deposit to be paid within 7 days after notification of selection to guarantee reservation of your space. The remainder of the balance can be paid in instalments in June, August and October or in one payment on acceptance. Full payment must be made by October 1st or you will forfeit your deposit and we will offer your stand to another maker.

DATES

Wednesday 30 th October	Stand Build	
Thursday – 31 st October	8.00am - 4.00pm	Makers unload and set up.
Thursday - 31 st October	6.00pm - 8.30pm	Private View (last entry 8.00pm)
Friday - 1 st November	10.30am - 5.00pm	Open to public (last entry 4.30pm)
Saturday - 2 nd November	10.30am - 5.00pm	Open to public (last entry 4.30pm)
Sunday - 3 rd November	10.30am - 5.00pm	Open to public (last entry 4.30pm)
Sunday - 3 rd November	5.00pm - 8.00pm	Take down

TICKETS

Visitors will be charged £15.00 each on the door or £12 online. This will include a catalogue listing all exhibitors. There will be some great 'early-bird' offers for visitors which we will publicise pre-show and which we hope you will also tell your customers about. You will be given some free tickets for admission to the reception on Thursday.

PRIVATE VIEW

There will be a Private View on Thursday Evening. We have a growing database and will be inviting the best buyers, gallery owners, shops and journalists, arts professionals in the area and others who have helped us spread the word about the show.

CAFE

There will be a cafe serving hot and cold drinks and light lunches and cakes.

CONTACT INFORMATION

We prefer email communication.

If after reading through this information pack you have any further questions, please email jon@tutton-andyoung.co.uk

STAND SIZES AND PRICES

We are aware that this year could be a difficult one for makers and we have tried as hard as possible to keep the price of stands as affordable as we can (for a central London venue with shell scheme etc)

Ground Floor (Grey Shell Scheme)

A	1.75m x 1m shared	£727.5 (plus VAT)	(Orange on the plan)
B	2m x 1m	£840 (plus VAT)	(Red on the plan)
C	2m x 2m Triangular	£840 (plus VAT)	(Purple on the plan)
D	3m x 1m	£1090 (plus VAT)	(Blue on the plan)
E	3m x 2m	£1790 (plus VAT)	(Green on the plan)
F	4m x 2m	£2240 (plus VAT)	(Yellow on the plan)

Lower Floor (White Shell Scheme)

A	1.75m x 1m shared	£727.5 (plus VAT)	(Orange on the plan)
B	2m x 1m	£840 (plus VAT)	(Red on the plan)
C	2m x 2m Triangular	£840 (plus VAT)	(Purple on the plan)
D	3m x 1m	£1090 (plus VAT)	(Blue on the plan)
E	3m x 2m	£1790 (plus VAT)	(Green on the plan)
F	4m x 2m	£2240 (plus VAT)	(Yellow on the plan)

Contact us if you'd like a bespoke size.

Exhibitors are not allowed to place any obstructions such as chairs or cabinets outside the stand boundaries. Please bear this in mind if you need space for a cabinet. Please also be aware of the impact of your stand layout on neighbours especially in the basic 'A' Space.

EXTRAS

Socket £60, extra light £30 (basic but ample lighting is already included), table £15. We can build storage cupboards/changing rooms on your stand if needed at an extra cost. All plus VAT.

TERMS AND CONDITIONS

1. All work must be original and by the maker.
2. Makers cannot sublet their space or any part of it to another party without prior permission.
3. Makers cannot display the work or services of another party without prior permission.
4. Deposits are not refundable; if you drop out up to 6 weeks before the event we will refund the rest of your stand fee. If you drop out after that time we will endeavour to sell the space and refund your fee, but cannot guarantee that.
5. If the event is cancelled we will return your deposit and stand fee in full but cannot be held liable for any additional expenses incurred.
6. All stand fees must be paid in full by 1st October to confirm a space.
7. You are responsible for your own insurance of your work and public liability. We recommend joining a- n / AIR. AIR is a membership scheme.
8. Spaces are non-transferable.
9. All work displayed should ideally be for sale.
10. A few cards and postcards can be displayed and sold but must not dominate the space.
11. If hanging work on 'outside walls' adjacent to aisles please be extra careful to properly secure work to the wall and not hang fragile objects as aisles can get crowded and visitors can brush against walls.



10

GROUND FLOOR

LOWER FLOOR

APPLICATION FORM - MADELONDON

31st October - 3th November 2024 The Block, ANGEL ISLINGTON

CONTACT NAME:.....

STAND NAME (for Catalogue and Fascia):.....

ADDRESS:.....

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TEL:..... MOBILE:.....

EMAIL:.....

WEBSITE:.....

ARE YOU A STUDIO GROUP / GALLERY? – if so please list name and website of all proposed exhibitors.

PLEASE INDICATE PREFERRED STAND SIZE: (see detailed notes above)

GROUND FLOOR (Grey Boards)

A	1.75m x 1m	£727.5 + VAT = £873 (shared 3.5m x 1m)
B	2m x 1m	£840 + VAT = £1008
C	2m x 2m triangle	£840 + VAT = £1008
D	3m x 1m	£1090 + VAT = £1308
E	3x2	£1790 + VAT = £2148
F	4x2	£2240 + VAT = £2688

LOWER FLOOR (White Boards)

A	1.75m x 1m	£727.5 + VAT = £873 (shared 3.5m x 1m)
B	2m x 1m	£840 + VAT = £1008
C	2m x 2m triangle	£840 + VAT = £1008
D	3m x 1m	£1090 + VAT = £1308
E	3x2	£1790 + VAT = £2148
F	4x2	£2240 + VAT = £2688

If you have a particular preference of stand position, please indicate below.

Stand size Position.....

DETAILS OF IMAGES/PHOTOGRAPHS ENCLOSED:

	NAME OF ARTIST- (if applying as a group)	TITLE	MEDIUM	SIZE
1				
2				
3				
4				
5				
6				
7				
8				

(Continue on separate sheet if necessary)

I UNDERSTAND THAT I AM WHOLLY RESPONSIBLE FOR THE INSURANCE OF MY ARTWORK AND OTHER BELONGINGS AGAINST THEFT OR DAMAGE WHILST IN TRANSIT, ON DISPLAY AT MADE LONDON EITHER ON MY STAND OR IN PUBLIC DISPLAY AREAS OR BEING HANDLED BY WRAPPERS OR PORTERS.

We recommend joining a-n / AIR which will insure you and your work.

Visit <http://www.a-n.co.uk/subscribe> or email info@a-n.co.uk.

I enclose my artist statement/CV

SIGNED BY:

DATE:

We much prefer online applications - as the application become the website listing - and doesn't get mis-laid.

SEND TO: Tutton and Young Ltd, ATELIER BESIDE THE SEA, 165 Kings Road Arches, Brighton BN1 1AN
APPLICATION DEADLINE 31st March 2023