

Potfest in the Park 2010

July 30 /31 /Aug 1st

Potfest in the Park - 100 potters - Hutton-in-the-Forest, nr Penrith, Cumbria

The Park is intended to provide a different setting in which to show ceramic works.

As display space is at a premium at most ceramics events in the UK, potters who desire to make larger pieces are at a disadvantage as this type of work often requires a landscape setting to display it well. The Baroque architecture of Hutton-in-the-Forest, its grounds and walled gardens provide a wonderful, natural setting and the layout is such that the landscape becomes a major part of the event.

Not all the work on show is of an architectural scale, but everything is of the highest quality, very distinct in style, well resolved and highly individual. Exhibitors at this show are mostly well established ceramicists with national and international reputations. Now in its 10th year Potfest in the Park has become one of Europe's premier ceramics festivals, with up to 20% of its exhibitors coming from abroad each year.

To keep the show dynamic there is a policy of changing at least 20 exhibitors each year but there are always many more applicants than available spaces. Successful applicants are asked to make a special piece to a theme which forms a display on the lawns in front of the House.

The show is open daily 10am –5pm. There is an informal gathering with wine after the close of show on Friday when judging of the competition takes place, and prizes are distributed at the potters meal later that evening. We feel that for potters working in isolation in small workshops this chance to socialise is a very important aspect of the show.

There are five types of spaces at the Park but as numbers are limited, applicants are asked to nominate their choice in order of preference.

Type of stalls

- A - Corner stand in small marquee - 12ft front x 8ft side - £350
- B - Middle stand in small marquee - 12ft front x 8ft deep - £330
- C - Corner stand in large marquee - 12ft front x 8ft side - £350
- D - Middle stand in large marquee - 12ft front x 8ft deep - £330
- E - At the end of large marquee - 15ft front x 8ft side - £375
- F - Middle of large marquee - 15ft front x 6ft side - £350

All stands include two 6ft x 2ft tables - extra tables are £7 each when booked on the form – (£10 each if booked at a later date)

During the show all the marquees are open sided (sides closed only in extreme weather conditions)

Selection for the Park will take place at the beginning of January with applicants informed as soon as possible after that.

Rules for the Park

Signing the form means you have **read the rules and agreed to abide by them**. Anyone breaking the rules will be seen as not taking part in the spirit of the event and will not be considered in the future.

1/ Public Liability - The show in general has public liability insurance but potters must now also have their own.

As a professional potter selling direct to the public either at Potfest, craft fairs, from the studio or just mixed markets, everyone is expected to carry public and product liability insurance. In an age of litigation any freak accident could result in a major claim against a potter. Potfest carries public liability for the fabric of the show but has no jurisdiction over individual stalls.

No application will be accepted without visual proof of the potter's public liability insurance.

Probably the most cost effective way is to subscribe to A N [Artists Newsletter], become a member of AIR [artists interaction and representation] and get a monthly arts magazine and £5 million public and product liability cover £28 - £34 a year. - www.a-n.co.uk

2/ Only ceramic work can be sold at Potfest, although other materials can be incorporated into individual pieces. Precious Metal Clay having no actual clay content is not acceptable unless used as an element within the clay construction.

3/ All the work displayed must be produced by **the potter on the stand and whose name is on the application form. **The maker must be present at all times.****

4/ Potters must work with and be sensitive to their neighbours' displays on all sides. Stand backs and sides must be covered.

5/ No application can be accepted without images of the work to be displayed. These will be used on the website and possibly on promotional material so be sure they reflect your work well (Jpegs or tif files on CD Rom. Minimum quality 300dpi) First time applicants please send at least 3 - 4 images rather than just one.

6/ Stands must only be accessed from within your own booked space.

7/ Payment in full is due on notification of being offered a space. Cancellation after accepting a place will incur a **£50 administration fee.**

Cancellation after May 1st 2010 will result in the loss of all monies paid.

Potters who cancel cannot pass their space to a third party, thus by-passing the selection system.

It's probably worth mentioning here that as application for the Pens are accepted on a first come first served basis from the beginning of November, the show could be full before selection has taken place for the Park.

Anyone applying for the Park who would want to exhibit at the Pens if not selected for the Park should complete and send a Pens application form at the same time in order to potentially reserve a space there.

Potfest in the Park 2010 - Application Form

Name :

Address :

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Tel : workshop home

Email :

Type of work :

Type of stall requested (*as numbers are limited, please mark in order of preference*)

- A - corner stand 12ft x 8 ft in smaller marquee - £350 ()
- B - middle stand 12ft x 8 ft in smaller marquee - £330 ()
- C - corner stand 12 ft x 8 ft in larger marquee - £350 ()
- D - middle stand 12ft x 8 ft in larger marquee - £330 ()
- E - stand 15 ft x 8 ft across the end of larger marquee - £ 375 ()
- F - middle stand 15ft x 6 ft in larger marquee - £350 ()

All stands include two 6ft x 2 ft tables.

extra tables booked now £7 each - booked later £10 ()

All exhibitors will have an image of their work on the website.

Web link from that image on the site, direct to your own website **£15 extra** () tick if required

Tick this box if you also offer courses from your website ()

If web link booked please include your website url:

WWW.....

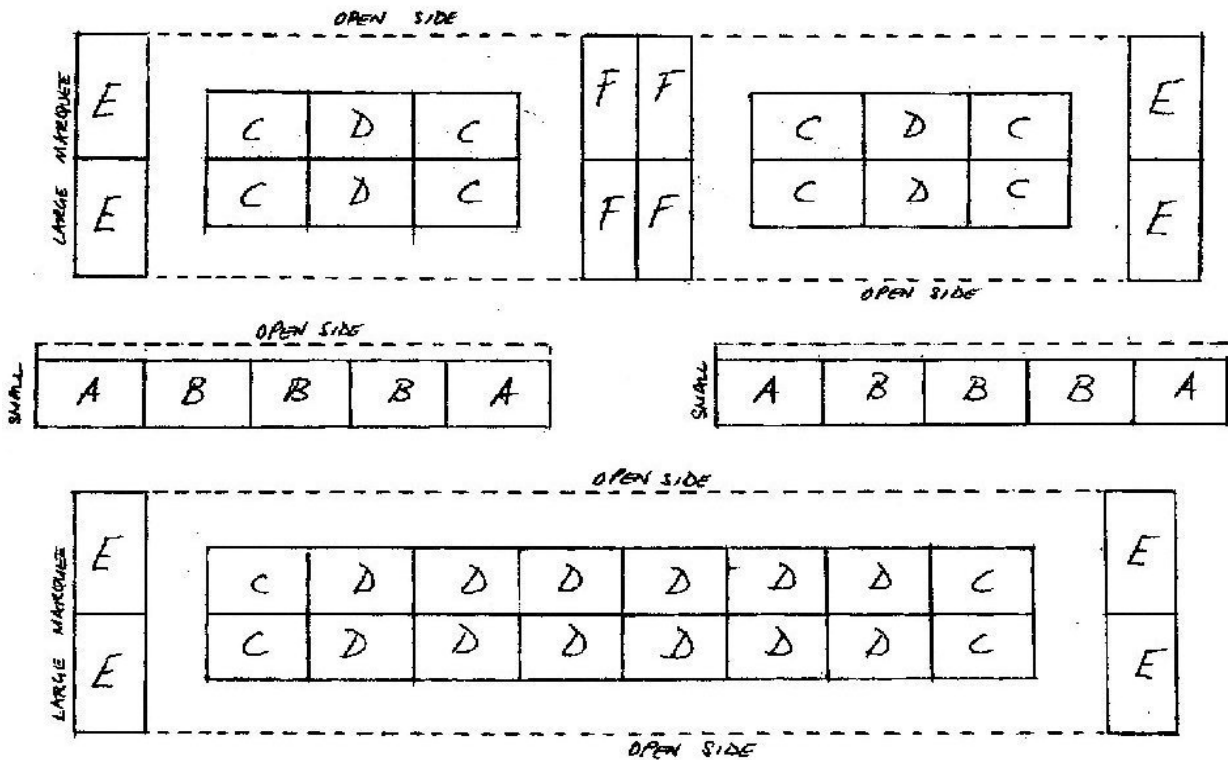
Signing this form means you have read, understood and agree to abide by the rules and conditions.

Signed : Date :

Please post back to: Potfest in the Park, Stoddahgate Barn, Penruddock, Penrith, Cumbria CA110RY

SEND NO MONEY AT THIS STAGE

KEEP A COPY FOR YOUR RECORDS



There are 9 marquees at the Park.

5 Small - each with 2 A and 2 B type stands

2 Large - each with 4 C, 12 D and 4 E type stands

2 Large - each with 8 C, 4 D, 4 E and 4 F type stalls

100 stalls in total

A, C and F type stands operate from the front and one side

B and D type stands operate from the front only

E type stands can operate on three sides.

The smaller marquees have a canvas back to each stall.

The large marquees are open sided with the potters back to back in the centre facing out.

There is no electricity at the Park and potters **cannot** bring their own generators.