

# **Potfest in the Pens 2010**

## **August 6 /7 /8<sup>th</sup>**

**Potfest in the Pens** – 120 potters at Skirsgill Mart, Penrith, Cumbria

Now in its 17<sup>th</sup> year, the Pens is the oldest potters' market in the UK with a loyal audience developed over the years. The show is held in Skirsgill Agricultural Buildings, an under- cover cattle market on the outskirts of Penrith. The cattle pens become individual exhibition spaces, the down to earth setting was chosen to put ceramics in the heart of the community.

Part of the original intention was to create a level playing field for all, allowing equal access to a market for any working potter. As such there is no selection process, spaces being allocated strictly on a first come first served basis until the venue is full. The show is open to any individual potter trying to make a living from the sale of his or her work.

The result is probably the most dynamic show in the UK with exhibitors ranging from recent graduates to the well established, from the sophisticated to the raw energy of the next generation. Since it began more than 1500 individual makers have exhibited at the Pens many going on to become well respected potters in Britain today. For many the Pens was their first opportunity to put their work in front of an audience, a chance to start building a ceramics career.

The show now also has a growing educational element with free hands on workshops for adults to encourage the public to a greater awareness of ceramics.

In short Potfest in the Pens has been providing the major focus for ceramics in the North for the past 17 years.

The show is open daily 10am – 5pm. Each year exhibitors are asked to make a special piece to a theme which forms a display in the foyer. On the Friday night after the show has closed there is an informal gathering with wine 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.

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 )

# POTFEST IN THE PENS rules 2010

**Rules - READ THEM** - Signing the application form means you have read, understood and agree to abide by them. **Anyone breaking them will be seen as not taking part in the spirit of the event and will not be eligible for any Potfest event in future.**

**1/ This is Pottery festival not a craft fair - . 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.

**2/ Only individual studio potters can take part, no companies or those who decorate bought in blanks.**

**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/ There are no shared stands unless both potters are business partners and work from the same studio.**

**5/ Aisles are narrow and the province of the public, the space booked by the potter is the space within the confines of the stall. This is the selling space and the potter and all the work must be contained within this space.**

**6/ Stalls with high sides can inadvertently steal their neighbours light, present scruffy backs and sides to adjacent stands and be detrimental to the display of their neighbours. Anyone with a stand higher than six feet should inform me at the time of application.**

**7/ The organiser has public liability insurance for the show in general, but potters must 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 proof of 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](http://www.a-n.co.uk)*

**8/ No application will be accepted without payment in full and images of the work to be exhibited (photos, slides, or jpegs or tifs on CD Rom).** These are for the website and promotional material. The website has over 500,000 hits a month and is accessed by galleries and outlets all over the country as well as the general ceramics buying public. **Poor photos won't make it onto the website** as they reflect badly on the standard of the show and let everyone down.

**9/ Cancellation at any time will incur a £50 administration fee. The cost of fliers, posters, distribution, web construction, bank charges, postage, etc, will already have been met Cancellation after May 1st 2010 will result in the loss of all monies paid.** Potters unable to attend for any reason cannot by-pass the waiting list and give their space to a third party.

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Name: .....

Address: .....  
.....

Postcode .....

Tel: Studio ..... Home .....

Email .....

Type of work .....

Space 12ft front x 8ft deep, including 2 tables 6ft x 2ft - **£200** [  ]

First time Exhibitor [space as above ] **£175** [  ]

Extra tables £7 each - [£10 if requested at a later date ]. [  ]

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** [  ] tick if required

Tick this box if you also offer courses from your website [  ]

**If web link booked please include your website url:**

**WWW**.....

**Power is limited to powering products only** e.g. fountains. It cannot be used for spotlights to light your stand. Even then it can't be guaranteed and might go off on the day.

**If you can't do without power, please don't book the show.**

If power is required, say for what product .....

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

**Signature :**

**Date :**

When sending your application please remember to include :

- 1. Payment in full - cheque made out to Potfest**
- 2. Good images of your work [ Digital images on CD Rom preferred.] The images supplied will represent you on the website so please make sure they are of a professional quality.**
- 3. A copy of your Public Liability cover for our records [ or as soon as possible ].**

Please post this form back to : Potfest in the Pens, Stoddahgate Barn, Penruddock, Penrith, Cumbria CA11 0RY