

# Potfest in the Pens 2012 ..... August 3 /4 /5<sup>th</sup>

## **Potfest in the Pens – Skirsgill Mart, Penrith, Cumbria**

The oldest potters' market in the UK with a loyal audience - the Pens has been providing the major focus for ceramics in the north for the past 19 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 venue 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 studio 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 to encourage a greater awareness of ceramics.

## **About the Potfest weekend**

Setting up is on Thursday Aug. 2<sup>nd</sup> ( 5pm – midnight )

The show is open daily Fri, Sat, Sun 10am – 5pm. Each year exhibitors are asked to make a special piece to a theme ( announced early in 2012 ) which forms a central exhibition. On the Friday night after the show has closed there is an informal gathering with wine when judging of the exhibition pieces takes place. Prizes are distributed at the potters meal later that evening at Newton Rigg college campsite ( about 2 miles away – showers on site, camping field, hard-standing for vans and caravans, communal yurt kitchen, student union bar. We feel that for potters working in isolation in small workshops this chance to socialise is a very important aspect of the show.

Details of camping arrangements, participation in the Potfest meal and the competition theme will be circulated to exhibitors in the new year.

## **For new exhibitors**

Images from the shows, giving general views of the show and potters within their own display spaces can be seen at <http://www.flickr.com/photos/potfest>

# POTFEST IN THE PENS rules 2012

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

**3/ 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 their selling area and the potter and all the work must be contained within this space.**

**4/ 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.**

**5/ 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 now expected to carry public 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)*

**6/ 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.

**7/ 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 2012 will result in the loss of all monies paid.** Potters unable to attend for any reason cannot give their space to a friend thus by-passing the waiting list.

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Name: .....

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

Postcode .....

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

Email .....

Type of work .....

	QUANTITY	TOTAL
Space 12 ft front x 8 ft deep ( including 2 tables, 6 ft x 2 ft ) <b>£200</b>		
Extra tables @ <b>£8</b> each ( £10 if requested at a later date )		
Weblink from your image on the site to your own website. <b>£15</b>		
If a Weblink is booked <u>and paid for</u> please include your website url here:		
Power, where available, is free <u>but limited to powering products</u> (eg fountains, table lamps, etc) <b>it cannot be used for spotlights to light the stand.</b> If power is required please state here for what kind of product:		
	FINAL TOTAL	

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. PLEASE SEND NEW IMAGES OF CURRENT & NEW WORK – not just the same ones as last year!**
- 3. A copy of your Public Liability cover for our records [ or as soon as possible afterwards ].**

**Please post this form back to :**

**Potfest in the Pens, Stoddahgate Barn, Penruddock, Penrith, Cumbria CA11 0RY**