

# ELEMENTS

## Application form

The Elements selling fair is a collaboration between The Incorporation of Goldsmiths of the City of Edinburgh and Lyon & Turnbull auctioneers. The fifth year of the fair will run from **8<sup>th</sup> – 10<sup>th</sup> of November 2019**, with set up and a Private View on 7th November. If your application is successful, you will be required to be present at your stand for the public opening hours (11am-6pm) and evening events (6-8pm).

Elements will be held at Lyon & Turnbull (33 Broughton Place, Edinburgh, EH1 3RR).

Deadline for Elements applications	03 March 2019
Applicants informed of outcome	26 March 2019
Signed Elements contract + stand fees due	12 April 2019
Submit work (one piece) for photography	12 April 2019
Return/Collection of work for photography	29 April 2019
Payment to Makers	Within 28 business days of the end of the Fair

## Eligibility requirements

To be eligible to exhibit at Elements, you must meet the following criteria:

- Currently living and working in the UK
- Be available to attend your own stand for the duration of the Fair (times and dates listed above). If you cannot attend your stand for a particular period, please let us know and we can discuss arranging cover
- Represent yourself, sell only your own work, and not act as an agent for others.

A range of materials and styles are welcomed, but work sold at the Fair must:

- Be made of precious metal, although other materials can be included
- Be compliant with the 1973 Hallmarking Act
- Be made up of individual or small batch production
- Be compliant with the current restrictions regarding CITES and materials that require licences or are prohibited.

## Selection Process

Exhibitors will be chosen by a selection panel with representatives from the Incorporation of Goldsmiths, Lyon & Turnbull, and external partners. The panel will be looking for:

- Excellent design
- Fine craftsmanship
- The capacity to produce enough work for a fair of this nature
- A range of styles and prices

You will be informed of the outcome. The decision of the selection panel will be final.

## Applicant Details

Please fill in the fields below.

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First name

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Last name

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Street address

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City

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Postcode

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Email address (this email address will be listed in  
the Online Elements catalogue)

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Telephone Number

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Website

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Instagram

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Twitter

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Facebook

### Career highlights

Tell us about up to five of your career highlights, such as commissions, exhibitions, prizes, press etc

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1.

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4.

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Place of study/qualification

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Years in business

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Approximate price range of your  
work

## Your work

Please provide a statement about your work, written in the third person, exploring style, influence, making process, materials, etc (Max. 100 words).

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If your application is successful, the above statement will be used for your entry on the Elements website

## Images

Please submit four images of your work with this application. Images can be emailed with this form or sent via WeTransfer (or similar). The images you submit will be a determining factor of your application. Clear, print-quality photographs on a white background are preferred.

If your application is successful, images supplied at this time may be used for marketing purposes.

## Cost of exhibiting

In previous years at Elements we had a lower stand cost and a 30% commission on sales. From the feedback we have received from makers we have decided to have a set stand fee and no longer take any commission on sales. There will be a subsidised stand fee for a limited number of new businesses. Stand fees will be payable by the date as shown on Page 1.

### Stand fee

The cost of exhibiting is £675 + VAT

### Joint Stand

A restricted number of stands for two or more exhibitors with a unifying identity are available at a cost of £900 + VAT

### For makers in business 5 years or less

The cost of exhibiting is £330 +Vat

### Payment

If your application to exhibit is successful, the stand fee and the cost of any additional extras is to be paid with your signed Exhibitor Confirmation Form at the date shown on Page 1. There will be a late fee of 10% + VAT on any monies due to cover the time and expense of pursuing late payments. Failure to pay on time may jeopardise your place at Elements.

Please note that it is the responsibility of the named applicant to ensure all monies are paid on time.

## Cancellation

The cost of £675 + VAT (or £900 + VAT for joint stands and £330 + VAT for new businesses) and any additional extras is non-refundable.

If for any reason, you are unable to attend Elements and wish to cancel your place, please inform us as soon as possible so your space can be reallocated.

## Fair preferences

In this section you will be asked to indicate your preferences for cabinets. Please be sure of your choices. If your application is successful, these cannot be altered.

## Cabinets

Are you applying for a single or a joint stand?

Click to select

Single stand       Joint Stand

If you selected a joint stand, please state your unifying identity

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Please indicate your preferred cabinet style

Click to select

Counter cabinet (1200 (w) x 900 (h) x 500 (d) / shelf height 292mm)  
 Upright cabinet (500 (w) x 1970 (h) x 500 (d) / shelf height 365mm)

**Please note that the above measurements are approximate and depend on availability. Stands may differ slightly in size, the exact measurements for your stand will be provided in advance of the Fair.**

Exhibitors can opt to have a maximum of one additional showcase in either of the above styles at an additional cost of £200 + VAT. There is limited space for extra cabinets, so these will be allocated on a first come first served basis until we reach capacity.

Would you like an **additional** cabinet?

Click to select

Yes  
 No

If yes, please indicate which cabinet style you would like

Click to select

Counter cabinet (1200 (w) x 900 (h) x 500 (d) / shelf height 292mm)  
 Upright cabinet (500 (w) x 1970 (h) x 500 (d) / shelf height 365mm)

Your name or your company name will be on the website and the front of your stand. Please provide the **exact wording** you would like to appear below (e.g. Anna Best or Anna Best Jewellery):

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We will provide you with a chair. Please dress your stand and bring any display blocks etc. that you need with you.

### **Photography**

If your application to exhibit is successful, you will be required to submit one item by the date specified on Page 1, for photography for use in the Elements online catalogue and for a press preview event. Please select your preferred method of return below.

Click to select

- Royal Mail Special Delivery (insured up to £2500) for a charge of £15 + VAT
- Collect in person

Photographs may also be used in promotional materials for the Fair.

### **Customer Purchases**

If your application to exhibit is successful, you will be required to provide all packaging for any work sold at the Fair. This is a retail fair, so please price accordingly and price all work in your cabinet clearly. Standard invoices will be provided by Elements to make payment and record keeping more efficient.

Payment for all purchases at the Fair will be made through a central payment system. Payment for sales made at Elements will be made to makers within 28 business days of the end of the Fair.

### **Insurance**

All exhibitors must ensure that all their work is fully insured under their own insurance policy.

### **Hallmarking**

Any successful applicants who are not registered with [Edinburgh Assay Office](#) can benefit from an exclusive free registration package. Please contact us for further details.

## Submitting your application

By signing and returning this form, you are indicating that you

- meet the eligibility criteria outlined on page 1
- have read and understand all the information in this form, with particular reference to deadlines, cabinet preferences, and fees.

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Name

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Signature (e-signatures will be accepted)

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Date

Please return this completed and signed form with accompanying images to [ebba@incorporationofgoldsmiths.org](mailto:ebba@incorporationofgoldsmiths.org). If you have any questions, please contact us on the above email or phone 0131 557 6938 and ask for Ebba Goring.

**We will inform you of the outcome of your application. We regret that due to the volume of applications, we are unable to provide individual feedback to unsuccessful applicants.**