

Call for Artists and Artisans
Eastern Ontario Artists Marketplace at the
Spring One of a Kind Show, April 1 – 5, 2009

Application Deadline: September 23, 2008

A challenge for many artists and artisans working in Eastern Ontario is reaching a broader market and developing a reputation that will increase the value and desirability of their work. A challenge for many communities in Eastern Ontario is building awareness in the “outside world” of their creative vibrancy.

The aim of this project is to help develop new markets and audiences for the work of Eastern Ontario artists and artisans and to build awareness of the artistically vibrant communities in Eastern Ontario as places to visit and places to live.

With the support of funding from the Eastern Ontario Development Program through Industry Canada and the Eastern Ontario Community Futures Development Corporations, the One of a Kind Eastern Ontario Artists Marketplace project will assist up to 24 artists and artisans from Eastern Ontario to attend the Spring One of a Kind Show in Toronto. www.oneofakindshow.com

Please see the map at www.ontcfdc.com click on map and then Eastern Ontario to see the area covered by this initiative.

The One of a Kind Show and Sale

The One of a Kind Show and Sale in Toronto is Canada’s largest and most prestigious retail show featuring the work of artists and artisans from across Canada. The Show is located at the Direct Energy Centre, Exhibition Place, Toronto. They spend \$1 million in the GTA promoting the winter and spring shows.

The five day spring show attracts 50,000 visitors and features a wide range of media and types of work – jewellery, furniture, clothing, painting, sculpture, glass, ceramics, metal, fabric, photography, wood, plastic, artisanal food. All work must be designed, created and produced by the artist/artisan.

The Eastern Ontario Artists Marketplace at the One of a Kind Show

The Eastern Ontario Artists Marketplace at the One of a Kind Show will be a featured 1000 square feet of show space that will include:

- A free standing display and sales area for each artist/artisan.
- a central booth and display area promoting all of the Eastern Ontario artists/artisans at the One of Kind Show and Sale
- A demonstration area for Eastern Ontario artists/artisans.

The Eastern Ontario Marketplace will be highlighted in the One of a Kind Show program book, on the One of a Kind website and in the One of a Kind media kit and e-mail blasts.

Participation by an artist/artisan in the Eastern Ontario Artists Marketplace will include:

- up to \$1000 for each artist/artisan towards the purchase of materials and construction for a free standing display for their work and signage. This display will be owned by the artist and can be used by the artist for future shows. (The free standing displays will be similar to those created by the artists/artisans for the Rising Star section of the Show.)
- Coverage of all space rental fees at the show.
- Design and printing of “booth cards” for each artist/artisan for promotion at the show.

- Inclusion in a Eastern Ontario Artists Marketplace website promoting the artists/artisans at the show.
- Inclusion in the One of a Kind website.
- Support from a professional booth designer in the design of the freestanding display.
- Opportunity to attend a market readiness workshop (to be held in the fall of 2008 in various locations in Eastern Ontario).
- Opportunity to do an artist demonstration in the demonstration area in the Eastern Ontario Artists Marketplace.

Each artist/artisan will be responsible for their own travel and accommodation and for the staffing of their area during the show.

Participating artists will contribute 4% of their gross sales (up to a maximum of \$800) to the Eastern Ontario Artists Marketplace. This will be calculated at the end of the show.

Criteria for artists/artisans

The artist/artisan must:

- be the designer, creator and producer of his/her art or craft.*
- reside in a Eastern Ontario CFDC catchment area. (see the map at www.ontcfdc.com)
- have not previously been a participating artist/artisan at the One of a Kind Show.
- Demonstrate that he/she is actively involved in the production of art or craft as a business.
- Demonstrate quality of product suitable to the One of a Kind Show.
- Demonstrate capacity to produce the volume of product required for a five day retail show.
- Provide a CD with 10 high resolution jpegs representing the work the artist/artisan would like to sell at the show, along with images of his/her studio/workspace.

** art and craft is defined quite broadly and includes artisanal food and fashion. Space does not allow for painters and sculptors who are working in large formats.*

Our goal is to have at least one artist/artisan from each of the CFDC areas.

A jury will assess the applications for the Eastern Ontario Artists Marketplace.

Applications and support materials must be received by September 23, 2008. (If you think you might have trouble meeting this deadline please give us a call)

Questions? Call Jim Blake, Project Coordinator.

705-457-3555 e-mail: ooakeoam@gmail.com

Pour l'aide en français: Valerie Roy

416-960-4514 e-mail: valerie@oneofakindshow.com

support materials

Your application must include the following items. Incomplete applications will be returned without being reviewed. (Check off as you complete)

- **Application Form**
- **Photos** A CD (no mini or pocket CDs please) with 10 high resolution jpegs representing all the work you would like to sell at the show, along with images of your studio/workspace. All jpegs must be no smaller than 1500 pixels and no larger than 4000 pixels in dimension on any side.
- **Biography** Tell us about yourself, your education and training, and where you have shown and sold your work. (a paragraph or two is fine)
- **Step-by-Step Product Description:** Give us the range of pricing of your products/works of art, along with a description of how they are made. If there are others involved in the creation of your work, please explain how they assist you.
- **Samples** must be provided for all edible or scented items (eg. food, soap, candles). These samples will not be returned.
- **Food/Flavours Exhibitors** must provide detailed food sampling procedures with your application.
- **All photographers** must also include:
 - 1-3 matted exhibition prints in addition to your application photos.
 - A statement that indicates whether the photographer prints his/her own work or if it is printed by a lab (Please provide lab name, if applicable). Also provide an overview of your chosen printing method, the lifespan of each photo and why you have chosen to use that particular process/data source.
 - All prints should be signed and dated, with the negative and print dates on reverse. Open editions are acceptable. The photographer must also provide a guarantee/certificate of the product to the customer with every purchase. Please send a sample with your application.
- **Return Envelope:** Please include a self-addressed stamped envelope, large enough for your photos, with sufficient postage so we may return your entire application if you are not accepted into the Show. If you are accepted, portfolios are kept on file.

Send application and support materials to:

Mail to:

One of a Kind Eastern Ontario Market Place
c/o Haliburton County Development
Corporation
Box 210
Haliburton ON K0M 1S0

Courier to:

One of a Kind Eastern Ontario Market Place
c/o Haliburton County Development
Corporation
49 Maple Ave, Level 2, Suite #4
Haliburton ON K0M 1S0

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Application: Eastern Ontario Artists Marketplace

First and Last Name: _____

Company Name (if any) _____

Partner (if any) _____

Mailing Address _____

Town or City _____

Province _____

Postal Code _____

Phone: _____

Fax: _____

e-mail: _____

Website: _____

Show Guide Listing:

Name or Company Name (20 character limit)

Description (30 character limit)

How many people assist you in the production of your work. _____

List the types of items you would like to sell (attach separate sheet)

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c/o Haliburton County Development
Corporation

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49 Maple Ave, Level 2, Suite #4

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