

# Contemporary Textiles Fair 2021

Since New Year and the new national lockdown, we now know that it will be impossible to run the Contemporary Textiles Fair at the Landmark in any physical way this year. From the questionnaire I sent out in Summer, I got some mixed feedback on doing something online, but overwhelmingly, one of the things you said you miss the most about CTF in particular, is networking with other textile artists, and talking about your work with others.

Taking that all into consideration, I've come up with an online version of the fair which includes artist development events in the run up, and during, the selling itself. I really hope that this can provide some hope for many of you in these, again, trying times. We all know that online sales events just aren't a replacement for the real-life fairs, but working with what we have available, and what we are allowed to do, we can keep going, keep motivated, learn new skills, and come through this together, maybe even with some sales along the way!

## **CTF 2021 will include:**

- No physical exhibition
- An online shop for exhibitors selling textiles (similar to the successful Festive Emporium online we held over Nov & Dec 2020)
- A programme of online talks and seminars on textile subjects for visitors. Some ticketed, some free.
- Live streamed fashion events
- Online textile workshops
- The opportunity for artist development and networking; including a social media seminar, exhibitor hang outs on Zoom with specific discussion topics, and show & tells. We'd also like to run a session either on taking good photographs for selling online, or on framing textile artworks (which will depend on finding an appropriate teacher in time)
- 19<sup>th</sup> – 28<sup>th</sup> March (with potential to extend the online shop opening a bit longer)

**If we get enough exhibitor interest, this will take place whether we are in Lockdown, Tier 4, or Tier 3**

## Applying to take part

**Online shop** – by application

**Artist Talk/Interview** – invite only

**Demos** – by application

**Q&A panel seminars** – by invite & application

**Workshops** – by application

**Artist Development Seminars** – if you have demonstrated textile framing before or have an idea for teaching something else in this section, please contact Abigail for a chat

## Participation Fees for Exhibitors

<b>Participation Costs:</b>	<b>Includes</b>	<b>admin &amp; publicity</b>	<b>listings</b>	<b>artist dev.</b>	<b>Total</b>
<b>Level 1</b>	includes admin, publicity & up to 20 listings	£55.00	£30.00	N/A	<b>£85.00</b>
<b>Level 2</b>	includes admin, publicity, up to 20 listings & access to artist development events	£55.00	£30.00	£35.00	<b>£120.00</b>
<b>Level 3</b>	includes admin, publicity, up to 35 listings & access to artist development events	£55.00	£52.50	£35.00	<b>£142.50</b>
<b>Artist Dev. ONLY</b>	includes access to artist development events only	N/A	N/A	£40.00	<b>£40.00</b>

**Landmark Trading Ltd also takes a 20% commission on all sales.**

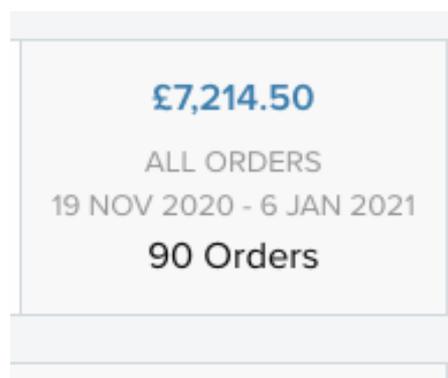
## Online Shop & Listings

As I mentioned in the brief info above; this will be our second online shop event. Our first was the Festive Emporium during November & December 2020. We had to adapt our physical fair plans when London entered Tier 3, and then Tier 4. This meant we put together the online shop from scratch in just 3 weeks!

We processed over 85 orders in the end, and sold items from large-scale original paintings, to tea-towels. We had almost 500 unique visitors to the web-shop on the opening day, and over 300 on Festive Friday (a 24hour period with deals & discounts). The average order value overall was £78.

Highest Order Value ^ v	Avg Order Value ^ v	No. of Orders Made ^ v
£1,395.00	£78.59	85
Grand Total		

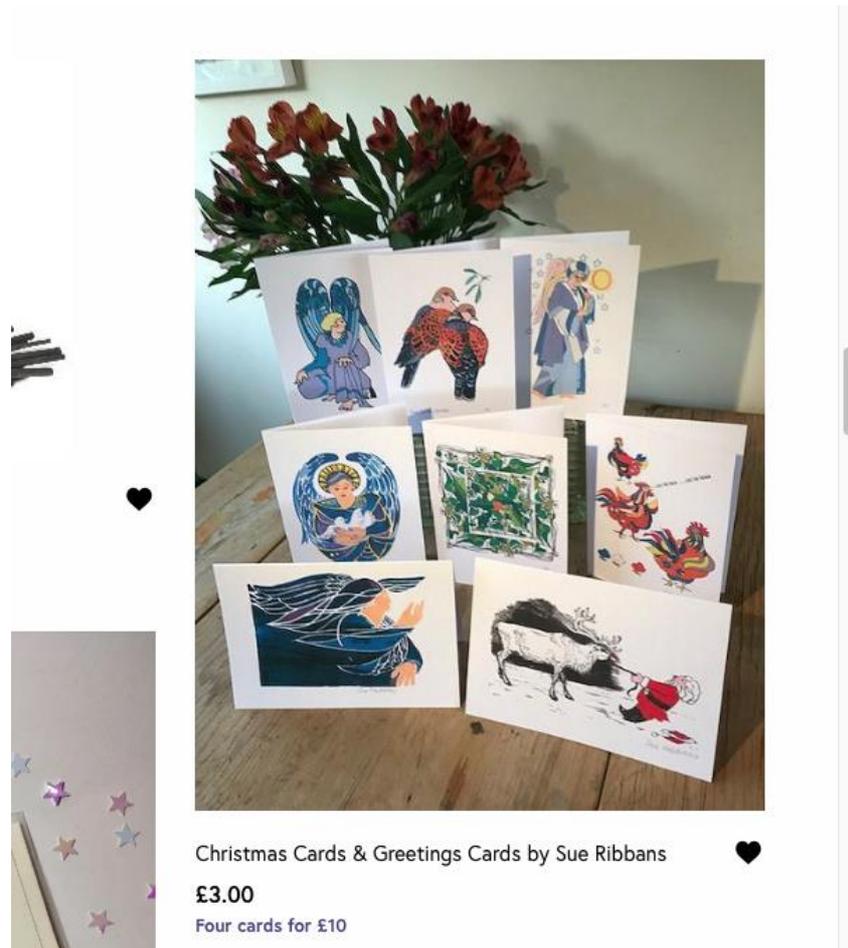
As part of the online promotion of the emporium, we created a blog – this gave the exhibitors involved an opportunity to talk about themselves and their work; a consolation for not being able to talk to customers face-to-face. This blog will be continued for the Textiles event also; every seller will be expected to provide content for one blog post.



You can have a look at our online shop (now dormant, and with many items now hidden) by visiting here:

<https://landmark-arts-centre.myshopwired.co.uk/> click the lock icon and by using the password: ARTISTSEARLYBIRD you'll be allowed in. Please DO NOT attempt to buy anything; we are not set up for selling right now – and please

do not share the password with anyone else. Hopefully it will give you an idea how it would be for the Textiles Fair.



### **One listing doesn't have to mean just one product!**

If you visit the dormant shop, and search for “Sue Ribbens”, you will see a listing for her Christmas Cards. The listing contains 16 variations. So you see, you can actually have multiple items under one listing if you want to. This would be useful for things like clothing which might have different sizes, or for silk scarves which are the same size & price but have multiple surface designs. Sue’s listing also shows you that you can have a deal (Four cards for £10) on multiple purchases.

If you need some clarification on these points please call Abigail for a chat; Abigail is also putting together extensive notes on how to submit your listings, how to submit your images, etc... – please read those thoroughly before asking questions that might have already been answered in those notes.

**TO APPLY FOR THE ONLINE SHOP >>>** download the CTF2021\_Application for Online Shop document, complete and return to:

[abigail@landmarkartscentre.org](mailto:abigail@landmarkartscentre.org)

## **Demos & Workshops**

Alongside the online shop we will be running a programme of online events, including demonstrations and workshops. If you're interested in running a demo or workshop please tick the boxes on the bottom of the shop application form and we'll send you a workshop/demo form to fill in.

### **Demos**

Demonstrations will be either live-streamed via the Contemporary Textiles Fair Facebook page, or our Instagram, or uploaded as a YouTube or Facebook video if you'd rather pre-record it. If you pre-record the video you must be willing to be online in the chat box to answer questions when the video is scheduled to go live.

Demos can be of anything related to your art process. Artists do not receive a fee for demos; however you're allowed to use the time to talk about any upcoming events you'd like to promote, an art-fair later in the year you'll be at, you intend to run an online workshop through us it might be a nice introduction to get people to sign up to a full workshop, perhaps an in-person workshop you're running when we're not in lockdown, or simply promote yourself and your art, your own web-shop and/or your items for sale in the Contemporary Textiles Fair online shop.

### **Workshops**

Have you run an online workshop in the past year? Would you like to offer it, or something similar, to our loyal Contemporary Textiles Fair customers?

We're looking for exciting and interesting textile related processes to be taught as short half day workshops. Artist fees for workshops will be between £120 - £160 depending on content and length. If you have an idea for a short series (several mornings in a row for instance) the fee can be negotiated higher. We expect you to have some experience in running workshops both in-person, and, if possible, online too.

## Q&A Panel Seminars

If you're interested in being part of a panel seminar, as an experienced textile artist, please get in contact.

Subjects could include, but we're open to suggestions:

- Feltmaking
- Selling Textile Art in Contemporary Art venues
- Weaving
- Mixed Media Textiles
- Embroidery
- Millinery
- Leatherwork
- Working with digital printing

Each panellist will receive a £40 artist fee for participating. The idea is we choose a theme and promote it ahead of time; get some questions from viewers ahead of time so each panellist has a chance to know the kind of questions set. There will be a host, up to 4 panellists, and we'll stream it via Zoom & Facebook Live.

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