



The Latcham Gallery

beyond CRAFT show & sale 2010

The Latcham Gallery is a free admission, public art gallery located in historic downtown Stouffville. We are pleased to announce the return of Beyond Craft, the gallery's popular Christmas show and sale of handcrafted work from over 30 Ontario artists and artisans. This year's sale includes an additional day and increased street, print and internet advertising and will run from Thursday, November 11th to Sunday, November 14th. We are looking for unique, handcrafted works in clay, glass, fabric, metal, wood, and artisanal foods, such as chocolate and preserves.

Location:

The show will be held at the Lebovic Centre for Arts and Entertainment. Located in the centre of downtown, this former historic Town Hall recently received a \$3.5 million renovation. The sale will be located in the Great Hall and is filled with modern conveniences, natural light, and historic charm.

Dates and Times:

Thursday, November 11th:	1pm to 6pm: Artist/Artisan setup (help provided) 6pm to 9pm: Opening Reception and Sale
Friday, November 12th:	10am to 9pm: Sale
Saturday, November 13th:	10am to 5pm: Sale
Sunday, November 14th:	10am to 4pm: Sale 4pm to 5pm: Take down

The Sale:

Each artist will have a 6 foot table, or equivalent display space for a shelving unit. (There may be an option to have a second table/space. Please circle this on the application, if you are interested.) You are responsible for setting up, pricing, and lighting your own work.

There will be a central cash, manned by gallery staff and volunteers. You will be given an artist code to put on your own price stickers. Please be sure that your stickers are clearly legible and removable, as they will be kept as a record of your sales. You are welcome to be at the hall anytime during the sale to work the floor or restock your table, but not required to do so. Please pick up your work between 4pm and 5pm on Sunday.

Artist Fees:

\$75 Table/Space Fee plus 20% commission

APPLICATION DEADLINE IS FRIDAY, October 1, 2010.

Display:

Tables will be covered in a pewter grey cloth. Artists can bring their own display, cloth, or shelving to put on top of the table or bring their own shelving unit. Additional cloths must not extend more than 6 inches below the table top. Total height of display must not exceed 3 feet above the table top and must be finished on all sides. Lighting in the hall will be dimmed to provide ambience, so please bring additional lighting for your table. This could consist of 4 to 6 clamp-on lamps or table top lamps, extension cords and power bars. Power will be run to your table area. You should bring additional stock to be stored beneath your table. Tables will be restocked by volunteers as items are sold.

Security:

Admission to the sale is by donation with only one available entrance and exit. Every effort will go into keeping your items secure; however, the Latcham Gallery will not be responsible for any lost items. Please take this into consideration when choosing items for your table. Jewellery should be displayed on a card or in a box. Most items should be within the \$10 to \$100 range, with a few more expensive showcase items.



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beyond CRAFT application

Name: _____ Company Name: _____

Email: _____

Address: _____

Phone #: _____ Cell #: _____

Website: _____

Medium (i.e. glass, clay, fabric, wood, metal, food, etc.): _____

Type of work for sale: _____

- I would like a second table/space (additional \$75) if available: YES or NO (payment will be collected at a later date)
- Include a CD-Rom of 5 images of your work, or website address that shows at least 5 images of your work, including 1 image of your proposed display. (You may include a drawing of your display, if no photo is available.) High resolution images may be used in promotional material. Include a self addressed stamped envelope for return of your material. You will be notified by email if you have been accepted into the show.

Send completed application, CD-rom and cheque for \$75 (payable to the Latcham Gallery) to:

**Beyond Craft c/o Latcham Gallery
Box 3, 6240 Main St.
Stouffville, ON L4A 7Z4
905-640-8954
www.latchamgallery.ca**

APPLICATION DEADLINE IS FRIDAY, OCTOBER 1st, 2010.

All applications must be in the Gallery office by 4pm.

Checklist:

- Application, completed in full.
- CD-Rom or website address showing 5 images
- 1 image or drawing of your proposed display
- Cheque for \$75 payable to Latcham Gallery
- Self addressed stamped envelope for return of CD-Rom and/or cheque.