

### EARTH & FIRE 2011

Earth & Fire is one of the country's premiere ceramic events. For three days, at the end of June, over a hundred potters from across the UK and Europe come to Nottinghamshire to sell direct to the public from outdoor market stalls set in the grounds of a ruined 12th century abbey.

Earth & Fire is a selected event attracting 4 times as many applications as can be accommodated. The event attracts over seven thousand visitors and 2011 will be its 17th consecutive year.

#### Dates:

Friday 24, Saturday 25 & Sunday 26 June 2011

#### Cost:

All applications attract a £5 non-refundable administration charge  
Selected exhibitors are charged £260 for a single stall for the three days

#### Deadline for Applications:

Completed applications must be received by 5pm  
Friday 3 December 2010

### APPLICATION PROCEDURE

Applications for Earth & Fire are only accepted on the official application form. An application fee of £5 is charged and a cheque should be submitted with the application form, made payable to Nottinghamshire County Council. This fee is non-refundable and covers the administration costs for processing the applications and the costs of the selection procedure.

The application form must be completed in full and returned together with your images on CD and the application fee. The closing date for applications is 3 December 2010.

All applicants will be notified of the selection panel's decision by the end of January 2011.



### SELECTION PROCEDURE

Earth & Fire is selected and demand outstrips availability each year (usually by 4:1). The selection of exhibitors is based on the information supplied on the application form together with the images supplied. An advisory panel, which includes a working potter, an academic and representatives of the County Council Arts Service, meet in December to deliberate. The criteria for selection places quality above all other things together with the mastery of technique. The panel is also mindful of the need to ensure the event is balanced to provide the visitor with as wide an experience as possible of contemporary ceramics.

The selectors also choose a reserve list. Should an exhibitor decline or cancel an offer of space, it will be filled from the reserve list. Reserve places are allocated to maintain the balance of the event.

## IMAGES

You will need to supply four digital images of your work with your application form. These should be submitted on a CD together with an image of yourself at work if available. We require all images to be high quality and submitted in 300 dpi for the catalogue print. Each image file should be labelled with a number and your name as explained on the application form. Digital images should be saved as jpegs with the suffix .jpg.

Please note CDs will not be returned so please ensure you have your own copies of everything sent.

Please remember the selection panel look at all the images sent - a poor quality image can be a reason for not being selected. The most successful images show the quality of the work and seen together represent a consistent body of work.

## ELIGIBILITY

Earth & Fire is a showcase for the best Studio Ceramics both from the UK and further a field. All work sold on potters' stalls must be original and made by the stall holder. Painted, bought in blanks are not suitable for Earth & Fire.

## PUBLIC LIABILITY

All exhibitors at Earth & Fire are required to have a minimum of £5 million public liability insurance. If you are offered a stall you must send a copy of your insurance certificate with your confirmation. One of



the most cost effective ways to take out Public Liability Insurance is to subscribe to A N [ Artists Newsletter [www.a-n.co.uk](http://www.a-n.co.uk)] and become a member of AIR [Artists Interaction and Representation]. For the cost of the annual subscription (c. £34) you will get the monthly arts magazine and £5 million public and product liability cover. Alternatively any good insurance company should be able to advise you.

## THE EVENT

Each selected exhibitor is allocated a 'market stall' with a canvas top, sited in either the Abbey ruins, the cobbled courtyard or the formal grounds. In addition to individual potters stalls there are also a number of trade stands plus university stands showing the work of recent graduates. To complement the selling stalls there is also a full programme of demonstrations and illustrated talks throughout the three days in the large marquee.

In today's cashless society impulse sales can be lost without the ability to take credit cards. To help potters without credit card facilities we offer this service to Earth & Fire exhibitors through our gallery. There is a small administration charge of 2% on each transaction. This service has proved very popular, in 2010 we processed over £30,000 through this system which without it may have been lost sales.

Earth & Fire is a sociable event and although there is a variety of accommodation available in the area the majority of exhibitors choose to camp on site.

However, everyone needs to be aware that Rufford is not a fitted out camp site and therefore facilities are basic (a field!) but we do arrange for portaloos and hot shower facilities.

We aim to make Earth & Fire enjoyable for potters and visitors alike. Our café opens early everyday for potters' breakfasts and serves a range of food throughout the day. Exhibitors are also offered free tea and coffee throughout the day in the 'Potters Rest' area.

## THE AUDIENCE

Earth & Fire attracts over 7,000 people made up of collectors, gallery and shop owners, enthusiasts and the general public. It is very different to other Ceramic Fairs across the country in that

there is no entrance fee - we only charge a small car parking fee. As a County Council we aim to provide the opportunity for our local communities to see excellent art of all types and Earth & Fire is a prime example.

## MARKETING

The marketing campaign which supports the event includes print distribution locally, regionally and nationally together with advertising and press. The event is also featured in the Rufford Craft Centre Brochure and promoted via our extensive e-marketing system. Leaflets are available for exhibitors to distribute to their own customers together with an e-flyer for those with email lists. All exhibitors are featured in the full colour catalogue which is sold during the event. Each exhibitor is listed with a photograph, statement about their work and contact details.

## THE VENUE

Earth & Fire takes place within the grounds of Rufford Abbey Country Park situated two miles south of Ollerton, 17 miles north of Nottingham on the A614, Nottingham to Doncaster road. It is easily accessible from both the M1 and A1. Once one of the great country estates of Nottinghamshire, Rufford is now a popular park attracting over a million visitors a year. At the heart of the park are the picturesque remains of Rufford Abbey, founded in the 12th Century by Cistercian monks and later transformed into a grand country house for the Talbot and Savile families.

Facilities on site include two cafes; a restaurant; a conference suite; gift shops and Rufford Craft Centre. The Craft Centre is housed in the former Stable Block, which dates from the 1660's with renovations and improvements made in Victorian times. It comprises a Gallery with a changing programme of exhibitions and a Creative Learning Centre where we run a wide range of workshops and courses. There is also a second smaller gallery in the Orangery displaying selected works from our ceramic collection.

Opened in 1980 the Craft Centre has gained a national reputation for its varied craft exhibitions, particularly in the field of contemporary studio ceramics. To coincide with Earth & Fire a major



ceramic exhibition is always staged in the gallery. In 2010 new work by Eddie Curtis was featured and in 2011 John Maltby will be presenting a major new solo show.

## BEST STALL AWARD

Each year the public vote for the Best Stall in terms of design and style. Each vote is also entered into a free prize draw on Sunday afternoon, to win a piece of work from the previous years' winner. In 2010 the winner of the hotly contested vote was Toon Thys from the Netherlands, whose prize was a free stall for Earth & Fire 2011.

## STALL ALLOCATION

Each exhibitor is allocated a market stall with a canvas top to keep off the sun (or rain!). The table top surface is plain plywood. Most exhibitors bring a covering, but please remember it will need to be able to cope with wind so large clips are useful. Each stall is also provided with a chair.

Most stalls are arranged in pairs sharing a middle side it is therefore important that if you bring sides both sides are also decorated accordingly. This will stop your neighbour having to live for three days looking at a scruffy wall where you wrote your 'things to do

list' and a couple of important telephone numbers! The stall roof will not protect you if there is a downpour so it is advisable to be prepared. We hope the summer weather is kind to us but try as we may three sunny days can't be guaranteed.

The stalls are located in three distinct areas: the abbey ruins, accessed by a ramp installed especially for the event; the stable block courtyards and the turning circle and pathway directly in front of the abbey. Trade and University stands are placed together, as close as possible to the demonstrations. The potters' stalls are allocated to offer the best balance. We try to keep the experience varied so avoid placing four figurative potters next to each other, or a row of salt glazed work. The allocation is solely at the discretion of the organisers, which is not to say we would ignore a very specific request.

## SECURITY

Rufford Abbey Country Park is a public space and it is impossible to seal the site. However, the courtyards which have high stone walls are locked each evening. To secure the abbey, turning circle and paths an overnight security service is employed and Arts Service staff stay on site throughout the event. All exhibitors should note the County Council is not liable for the safety of exhibitors work or belongings whilst in transit, on display, or overnight at Earth & Fire.



## EVENT TIMETABLE

### Arrival & Set Up:

- The site opens for set up from 12 noon on Thursday 23rd until 7pm for exhibitors to arrive & set up.

### The event:

- Earth & Fire will be open to the public from 10am to 5pm on Friday 24th, Saturday 25th and Sunday 26th June 2011.
- All potters are expected to be present on their stalls during opening hours. Our visitors tell us meeting the actual potters is one of the thrills of Earth & Fire. However, our staff are on hand to help out so people can have a break during the day!

## FURTHER INFORMATION

Earth & Fire has been run by Nottinghamshire County Council Arts Service since its inception in 1994. If you have any questions about the event or the wider arts sector in Nottinghamshire please contact us.



### Contacting us:

**E:** [artsadmin@nottscc.gov.uk](mailto:artsadmin@nottscc.gov.uk)

**T:** 0115 977 4589

**Web:** [www.nottinghamshire.gov.uk/arts](http://www.nottinghamshire.gov.uk/arts)

**Post:** Cultural Services (ARTS), County Offices, Thoroton Road  
West Bridgford, Nottinghamshire NG2 5FT