



Online Craft Map - Galleries & Outlets Application Form

The Craft Map is an online map of craft studios, galleries and outlets across Northern Ireland that is available at www.craftni.org/craftmap.

Included are:

- (1) **Featured Maker Studios** – makers who work from studios open to the public.
- (2) **Craft Studios** - workshops or other venues open to the public where work is produced by independent craftspeople working alone or in a small group.
- (3) **Galleries / Outlets** – venues open to the public where works by a number of Northern Ireland-based makers are sold.

Selection process - Galleries / Outlets

Craft NI's new public-facing website www.craftni.org lists where the public can buy craft in Northern Ireland. If you would like your outlet to be listed we invite you to apply by completing the short questionnaire attached and return with 2 images to represent your gallery.

We will list outlets (i) where the majority of makers represented meet Craft NI's quality criteria and (ii) that provide levels of customer service, e.g. regular and normal opening hours and card transaction facilities.

Makers listed on www.craftni.org/directory have already been selected on the basis of Craft NI's quality criteria (you can find these on the web site and listed on the questionnaire).

Craft NI lists outlets & galleries in its [buying & collecting section](#) and as part of the [online craft map](#) to publicise and market where to buy craft in Northern Ireland. This also offers you a great opportunity to be part of larger campaigns around August Craft Month and in the lead up to Christmas.

To apply:

Please complete, sign and return this form to jane@craftni.org by 12pm, Friday 2nd March 2012

Gallery/Outlet Details

Visitors will locate your premises with this info so please include your postcode as it will aid accurate studio location on mobile and GPS navigation devices. Include international area dialling codes.

Name and Address	
Website address	Telephone
Email address	Mobile

Galleries/ Shops application

Selection Criteria

1 Selection is on the basis of Craft NI's quality criteria (30 marks)

Quality is the key characteristic of all practice that Craft NI supports. Craft NI will select galleries and outlets that represent makers who produce work that:

1. is challenging and extends practice as well as ensuring high standards of technical skill and design
2. does not seek to reproduce or restore but is innovative in its use of materials and aesthetic vision
3. reflects the signature of the individual maker and demonstrates investigation of processes and critical enquiry at a high level.

Please complete sections 1 & 2 below.

1.1	Total number of makers represented in your outlet/gallery	
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1.2 Please mark (x) the makers currently registered on craftni.org/directory that are represented in your outlet:

Name	(X)	Name	(X)
Adam Frew		Judith Cassidy	
Alison Lowry		Kate Oram	
Andrea Hayes		Kinga Pers ceramics	
Ann McNulty		Lotus de Wit Jewellery	
Cara Murphy		Mark Hanvey	
Celine Traynor		Michael McCrory	
Claire McAllister		Michael Moore	
Deirdre Hawthorne		Michael Rice	
Derek Wilson Ceramics		Naomi Whan	
Design Onion		Natasha Rollinson	
Diane McCormick		Patrick Colhoun	
Eddie Doherty		Peter Meanley	
Fiona Kerr		Pia Raeymaekers	
Firebox Ceramics		Rachel McKnight	
Gail Mahon		Rachel O'Neill	
Garvan Traynor Jewellery		Red Earth Designs	
Genevieve Murphy		Robinson Goldsmiths	
Geoff Tulip		Sharon Lindsay Ferguson	
Greenwood Baskets		Sh-jewellery	
Hawthorne Crafts		Stephen Farnan	
Heather Wilson		Stephen Mackey	
Helen O'Hare		The Glass Studio Ireland	
Jill Graham		Unfold Designs	
Jill Phillips		Welig Crafts	

2 Delivering quality customer service (30 marks)

Craft NI will select galleries & outlets demonstrating:

1. Reliability: ability to perform the advertised service dependably and accurately.
2. Responsiveness: willingness to help customers and provide prompt service.
3. Assurance: inspire trust and confidence in the service through craft knowledge and skills.
4. Tangibles: provision of suitable facilities, equipment, personnel, and promotional materials.

To help assess on the basis of these criteria, a site visit by a Craft NI representative may be required.

2.

1 Opening Hours

Day	Time	Day	Time
Monday		Friday	
Tuesday		Saturday	
Wednesday		Sunday	
Thursday			

2.2

Retail Price Values	Tick as appropriate(x)
<£50	
£50 - £100	
£100 - £500	
£500 - £1000	
£1000 +	

2.3

Card Transaction facilities	Yes / No	(delete as appropriate)

2.4

Online Sales facilities	Yes / No	(delete as appropriate)

Please complete a 60 word introductory paragraph to your outlet (do not include location as this will be indicated using google maps).

SECTION 3: CONFIRMATION & SIGNATURE

I wish to be considered for the Craft Map and confirm I have public liability Insurance for my premises.

Name	
Business Name	
Signed	
Date	

Please complete, sign and return this form to jane@craftni.org together with **a copy/proof of your public liability insurance** by 12pm on Friday 2nd March 2012 (you can scan in this page with signature separately).

or

Post to: Craft Northern Ireland, Cotton Court, 42 Waring Street. Belfast BT1 2ED
T 028 9032 3059 / F 028 9031 3762