



## Online Craft Map – Studios 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](http://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 – Maker Studios and Craft Studios

Quality is the key characteristic of all practice that Craft NI supports. Craft NI will select on the basis of 3 criteria:

- (1) Producing quality contemporary craft (30)
- (2) Delivering quality cultural experience (30)
- (3) Delivering quality customer service (40)

### To apply:

Please complete, sign and return this form to [jane@craftni.org](mailto:jane@craftni.org) by 12pm, Friday 2<sup>nd</sup> March 2012

Your application must include a copy/proof of your public liability insurance.

Please also include:

- 3 images of your work
- an up-to-date CV or a link to your website

## Online Craft Map Craft Studios Application Form

### SECTION 1: STUDIO DETAILS

Choose ONE Category that best describes your studio or goods offered for sale or demonstration.

Ceramics		Glass	
Jewellery		Metal	
Print Making		Mixed Media	
Furniture		Wood	
Willow		Textiles	
Sculpture		Giftware	

#### Studio Title

**“This will appear in bold when the pin is selected on the map”**

#### Studio Description

Please summarise your studio in no more than 50 words. This will be shown under the title of your studio and above your picture and should be concise and to the point, Remember this is a sales pitch so include your unique selling points.

#### Studio address

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.

Address	
Website address	Telephone
Email address	Mobile

## SECTION 2: SELECTION DETAILS

For Craft NI's Craft Map, the panel will select applicants scoring at least 45 out of 100 marks. This is based a minimum score in each area:

- (1) Producing quality contemporary craft: 10 out of 30 marks
- (2) Delivering quality cultural experience: 15 out of 30 marks
- (3) Delivering quality customer service: 20 out of 30 marks

### **SELECTION CRITERIA**

#### **(1) Producing quality contemporary craft (30)**

Craft NI will select studios where makers are producing 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.

#### **Requirements**

Please submit 3 images of your work and an up-to-date CV or a link to your website that contains this information.

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#### **(2) Delivering quality cultural experience (30)**

Craft NI will select studios where makers offer a combination of the following:

1. Produce and display a range of their own craft work at their studios
2. Offer demonstrations and provide insights into processes of making and craft skills to visitors
3. Provide opportunities to incorporate skills training and educational insights.

#### **Requirements**

Please indicate if your provision:

Do you provide a showcase/display area for your work	Yes/No
Do you make a range of your own craft work at the studio	Yes/No
Do you provide workshops or short courses to the public at your studio?	Yes/No
Do you provide demonstrations to the public at your studio?	Yes/No
Other (Please specify):	

### **(3) Delivering quality customer service (40)**

Craft NI will select studios 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.

#### **Requirements**

**Please indicate the services you provide:**

Do you undertake commissions?	YES / NO
Do you offer a Wedding List service?	YES / NO
Does the Studio offer workshops or courses?	YES / NO
Do you have an exhibition gallery area?	YES / NO
Does the premises offer access for all?	YES / NO
Payment options - does the studio accept Euros?	YES / NO
Do you offer credit card facilities?	YES / NO
Do you offer online sales?	YES / NO
Do you accept PAYPAL?	YES / NO
Do you offer gift vouchers	YES / NO
Tea/Coffee facilities	YES / NO
Toilet facilities	YES / NO

#### **Opening Information**

Studio Open by appointment Only	YES / NO
Studio Open Weekends	YES / NO
Studio Open Bank Holidays	YES / NO

## Daily Opening Times

Please complete your daily opening hours giving all relevant information (e.g. Monday 9.00am - 1.00pm; 2.00pm - 5.00pm or if you do not close for lunch 9.00am- 5.00pm or if you are open in the evenings).

This should represent your REAL opening hours. **It is important that studios adhere to the opening times listed as visitors may visit without calling ahead.**

Monday		Friday	
Tuesday		Saturday	
Wednesday		Sunday	
Thursday			

Lunch (closed)	
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By appointment (please list times)	
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## SECTION 3: CONFIRMATION & SIGNATURE

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

<b>Name</b>	
<b>Business Name</b>	
<b>Signed</b>	
<b>Date</b>	

Please complete, sign and return this form to [jane@craftni.org](mailto:jane@craftni.org) together with **a copy/proof of your public liability insurance** by 12pm on Friday 2<sup>nd</sup> 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

### Examples of insurance providers:

- AIR – Artists' Interaction & Representation Network. For more information visit [www.a-n.co.uk/AIR\\_insurance](http://www.a-n.co.uk/AIR_insurance)
- Ian W. Wallace, Craft Insurance scheme for individual craftsmen and craft groups [www.craft-insurance.ie](http://www.craft-insurance.ie)