

Derry-Londonderry City of Culture 2013

Opportunity to Sell Premium Tourist Product

1. Your Contact Details

Name:	Daytime Telephone:
Company Name:	Website:
Address:	Craft or applied art form/medium:
Postcode:	

The above contact information will be retained by Craft Northern Ireland and will not be distributed to third parties without your permission.

Work submitted must meet Craft NI standards and will be assessed using the following criteria:

2. Quality Criteria

This is an important section. Only consider presenting product(s) that fit within the following quality criteria. Work / product supplied for retail should:

- demonstrate distinctive craft and design and significant accomplishment in its construction and presentation
- demonstrate that the maker has in depth knowledge of the material with which they are working and high level skills in the techniques used
- demonstrate the individual creative signature of the maker
- reflect appropriate standards in the products' durability, size, weight and materials that are suitable to retailers and buyers
- be packaged / labelled appropriately to a high, professional standard
- be accompanied with marketing materials providing details of the maker and the work

3. Product Criteria

This section lays out the product objectives and aims of the opportunity. Preference will be given to product(s) that the panel feels best fit the following product criteria, remember this opportunity is being run as a COMPETITION!

- **Reinvent** - Product must seek to reinvent the tourist souvenir, be contemporary, unique, original and appeal to a wide and diverse section of the public whilst portraying a 'new story for the City'.
- **Reflect** - Product should reflect the signature of the individual maker and demonstrate investigation of processes and critical enquiry at a high level.
- **Challenge** - Product must be challenging and extend your practice as well as ensuring high standards of technical skill and design.
- **Innovate** - Product should not seek to reproduce* or restore but to be innovative in its use of materials and aesthetic vision. *NB Printed products such as tea-towels, greeting cards are not excluded.

**Notes: As a general rule, fine art paintings, reproduction work and photography, however well crafted, will not be accepted, but may be considered as part of the overall design of a finished craft tourist product such as a Tea-Towel or Stationery Item.*

REMEMBER only submit items that you are confident of your ability to deliver a minimum batch of 10 units to the retailer by 1st June 2012.



4. Product Description

Use a separate box to describe each product up to a maximum of 3 products. Continue on a separate sheet if necessary.

Product 1

General Product Description <i>To include details of craft discipline, packaging (if included) and approximate dimensions. Feel free to attach any product marketing materials should you have them.</i>			
Please confirm that the product and or packaging / labeling is capable of carrying the Derry-Londonderry City of Culture 2013 logo	YES		NO
Manufacture Process used in Production	Handmade		Batch Production
I have included an image/sample	Image	Sample	Both
Trade price per Unit			
Quality criteria / product information you feel makes this product suitable for this Opportunity			

Product 2

General Product Description <i>To include details of craft discipline, packaging (if included) and approximate dimensions. Feel free to attach any product marketing materials should you have them.</i>			
Please confirm that the product and or packaging / labeling is capable of carrying the Derry-Londonderry City of Culture 2013 logo	YES		NO
Manufacture Process used in Production	Handmade		Batch Production
I have included an image/sample	Image	Sample	Both
Trade price per Unit			
Quality criteria / product information you feel makes this product suitable for this Opportunity.			

Product 3

General Product Description <i>To include details of craft discipline, packaging (if included) and approximate dimensions. Feel free to attach any product marketing materials should you have them.</i>			
Please confirm that the product and or packaging / labeling is capable of carrying the Derry-Londonderry City of Culture 2013 logo	YES		NO
Manufacture Process used in Production	Handmade		Batch Production
I have included an image/sample	Image	Sample	Both
Trade price per Unit			
Quality criteria / product information you feel makes this product suitable for this Opportunity			

Reminder: It is mandatory to include either a sample or an image of each product submitted as failure to do so might result in application disqualification.

I confirm that I have read the associated guidelines and completed all relevant sections of the application form and confirm that all information provided, and any material submitted in support of the application, is truthful and accurate.

Signed:

Date:

Please submit your application by **Friday 9th March 2012 at 12pm.**

Your application should include:

- 1) Completed application form
- 2) Jpeg images (minimum 72dpi) of each product clearly marked with your name and number in accordance with the descriptions above. Images of packaging or marketing materials, should also be included if applicable.

Send your application to:

Craft NI, Cotton Court, Waring Street, Belfast, BT1 2ED

Or by email to:

jane@craftni.org

