

Derry-Londonderry City of Culture 2013

Opportunity to Sell Premium Tourist Product

Derry-Londonderry City of Culture 2013 and Craft NI are inviting expressions of interest from makers wishing to sell premium products to the tourist market.

There is a huge opportunity for makers to sell unique product whilst raising your profile and scoping future potential retail avenues for your work.

Derry-Londonderry has made history after winning its bid to be the first ever UK City of Culture in 2013 (www.cityofculture2013.com). The momentous win means that in 2013 Derry-Londonderry will play host to a year-long celebration of culture in the city, opening its doors to visitors from across the world. This will be one of the most exciting periods in the city's future welcoming hundreds of thousands of additional visitors as well as hosting events of global significance including the Cultural Olympiad, Clipper Round the World Yacht Race in 2012 and The Turner Prize in 2013.

Derry-Londonderry City of Culture 2013 would like to enhance the visitor experience to the city, the North West region and the web site as well as supporting local craft makers by commissioning Premium Tourist Gifts from makers living and working in Northern Ireland or County Donegal. It is envisaged that up to 10 products will be chosen from across a range of craft practices.

Guidelines

Background

- Product will be sold online through a specific retail website, at temporary fairs and events and through existing, official tourist outlets in the City between July 2012 and June 2014.
- Customers will be predominately tourists and visitors to the City and to the planned events.

Product Criteria

- **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.*

- Product and/or packaging/labeling must be capable of carrying the Derry-Londonderry City of Culture logo although how this is used or referenced is up to the maker.
- Packaging is not necessary but will be acceptable price permitting should the maker wish to supply it (cost should be included in the unit trade price).
- Product must be easily portable and suitable for safely packaging and posting in order to accommodate on-line sales.
- Product must be made/designed in Ulster. Short run/batch production items such as tea-towels or printed products are encouraged.



Quality

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

Derry-Londonderry City of Culture 2013, Craft NI and/or the Retailer reserve the right to cancel the contract should the product not meet the quality standards shown in the examples provided.

Pricing

- Product must have a final retail price point of £9.95 - £49.95 and will be subject to a minimum of 50% mark up on the trade price by the retailer (which, if applicable, must include VAT and still realize the final retail price point). Therefore makers should be seeking to produce product that has a unit trade price of approximately £5 - £25.

Quantity

- The retailer will wish to buy an initial minimum quantity of 10 units of each product based on unit cost/ or a value per artist, to be paid on delivery of goods.
- Repeat orders will only be placed based on the retail sales success of the initial order. Product will not be offered on a sale or return basis.
- In order to meet the price points short run/batch production products are deemed the most suitable in order to maintain quality standards, product consistency and speed up repeat orders.

Delivery

- The first batch of product must be delivered to the retailer by 1st June 2012.

Information Seminars

Craft NI and Derry-Londonderry City of Culture 2013 will run two information seminars to detail the guidelines and application process for this unique opportunity;

Date: **Wednesday 15th February 2012** Time: **10.30am – 12pm** Venue: **The Ballroom, Ebrington, Derry-Londonderry**

Date: **Thursday 16th February 2012** Time: **10.30am – 12pm** Venue: **Crescent Arts Centre, Belfast**

Please reserve a place by telephoning 028 90 323 059 or emailing info@craftni.org. If you are unable to attend the seminar and would like further information regarding this opportunity please contact us. We very much recommend that interested makers attend an information seminar prior to submitting an application.

Application Process

Please complete the attached application form and send to: Craft NI, Cotton Court, Waring Street, Belfast, BT1 2ED



Or by email to: jane@craftni.org

Deadline

- Friday 9th March 2012 at 12pm

Selection

- Applications will be assessed by a panel comprising of representatives of Derry-Londonderry City of Culture 2013, Craft NI, the official City of Culture retailer and an independent craft retail expert. The Panel's decision is final.
- The selection process will produce a shortlist of applicants. Shortlisted and unsuccessful applicants will be notified by Friday 16th March 2012.
- Shortlisted applicants will then be required to produce a sample item for final selection by Friday 30th March 2012.
- The Panel will assess the samples received and make a final selection. All Applicants will be notified by Friday 6th April 2012.
- Successful applicants will then be required to supply the agreed quantity of product to the official City of Culture 2013 retailer by 1st June 2012.

