



CraftBoston2020

Show Prospectus

ABOUT CRAFTBOSTON

CraftBoston is a biannual show and sale of fine contemporary craft and design. Both CraftBoston Spring and CraftBoston Holiday unite talented makers with passionate and knowledgeable shoppers throughout a weekend-long event. The shows are produced by the Society of Arts + Crafts, America's oldest non-profit craft organization. The Society's mission is to support excellence in crafts by encouraging the creation, collection, and conservation of the work of craft artists, and by educating and promoting public appreciation of fine craftsmanship. The Society's mission is the heart of CraftBoston, where the artists' success and an educational experience for attendees are paramount.

There is only one application, deadline, and fee to apply to both CraftBoston Spring 2020 and CraftBoston Holiday 2020.

APPLICATION DEADLINE

September 16, 2019

Apply via www.juriedartservices.com
More info at www.craftboston.org



Frenzy Vases by K. Allison Ceramics

CRAFTBOSTON SPRING 2020

CraftBoston Spring is an intimate gathering of just 90 artists with thousands of knowledgeable shoppers in the Cyclorama at the Boston Center for the Arts. A charming 19th-century brick building in-the-round, the Cyclorama is a well-loved venue, and known in Boston as the premier location of arts and culture events. CraftBoston Spring is a unique and personable showing experience seeking both established and emerging artists of the highest caliber.

SHOW DATES: May 15 - 17, 2020

MOVE IN DATES: May 13 + 14

OPENING NIGHT PARTY: May 14 (subject to change)

BOOTH PACKAGE INCLUDES:

- 8' high black pipe and drape
- electricity
- booth signage
- storage
- dedicated webpage featuring five images, website, City/ST
- two listings in the show program guide
- free digital and print marketing materials
- exhibitor and exhibitor assistant badges
- free guest tickets
- additional on-site and pre-show marketing opportunities

BOOTH SIZES AND PRICING

Booth sizes and fees at CraftBoston Spring vary greatly due to the venue's round floor plan. Below is a small sample of booth sizes and fees:

6'x8' - \$780

8'x10' - \$1,180

10'x10' - \$1,430

10' x 15' - \$2,100

10'x20' - \$2,760

Corners booths are an additional \$300.

CRAFTBOSTON HOLIDAY 2020

175 exhibitors are included in CraftBoston Holiday, a highly regarded, must-attend event for artists, collectors, and craft enthusiasts. Presented at the Hynes Convention Center in Boston's affluent Back Bay neighborhood, CraftBoston Holiday is conveniently located in a concentrated shopping district during the busiest shopping weekend of the year. The holiday season and show's location, coupled with highly concentrated marketing efforts ensure a strong audience of buyers at CraftBoston Holiday. Special programming, including themed booths, a lecture series, mentor program, awards, and craft tours, create a sophisticated atmosphere for shoppers to learn about contemporary craft.

SHOW DATES: December 11-13, 2020

MOVE IN DATES: December 9 + 10

OPENING NIGHT PARTY: December 10, 2020

BOOTH PACKAGE INCLUDES:

- 8' high black pipe and drape
- booth signage
- storage
- discounted hotel room block across the street from convention center complex
- dedicated webpage featuring five images, website, City/ST
- two listings in the show program guide
- free digital and print marketing materials
- exhibitor and exhibitor assistant badges
- free guest tickets
- additional on-site and pre-show marketing opportunities

BOOTH SIZES AND PRICING

8' x 10' - \$900

10' x 10' - \$1,125

10' x 15' - \$1,680

10' x 20' - \$2,250

Corner booths are an additional \$300

AWARDS

Between 7 and 10 artists exhibiting exemplary work in their respective fields will receive a cash awards ranging from \$250 - \$500 at CraftBoston Holiday. An independent juror will select the award recipients from varying media categories. Each award winner will be granted automatic entry into the following year's shows. One artist will also be selected to join the Fuller Craft Museum's permanent collection.

APPLICATION PROCESS

APPLICANT ELIGIBILITY

CraftBoston welcomes applications from both established and emerging artists making original work that shows exemplary execution of design, quality craftsmanship, creative use of materials, and superb aesthetic qualities. Artists that are new to CraftBoston will receive recognition in the show program guide and signage on the show floor.

MEDIA CATEGORIES

Accepted media categories include: baskets, ceramics, decorative fiber, wearable fiber, furniture, glass, jewelry, leather, metal, mixed media, paper, and wood.

ACCEPTANCE CRITERIA

1. All work must fit within one of the following accepted media categories: baskets, ceramics, decorative fiber, wearable fiber, furniture, glass, jewelry, leather, metal, mixed media, paper, or wood. Categories not included: calligraphy, painting, photography, lithography, etc., except when incorporated into an otherwise acceptable craft category. All work must be original and made by hand or with the use of appropriate tools. CraftBoston encourages one-of-a-kind and limited edition work.
2. No commercial reproductions of any kind are allowed. This includes embellished commercially made objects and works assembled (wholly or in part) from commercially available kits.
3. Artists that are accepted for participation must be in attendance at their booth during the entire show. No agent, dealer, or representative may attend in place of the artist.
4. Collaborating artists are permitted, however, any representation other than a true, hands-on artistic collaboration is not permitted.
5. Artists may only show work in categories selected by the jury. All work exhibited must be of the same body, quality, and category of work that was juried through digital images.

HOW TO APPLY

There is only one application and one fee to apply to one or both 2020 shows. This application is available online only.

To complete an application:

- Submit five digital images plus a booth shot to the jury via the online application platform, Juried Art Services (www.juriedartservices.com) by 11:59pm on September 16, 2019.
- Artists are encouraged to submit high-quality professional photographs; returning applicants are encouraged to submit new images of their work.
- Check the box next to the show that you would like to apply for.
- Submit the \$40 application fee for one or both shows.

APPLICATION FEES

- There is one application fee of \$40 to apply to one or both shows.
- Late applications will not be accepted; therefore, there is no late application fee.

PREPARING IMAGES

Please consider the following when preparing images for your application:

- Professional quality, high-resolution product shots
- *White backgrounds are preferred and favored for marketing purposes.*
- Images should be provided at a resolution of at least 300 dpi. This allows us to use images in print. Sending us small files of images prevents the use of the images in print advertisements.
- Once accepted, artists are invited to send additional high-resolution product shots to be considered for marketing materials.

MULTIPLE APPLICATIONS

If an individual artist or collaborating team wishes to apply in two different media categories, two separate applications and application fees must be submitted. If only one application is accepted, at least two-thirds of the exhibitor's booth must contain the accepted media category.

SHARED BOOTHS

Shared booths are a possibility and will be considered on a case-by-case basis; both artists must apply and be accepted to the show. Please contact CB Director to discuss options.

NOTIFICATION

Applicants will be notified of their application status via email AND via Juried Art Services by late October 2019. Accepted artists will be required to submit a show contract and deposit towards their booth fee(s) by Friday, January 3, 2020.

WAITLIST

Waitlisted artists are queued based on their application score within their media category. To ensure that the shows are as balanced as possible across the media categories, artists are pulled from the waitlist as space becomes available in their specific media category. For this reason, artists will not receive a waitlist number, and will continue to be pulled from the waitlist until the show dates.

JURY PROCESS/JURORS

A qualified panel of three independent jurors is assembled each year to score the CraftBoston Spring and Holiday applications simultaneously. Jurors are selected for their extensive knowledge and expertise in varying craft media and their contributions to the contemporary craft community. The CraftBoston 2020 jurors are:

JEAN MCLAUGHLIN held the position of Executive Director at Penland School of Craft for two decades, growing and improving a gem of the craft community. She has been deeply involved with a number of organizations including American Craft Council, the North Carolina Arts Council, and the UNC School of the Arts.

JILLIAN MOORE is a maker of art jewelry and writer. Her fantastical creations have been exhibited nationally and internationally, and are part of museum and private collections, while her writing has been published by Art Jewelry Forum, SNAG, and crafthaus.

SARAH TURNER recently became the president of North Bennet Street School in Boston, bringing with her over two decades of experience as a leader, educator, and artist. She has been involved with Cranbrook Academy of Art, RISD, Oregon College of Art and Craft, and SUNY New Paltz.

INVITATIONS

The CraftBoston jurors will invite up to 15% of participating exhibitors.

MARKETING

CraftBoston's marketing team is dedicated to attracting collectors while developing new support for the craft community in New England. CraftBoston is publicized both regionally and nationally and targeted to a wide and varying demographic via the following:

- Dedicated webpage with images and contact information for every artist
- Free digital and print marketing materials for artists
- Direct print and e-news campaign
- Radio advertisements
- Extensive free and discounted ticket offers
- Boston Globe, Metro, and WGBH partnerships
- Advertising in national craft and design magazines
- Extensive social media campaigns

INQUIRIES

Please direct all correspondence and inquiries to craftboston@societyofcrafts.org.

CraftBoston is produced by the Society of Arts +Crafts, a 122-year old nonprofit organization. The dual mission of the Society is to encourage the creation, collection, and promotion of the work of contemporary craft artists and to advance public appreciation of fine craft.