

THE VENUE

Earth & Fire takes place within the grounds of Rufford Abbey Country Park situated two miles south of Ollerton, 17 miles north of Nottingham on the A614, Nottingham to Doncaster road. It is easily accessible from both the M1 and A1.

Once one of the great country estates of Nottinghamshire, Rufford is now a popular park attracting over a million visitors a year. At the heart of the park are the picturesque remains of Rufford Abbey, founded in the 12th Century by Cistercian monks and later transformed into a grand country house for the Talbot and Savile families.



Photo: Toby Smith

Facilities on site include two cafes; a restaurant; a conference suite; gift shops and a Contemporary Craft Centre. The Craft Centre is housed in the former Stable Block, which dates from the 1660's with renovations and improvements made in Victorian times. It comprises a Gallery with a changing programme of exhibitions, a Creative Learning Centre where we run a wide range

of workshops and courses and an artist studio. There is also a second smaller gallery in the Orangery displaying a selection of our ceramic collection. Opened in 1980 the Craft Centre has gained a



national reputation for its varied craft exhibitions, particularly in the field of contemporary studio ceramics. During the period of Earth & Fire a major ceramic exhibition is always mounted in the gallery. In 2009 the exhibition showed new work by David and Maragret Frith and in 2010 the work of Eddie Curtis will be displayed.

THE EVENT

Earth & Fire takes place annually (2010 will be its 16th year) and is an outdoor event for potters to sell direct to the public. Each exhibitor is allocated a 'market stall' with a canvas top, sited in the Abbey ruins, the cobbled courtyard and the formal grounds. In addition to individual potters stalls there are also a number of trade stands and university stands showing the work of recent graduates.

To complement the selling stalls there is also a full programme of demos and illustrated talks throughout the three days. The demos take place in a marquee near the abbey and the talks take place in the Creative Learning Centre, next to the gallery.



Photo: Toby Smith

There is a variety of accommodation available in the area but the majority of exhibitors choose to camp on site. However, everyone needs to be aware that Rufford is not a camp site and therefore facilities are basic (a field!) but we do arrange portaloos and a temporary hot shower block.

We aim to make Earth & Fire as enjoyable as possible for potters and visitors alike. Our cafe opens early everyday for potters' breakfasts and we also have a special evening meal on Saturday which provides a chance for you socialise and sing the night away. Free tea and coffee is available all day in the specially designated 'Potters' Rest'.

Last year we introduced a special service for exhibitors - the opportunity to get work photographed by a professional photographer. It was extremely popular and we intend to offer the service again in 2010. Good images are more and more important when marketing your work and this allows you access to a skilled professional at a reasonable cost.

THE AUDIENCE

Earth & Fire attracts over 7,000 people made up of collectors, gallery and shop owners, enthusiasts and the general public. It is different to other Ceramic Fairs across the country in that there is no entrance fee - we only charge a car parking fee of £3 per car. As a County Council we aim to provide the opportunity for our local communities to see excellent art of all types and Earth & Fire is a prime example.

MARKETING

The marketing campaign which supports the event includes print distribution locally, regionally and nationally together with advertising and press. The event is also featured in the Rufford Craft Centre Brochure and promoted via our extensive e-marketing system.

All exhibitors are featured in the full colour catalogue which is sold during the event. Each exhibitor is listed with a photograph, statement about their work and contact details.

TIMETABLE

Arrival & Set Up:

- The site opens for set up from 12 noon on Thursday 24th until 7pm. The site will be closed to new arrivals at 7pm.
- For potters who travel on the Friday the site will be open from 7am. All vehicles must be

off the site by 9am on Friday 25th and be parked in the designated potters' car park.

The event

- Earth & Fire will be open to the public from 10am to 5pm on Friday 25th, Saturday 26th and Sunday 27th June 2010.
- All potters are expected to man their stalls during opening hours. However, our staff are on hand to help out and provide cover so people can have a break during the day.
- Saturday evening is 'Potters Curry Night' with a buffet meal served in the courtyard. Tickets can be booked in advance when you return your booking confirmation.

Departure

- Earth & Fire closes at 5pm on the Sunday. Stalls should be packed up completely before cars are brought onto the site. This is to prevent a traffic jam and to make sure everyone leaves the site as quickly and as safely as possible. In 2009 all the stalls had been cleared and cars exited by 8.15pm.

FACILITIES

Each exhibitor is allocated a market stall with a canvas top to keep off the sun (or rain!). The table top surface is plain plywood. Most exhibitors bring a covering, but please remember it will need to be able to cope with wind so large clips are useful. Each stall is also provided with a chair.



Photo: Toby Smith

Peter Van Veen Keihne

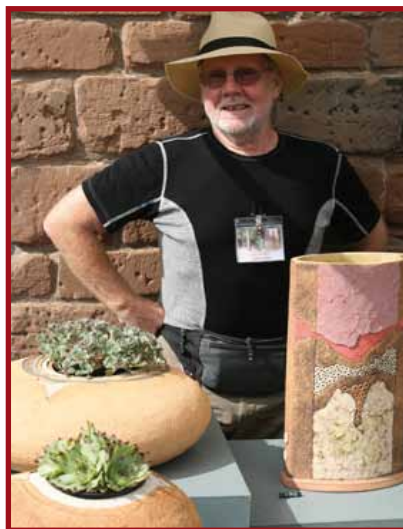


Most stalls are arranged in pairs sharing a middle side it is therefore important that if you bring sides both sides are also decorated accordingly. This will stop your neighbour having to live for three days looking at a scruffy wall where you wrote your 'things to do list' and a couple of important telephone numbers! The stall roof will not protect you if there is a downpour so it is advisable to be prepared. We hope the summer weather is kind to us but it can't be guaranteed.

To help potters without credit card facilities we offer this service to Earth & Fire exhibitors through our gallery. There is a small admin charge of 2% on each transaction but it can help you clinch a sale. You will receive the monies from any sales within 30 days.

BEST STALL AWARD

Each year the public vote for the Best Stall in terms of design and style. Each vote is also entered into a free prize draw on the Sunday afternoon, to win a piece of work from the previous years' winner. In 2009 the winner of the hotly contested vote was Nigel Edmondson, who wins a free stall for 2010.



Nigel Edmondson

ELIGIBILITY

Earth & Fire is a showcase for the best Studio Ceramics both from the UK and further afield. All work sold on potters' stalls must be original and made by the stall holder. Painted, bought in blanks are not suitable for Earth & Fire.

PUBLIC LIABILITY

All exhibitors at Earth & Fire are required to have a minimum of £5 million public liability insurance. If you are offered a stall you must send a copy of your insurance certificate with your confirmation. One of the most cost effective ways to take out Public Liability Insurance is to subscribe to A N

[Artists Newsletter] and become a member of AIR [artists interaction and representation]. For the cost of the annual subscription (c. £34) you will get the monthly arts magazine and £5 million public and product liability cover. www.a-n.co.uk. Any insurance company will be able to advise you if you need further information.

APPLICATION PROCEDURE

The application fee of £5 should be submitted with the application form, by cheque, payable to Nottinghamshire County Council. This fee is non refundable and covers the administration costs for processing the applications and the selection procedure.

The application form must be completed in full and returned together with your images on CD and the application fee. The closing date for applications is 1st December 2009.

If you wish to be considered for a demonstration or talk please fill in the details on your application form. Potters selected for the demonstration and talk programme will be given a £30 discount on the cost of their stall. All applicants will be notified of the selection panel's decision by the end of January 2010.

IMAGES

You will need to supply four digital images of your work on a CD plus an image of yourself at work if available. We require all images to be submitted in 300 dpi for the catalogue print. Each image file should be labelled with a number and your name as explained on the application form. Digital images should be saved as jpeg with the suffix .jpg Images will not be returned unless a SAE is enclosed with the application.

Some tips for successful images:

- Is your image sharp and in focus? A poor quality image can be a reason for not being selected.
- Make sure the image isn't too dark or light
- Work is judged on quality and consistency. Do your images represent a consistent body of work?

SELECTION PROCEDURE

Earth & Fire is selected and demand outstrips availability each year. (usually by 4:1) The selection of exhibitors is based on the images you supply. An advisory panel, which includes a working potter, an academic and representatives of the County Council Arts Service, meet in December to deliberate. The criteria for selection is quality above all things and the mastery of technique. The panel is also mindful of the need to ensure the event is balanced to provide the visitor with as wide an experience as possible of contemporary ceramics.

The selectors also choose a reserve list. Should an exhibitor decline or cancel an offer of space, it will be filled from the reserve list. Reserve places are allocated to maintain the balance of the event.

STALL ALLOCATION

The stalls at Earth & Fire are located in three distinct areas: the abbey ruins, accessed by a ramp installed especially for the event; the stableblock courtyards and the turning circle and pathway directly in front of the abbey.



Abbey Stalls

Trade and university stands are placed together with the trade stands as close as possible to the demonstrations. The potters' stalls are allocated to offer the best balance. We try to keep the experience varied so avoid placing four figurative potters next to each other, or a row of salt glazed work. The allocation is solely at the discretion of the organisers, which is not to say we would ignore a very specific request.



Niek Hoogland

SECURITY

Rufford Abbey is a public space and it is impossible to seal the site. However, the abbey ruins and courtyards which have high stone walls are locked each evening. To secure the turning circle and paths an overnight security service is employed, and staff from the Arts Service stay on site throughout the event.

All exhibitors should note, however, that the County Council can not be held responsible for exhibitors work or belongings whilst in transit, on display, or overnight at Earth & Fire.

FURTHER INFORMATION

Earth & Fire has been run by Nottinghamshire County Council Arts Service since its inception in 1994. We constantly refresh and rethink the event and welcome feedback and ideas from potters and visitors alike. We can't control the weather but we aim to make sure everyone who takes part in the event enjoys the experience. If you have any questions about Earth & Fire, or the wider arts sector in Nottinghamshire please contact us.



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County Council

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