

## Craft Festival Admission Criteria 2020

Quality of Production	Work will be produced to a high level of quality and finish. Preference given to exhibitors showing high levels of skill and technical ability.
Quality of Design	Preference will be given to exhibitors showing objects involving creativity and innovation in design – although traditional crafts and processes will also be welcome.
Uniqueness	The aim of Exeter Craft Festival is to encourage a wide and diverse range of exhibitions; therefore there will be limited places for similar processes or product types.
Originality / Innovation	Visitors to Exeter Craft Festival are always keen to see something new, so the selection panel is always pleased to see work that is new, innovative or original.
Presentation	Presentation, particularly stand design is key to the success on public image of the fair. Whilst it may not be possible to assess stand design of new applicants, presentation of applications, photographs and websites will be taken as an indicator of professional practice.
Production Scale	It is essential that all work is produced by the exhibitor. The festival discourages organisations that make use of outsourcing or outworkers, are deemed to be using mass production techniques or make excessive use of bought in components.
Location	West Country Mainly Devon, Cornwall and Somerset.
Commerciality	Selected exhibitors should produce items that are likely to be commercial and popular with visitors.
Encouraging new and emerging talent	The Festival encourage new and emerging talent and provide assistance and advice for new makers and artists
Engagement with the Public	Preference will be given to exhibitors who are able to demonstrate their work or have the ability to engage with and provide interest for Festival visitors.