



farnham **maltings**

Thread ... a festival of textiles

Sat 12 and Sun 13 June 2021

Farnham Maltings

Exhibitor Application Pack



Farnham Maltings, Bridge Square, Farnham, Surrey, GU9 7QR

General information

About thread... a festival of textiles

Farnham Maltings' flagship Spring / Summer festival, **thread** returns in it's ninth year as a two-day show on Sat 12 & Sun 13 June 2021.

As in previous years the core of **thread** is the curated marketplace featuring over 60 diverse exhibitors. From supplies for sewists to makers showing their own handcrafted items there is truly something for everyone for whatever their personal stitching project needs.

The show offers opportunities to well-established craft practitioners as well as first time exhibitors and graduates. Please be aware that this is a curated festival and exhibitors are selected by a panel and places are limited. The selection process aims to offer visitors an eclectic mix of textiles and you can view the full selection criteria later in this document.

What to expect

We are a small and professional craft team who curate the craft programme at Farnham Maltings. Alongside **thread**, our festival programme comprises a quilters fair, unravel... a festival of yarn, the festival of crafts and our year-end Christmas Fair. Our annual programme attracts an audience of over 7,000 visitors including craft enthusiasts, art students, stylish shoppers, craft experts, indie bloggers and podcasters.

The atmosphere of **thread** is lively and the perfect opportunity to socialise with other textile enthusiasts. Alongside the marketplace, thread offers a host of workshops; last year the programme included a chance for people to try their hand at batik, learn new embroidery techniques, appliqué, textile printing and free motion embroidery. There is also a diverse talk programme and spotlight exhibition from professionals, as well as a demonstration and participation area. This is dedicated to drop-in learning sessions and highlighting textile-based social and environmental campaigns.



About the venue

Farnham Maltings is a historic 18th century brewery consisting of beautiful beamed rooms across which the festival takes place. On a day-to-day basis the building hosts a range of studios for artists and craftspeople together with six resident theatre and dance companies who produce and tour work regionally, nationally and internationally. The Maltings offers a varied programme including theatre, cinema, craft, music, workshops and more.

The location

Farnham boasts a wealthy tradition in the crafts and has been recognised as England's first Craft Town. The Maltings is a short walk to the door of the New Ashgate Gallery, home of the Rising Stars touring exhibition and a five minute walk from the Craft Study Centre, home of the National Craft Collection, and UCA Farnham, one of the few universities with a dedicated craft department.

Farnham Maltings is a two minute walk from the town centre where there are plenty of public car parks and Farnham Railway Station is a five minute walk away. Trains run to and from London Waterloo every 30 minutes and the journey from London to Farnham takes under an hour.

Publicity

thread will run an extensive publicity campaign. This will include featuring in the Farnham Maltings summer season brochure and an extensive flyer mailout. It will also feature prominently on the Maltings' and Craft Maltings' websites and in craft and farnham maltings' e-newsletters. We will also run active Facebook, Instagram and Twitter campaigns.



Exhibition information

What we are looking for

thread is open for applications from exhibitors wishing to sell their products in the marketplace. Products should have a textile focus including (but not limited to): artisan fabrics, dressmaking fabrics and patterns, haberdashery and all textile supplies. We also encourage applications from designers and makers working with weave, print, needlework and embroidery to create unique handcrafted products.

The festival offers opportunities to well-established practitioners as well as first-time exhibitors. Applications are **not accepted on a first come first served basis**. Exhibitors are selected by a panel. The curated range ensures a high standard and a diverse cross-section of exhibitors. **thread** is dedicated to showcasing a varied range of disciplines and products.

Selection criteria

The panel refer to the following criteria when selecting exhibitors for **thread**.

- How an exhibitors' products fits in with our ethos of **thread** as a showcase for both contemporary and high-quality vintage textiles.
- How an exhibitor's work fits in with the range of disciplines and our aim to diversify the crafts available at **thread**.
- For makers: how the quality of the finished product is in line with the high standard at the festival and its showcasing of the best of UK textile makers and designers.
- How the exhibitor demonstrates an overall cohesiveness and consistency to their work or product range they have on sale.
- If an application includes more than one range of products, the panel reserves the right to specify that only a particular range is to be sold at the festival.
- Returning exhibitors should include details of new items for sale since participating in past festivals. This is to keep the festival fresh and engaging for the festival audience.
- Applications must include clear photographic representations of exhibitors' products and a reflection of what they will sell at the festival.



How to apply

ONLINE: Applications should be made via the online form on the craft.farnhammaltings.com website.

VIA EMAIL OR POST: We encourage all applications to be made online. However, if you do however require a copy to be sent via email or post please contact caroline.pearce@farnhammaltings.com

Stand sizes and prices

There is no shell scheme at Farnham Maltings. We can provide tables and chairs and electricity at no extra charge. We have a small lift for first floor access. However this has a limited weight capacity and must be used sensitively. If your work is large scale please let us know in advance as this will need to be considered.

- Single Square Pitch (2m frontage x 2 m depth) £98+VAT= Total £117.60*
- Double Pitch (4 m frontage x 2 m depth) £171+ VAT = Total £205.20*

* (please note VAT is applied at the UK standard rate at the point of invoice and is subject to change).

Please note we will no longer be offering free parking for exhibitors at the event. Free parking with a permit will be provided for load in only. A list of local parking options will be provided to exhibitors. Parking is free in the town on Sundays.

Your exhibitor fee includes:

Online: Listing on the craft.farnhammaltings.com **thread** site, including an image and link to platform of your choosing.

Print: Inclusion in the print catalogue handed to every visitor to **thread**.

Stand: Table and chair and electricity source as required with no extra charge.



Application deadline

Applications close on Friday 25 February 2021 and applicants will be contacted with regards to the status of their application shortly after this date.

Contact us

For any queries please contact caroline.pearce@farnhammaltings.com

Comments from exhibitors

"Really nice atmosphere with a good mix of traders/talks. One of the nicest shows to be a part of."

"Incredibly passionate and knowledgeable customers, very engaged and also socially aware."

"Range and quality of exhibitors was excellent and the venue is always lovely."

"It's a great event, well organised and

laid out across the rooms with good communication and support throughout the event."

"The one I go back to!"

"I always meet such interesting people and the atmosphere is lovely."

"A well-organised, friendly event that I love to be part of."

Comments from visitors

"Just to say how much my daughter and I enjoyed "thread" today ! We had been every year and this year is by far the best ever! There were some very interesting items for sale, nice to see some new faces as well as the usual ones!"

"Some very interesting exhibitors with lots of beautiful and unusual items. Well done one and all!"

"The selection of stalls was excellent, it had a great atmosphere and plenty of diverse things to do."

"My first visit and I loved it! Thank you for such a lovely festival."

"Thank you. We had a super day out. #seeyounextyear."

"Thank you for a fabulous time, it was full of beautiful fabrics and notions and lots of inspiration!"



farnhammaltings.com

Charity No: 305034

Registered in England No: 954753

VAT Registration No: 293 6758 08