

earth & fire

Information Pack



#earthandfire



Our Beginnings.....

The first Earth & Fire took place at Rufford Abbey on the last weekend of June in 1994 with just a handful of potters who had attended ceramic fairs in Europe and wanted to be part of a home-grown event. Over the years we have changed, expanded and in 2017 moved site, but our aim remains the same – to present and celebrate the very best studio pottery.

Every year we welcome over 120 potters from across the UK and mainland Europe to Nottinghamshire to meet customers and sell their work. In addition to individual potters stalls there are also a number of trade stands selling tools and equipment and stalls showing the work of the next generation of potters. To complement the market there is also a programme of demonstrations throughout the three days. With the support of hundreds of potters and thousands of visitors Earth & Fire sits at the heart of the ceramic calendar.

Our Site.....

Earth & Fire moved to a new site in June 2017 and now calls the Welbeck Estate its home. The event is sited within the old walled garden and the surrounds of the artist studios, off the main courtyard of the Harley Gallery, Portland Collection, the award winning Welbeck Farm Shop and the Harley Cafe.

The stalls are arranged in pairs leading from the entrance, past a central café through to the artist studios and the Harley ceramic studio. There are also additional refreshments near the ceramic studio. It is a contained site with all the areas accessible to wheelchair users and those with restricted mobility.





The Welbeck Estate

The Welbeck Estate extends to some 15,000 acres, straddling the borders of Nottinghamshire and Derbyshire. It has constantly evolved over the centuries – from a Premonstratensian Abbey founded in 1153, to a Cavalier residence in the 17th century; from English Gothic to the New Works of the nineteenth century with their mysterious labyrinth of tunnels. Home to the Dukes of Portland and their decedents its historic parkland, ancient woodlands, farmland, deer park and some of the country's most important rural heritage buildings provide inspiring spaces in which to create and innovate for a thriving community of artisan food producers and creative businesses, educational institutions and the arts.

The Harley Foundation & Galleries

The Harley Foundation was set up in 1977 by Ivy, Duchess of Portland, to encourage the enjoyment of the visual arts and celebrate the handmade. It funds the galleries and runs an array of events and activities. These range from opportunities for local schools to work with artists to tours of the State Rooms at Welbeck Abbey. It also provides services for artists through support schemes, retail opportunities and subsidised studio spaces for up to 25 artists and makers.

The Harley Gallery was opened in 1994 and was constructed within the ruins of Welbeck's Victorian gasworks, which were built by the 5th Duke of Portland. It is a place where old and new come together, with the historic Portland Collection of fine and decorative art shown alongside contemporary art exhibitions from leading modern artists. The newest addition at The Harley Gallery is the purpose-built gallery space for The Portland Collection, opened in 2016. It won a RIBA National Award 2016 and 4 RIBA East Midlands 2016 Awards, including East Midlands Building of the Year.





Our Visitors

Earth & Fire is a selling event and our visitors tell us that meeting the potter who made the piece they are buying is what makes it special. We have a loyal visitor base who were very supportive of the move to the new site. They enjoy finding out about both the process and the person and since many of them come back year after year they are very knowledgeable. The move to the new venue has also seen an influx of new visitors who, whilst new to studio ceramics, have a highly developed critical eye. The event attracts in excess of 3,000 people over the three days and they range from collectors of ceramics, gallery and shop owners to amateur potters, enthusiasts and the general public looking for unique homeware.

We ensure Earth & Fire is as accessible to as many people as possible and try to keep the entrance fee affordable. 2020 tickets will remain the same price as 2019 - £6 per person including a free full colour event guide.

Marketing

We promote the event widely with 35,000 leaflets distributed together with advertising, press coverage and digital promotion. Eflyers are produced for exhibitors to send to their own mailing lists and the event is also promoted through our website, Facebook & Instagram pages.

We also work closely with the Harley Marketing team who also promote the event.

The Stalls

Earth & Fire is an open air market event with exhibitors selling from traditional market stalls. All the stalls are classic market stalls which appear in market squares across the country and they give Earth & Fire its special atmosphere, akin to the European model of potters' markets. The stall is a basic metal frame with fitted striped roof. An unfinished wooden board forms the table top surface.

The front, back and sides of the stall are open to the elements but it's not a problem because it's always hot and sunny in England in June (just ask a potter!). You may think it is advisable to bring



additional plastic sheeting to protect your stall in the event of heavy rain since all stalls are situated in the open air. If you wish to make display boards for your stall sides you will have to bear in mind the impact your arrangement may have on your neighbour and keep shared sides plain and tidy.

The stalls come in three widths, A: 7ft, B: 8ft and C: 10ft and are mostly arranged in pairs so you will be 'semi detached' or occasionally 'detached' depending on where you are sited. In some areas there may be a little more room at the side but this should not be expected and cannot be guaranteed.

The stall allocation is at the discretion of the organisers and while we do try and respond to specific requests (eg. close to another exhibitor), we have to take into account a wide range of issues and it is not always possible to meet everyone's requests.



Iris Schone's Stall 2019

Trade exhibitors can opt to bring their own small pop-up gazebo (max 3m x 3m) to replace the stall.

Camping & Local B&Bs

On Site, there is a 3 acre flat meadow with water and we put in loos for exclusive use of exhibitors. It's only a 10-minute stroll from the stalls and we provide a little extra luxury by installing a shower block with hot running water! The vast majority of exhibitors camp but there is a range of local accommodation available. (suggestions on the website: <http://www.earthandfire.co.uk/visit>)

Credit Card Sales

Welbeck is a rural location and mobile telephone signals on site are very poor. Subsequently most people find their hand held machines do not work. You may be lucky but the signal can change from





day to day. To help potters maximise sales we offer a simple system to take credit card payments from customers on your behalf. There is a processing fee of 5% on these transactions. The fee charged helps pay for the staff wages and the card charges (we don't make a profit.). The system has proved extremely popular with exhibitors and we usually process around £75,000 worth of sales.

Exhibitors using our system will receive their money within 28 days of the event via electronic bank transfer (BACS). It takes time to process all the payments after the site is cleared but we try to be as fast as we can.

The Application Process

Earth & Fire is a selected event chosen by a panel of professional potters and the organiser. We receive many more applications than we have space for and even if you have been selected before there is no guarantee of a place every year. We consider not only the quality of the work but also the overall balance of the show when selecting. During selection we also select a small 'Reserve List' who are offered a place if a stall becomes available.

All applications must be made via the online form and have an administration fee of £12. This fee goes towards the costs of the selection process and is in no way a guarantee of an offer. All applications which have paid the administration fee are put before the selection panel.

We have 5 categories of stalls available at Earth & Fire, Individual Potter, Ceramic Trade, Newcomer, Student, and Group.

Earth & Fire Camping Field

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earth & fire
 CERAMIC FAIR | NOTTINGHAMSHIRE

A celebration of all things clay!

26, 27 & 28 June 2020
 10am - 5pm daily

A bustling potters' market with over a hundred stalls, set within the old kitchen garden and artist studios at The Harley Gallery.



David Boyle

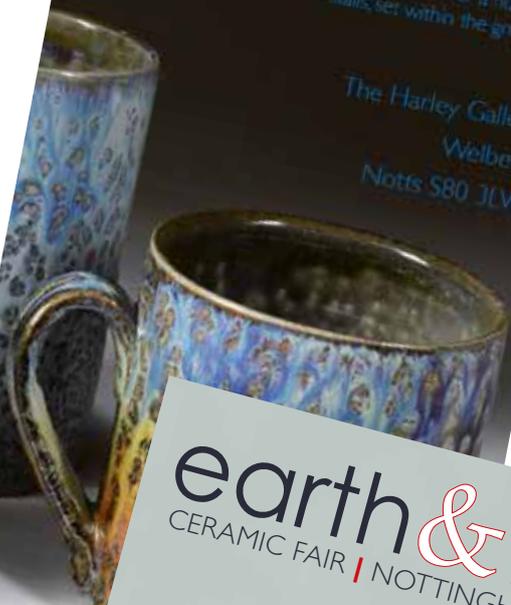
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earth&fire 2020 site Outline

