



Booth Holder News

Read on, there are many changes this year!

Many welcomes: Welcome first of all to our new Craft Fair co-ordinators **Wanda Cuff-Young** in St. John's and **Brenda Stratton** in Corner Brook, and to new Craft Fair Committee members Alexis Templeton and Donna Clouston in St. John's. And many, many thanks to our previous Craft Fair co-ordinators Caroline Clarke and Nancy Jacobsen for their hard work over the years; we very much appreciate their help in welcoming our new co-ordinators.

With summer come your Craft Fair applications. And, this year, many details for you to consider as you plan for your participation in this year's fairs. As you'll notice, the applications for both the West Coast Craft Fair and the Fine Craft and Design Fair are included in this package. **Get those applications in early to make sure you get the spot you want!**

The **West Coast Craft Fair** continues to grow a little each year. It will be held in the Pepsi Centre again this year, where it has been for the past three years. This is a great space and one that can accommodate anyone who is thinking about attending. Exhibitors are encouraged to create a one-of-a-kind piece for our Exhibition space. Babysitting services, music, theatre and demonstrations for young and old have become the norm for our show. This year will be no exception!

This year's West Coast Craft Fair will take place **November 27-29**. If you need a place to stay while exhibiting at the fair, let us know and we'll do what we can to help out.

With regard to the St. John's **Fine Craft and Design Fair**, welcome to our new venue at the **Arts and Culture Centre**, and welcome indeed—the facility's management is very happy to have us use this space. By moving to the Arts and Culture Centre, we are returning to the site of our first craft fairs, and so returning to our roots.

The Craft Fair committee went for a tour of the Arts and Culture Centre recently and we are very excited about the possibilities this new space offers:

- **lots of parking will address a long-standing concern on the part of booth-holders and customers alike**
- **easy access allows customers to pop in and out without making an expedition to the fair**
- **proximity to government offices, the university, hospitals and the CBC will give access to a new customer base**
- **ongoing community programming at the theatre and the A.C. Hunter library will draw more potential customers—shows are scheduled at the theatre nearly every night of the fair**
- **more intimate venue will lend itself to a more friendly, community atmosphere**
- **NO ADMISSION FEE for the public will attract more potential customers—instead of charging admission, we are partnering with the CBC and asking for donations for the food bank**
- **food (and bar) services in the building—Red Oak catering will be offering tasty and reasonably priced meals; as well, there are options for eating in the neighbourhood, and most important**
- **craftspeople will gain more flexibility and more opportunities for making connections with customers and for making sales—booths can be booked for five or ten days**





The St. John's Fine Craft and Design Fair will run from **November 4-8** and from **November 11-15**: in both cases, from **Wednesday to Sunday**. You can choose to do one five-day show, or two five-day shows; the attached registration form outlines the cost for each option. A 10% discount has been factored in for those choosing the ten-day option.

The hours of opening are **Wednesday 4-10, Thursday, Friday and Saturday 10-10**, and **Sunday 10-6 pm**. We are hoping, as well, to arrange some special events—including corporate shopping mornings, special displays and activities at the fair. We'll be sure to keep you informed as plans develop.

The space used in the Arts and Culture Centre will be comprised of the three main galleries previously utilized by the Art Gallery of Newfoundland and Labrador; each room can accommodate 10-12 exhibitors, depending on the size of booths requested. Booth sizes are: 8x4, 12x4 and 16x4. As usual, booths will be offered to members of the Craft Council first. In addition to these three rooms, we have the option of occupying some of the lobby space on the second floor: this space is in a high-traffic area, but is **not secure at night**; the Committee is considering how best to utilize this space and will keep members and exhibitors informed.

This is a smaller venue and space is limited. First come, first served: don't miss your chance to participate by submitting your application late.

APPLY NOW! Booth spaces for the St. John's Fine Craft and Design Fair will be assigned as applications are received.

Remember, the sooner Wanda and Brenda know who will be exhibiting at the fairs, the more effectively they can plan, publicize and promote the events.

Wanda and Brenda will be busily working to make this year's fairs exciting opportunities for craftspeople and buyers alike. Along with the Craft Council staff, they are accessible for any questions that you may have. Here's how you can reach them:

Contact: Wanda Cuff-Young: fair@craftcouncil.nl.ca; 834-7977
Brenda Stratton: brenda_stratton@hotmail.com; 632-2602
Craft Council: info@craftcouncil.nl.ca; 753-2749

Regular updates about the progress of plans for the St. John's Fine Craft and Design Fair will be sent by email. If you don't have email, be sure to give Wanda a call; she'll be happy to put you on a list for special mail outs.

We are looking forward to two wonderful, dynamic and successful craft fairs!

Welcome!!

