

# *CRAFTS AT THE CATHEDRAL*

15<sup>th</sup> Annual: December 3-5, 2010

## PROSPECTUS

### **General Information**

Crafts at the Cathedral, a professional crafts show that benefits the work of the Cathedral of St. John the Divine, will be held during the peak holiday shopping season, Friday, December 3 through Sunday December 5 2010 in Synod Hall – an elegant space in which to display and market fine handicrafts. The Cathedral is located at 1047 Amsterdam Avenue New York, NY 10025. Synod Hall is on the Cathedral grounds on the corner of 110<sup>th</sup> Street (Cathedral Parkway) and Amsterdam Avenue.

**There are 60 booth spaces on two exhibit floors.** The **Upper Hall** (entrance level) features a soaring beamed ceiling, huge chandeliers, oak floors and leaded stain glass windows. Ten bays (under the balconies that run along the perimeter of the upper hall) measure 9 ½ feet deep x 13 ½ feet wide and are raised 18 inches from the floor. Four of the 10 bays may be split into two spaces, each measuring 9 ½ by 6 ¾ wide. Sixteen floor level 10 x 10 foot spaces are back to back down the center of the Upper Hall. There are two 5 x 5 foot spaces in corners on either side just inside the entrance to the Upper Hall. **The Lower Hall** is broken into 26 spaces, 14 of which are along the wall. Most spaces measure 10 x 10 with a few longer and narrower (9 ½ x 13 ½). **The Lower lobby** contains 4 half booth each approximately 7 wide by 6 deep.

**Booth set-ups** are the responsibility of the exhibitor. Display styles are the exhibitors' discretion. **ALL SPACE MUST HAVE FULL BACKING ON THREE SIDES** with the following exceptions: bay spaces and the two 5 x 5 corner spots do not require backing of any kind. All corner spaces must be open on two sides. Half booths in the bays and the lower level lobby may have backing, but they must be limited to low back and side walls.

**Booth Sharing** by more than one artist is permitted. If work is created in partnership, a single application is sufficient. If each artist works separately, both artists must submit a complete application with complete sets of images of their work (CD or slides/photographs) and application fees.

**Electricity:** An electrician provides outlets for all booths at no additional cost but light fixtures are the responsibility of the exhibitor. A maximum of 300 watts is included in the booth fees. However you may purchase additional wattage (up to 600 watts in all) for \$25.

**Qualifying Exhibitors:** Crafts at the Cathedral is open to North American artists/artisans in all media who design and produce their own work. Imports, commercially mass-produced items, T-shirts, items produced from kits and assembled beads will not be accepted. Wearable art must be sewn by the exhibitor. Exhibits must consist only of work handcrafted by the artisan. The organizers attempt to avoid duplication or similarity of style or theme and limit the number of exhibitors in each category. Items judged by the organizers to be inconsistent with the kind or quality of work represented in the slides submitted for jurying must be removed on request of the organizers. If you have not applied nor been accepted as a jeweler you may not show jewelry without written permission from the organizers. Exhibiting artists must be present throughout the event.

**Expected attendance:** The Cathedral which has recently undergone extensive restoration is a prime tourist destination. Situated on Manhattan's bustling Upper West Side just south of Columbia University, Teacher's College and the Manhattan School of Music, visits are highest during the holiday season. The show has a growing following. Despite a weakening economy sales were strong in 2009 with over 4000 in attendance.

**Advertising.** An aggressive campaign will be mounted including distribution of 25,000 publicity postcards, press releases to television and news media as well as targeted radio spots. There will be close coordination with other Cathedral events such as Christmas concerts and exhibitions.

**Food and other amenities:** Food will be available for sale in the lower hall throughout the show. ATM machines are available one block west of the Cathedral. Security will be on-site throughout the fair. Parking on the close will not be available due to ongoing construction.

**Entrance Fees:** Shoppers pay a \$6.00 entrance fee for one day and \$7.00 for a weekend pass. There will be a \$1 discount for those presenting cards mailed by exhibitors and for those finding the fair on the web site [www.craftsatthecathedral.com](http://www.craftsatthecathedral.com)

**Loading & Unloading** Assistance will be available for exhibitors loading and unloading on both levels.

[www.craftsatthecathedral.org](http://www.craftsatthecathedral.org)

Crafts at the Cathedral, 1047 Amsterdam Ave., New York, NY 10025

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**Application procedure:** Please return application with a CD containing 6 images (minimum digital photo size 900 pxls x 600 pxls), 5 of which should show different examples of your recent work. The sixth image should show a typical booth display and may be a photograph (digital or non-). All CDs/ must be labeled with the applicant's name and numbered according to the descriptions given in the application. CD's will not be returned. Preferred space may be indicated on the application but show organizers reserve the right to assign space based on style and type of crafts.

**Selection schedule:** First selections will be made the first week in March. Thereafter applications will be judged monthly until all spaces are filled. Contracts will be sent shortly after each meeting of the jury with one month allowed for return of signed agreement with a non-refundable deposit of \$150 and a check for the balance post-dated no later than September 15, 2010.

**Refunds and Cancellation fees:** The application fee is not refundable. We regret that we are unable to guarantee refunds of booth fee if an exhibitor must cancel. If we are able to fill the slot with another artist we will send a refund less \$150.

**Contacts:** Please call Barbara Hohol 212-662-0354 [Gadfly112@aol.com](mailto:Gadfly112@aol.com)  
Marsha Ra 212-865-9246 [marsha.ra402@gmail.com](mailto:marsha.ra402@gmail.com)

## **Show Fees:**

Application fee: \$15.00 (non-refundable)

Booth fees: Full Spaces (either level) [A] 10' x 10' (center) and [B]13.5'w x 9.5'd (bays) \$425

Half Spaces 6.5'w x 9.5'd \$235

Entrance Corners 5' x 5' \$200

Downstairs Half Booths 7' x 7' (lower entranceway) \$235

Electricity: All spaces include up to 300 watts of electricity (5-60 watt bulbs)

Up to 600 additional watts will be available for a fee of \$25

Tables (6 or 8 ft) \$25.00 each

Chairs No charge

Postcards No charge

Unloading & reloading help will be available at the site on Friday & Sunday, pre- and post- show.

## **Show Schedule:**

### **Friday, December 3, 2010**

Set up 10:00 a.m. – 5:00 p.m.

Show hours 5:00 p.m. – 8:00 p.m.

### **Saturday, December 4<sup>th</sup>, 2010**

Show Hours 11:00 – 6:00

### **Sunday, December 5, 2010**

Show Hours 11:00 – 5:00

Break Down 5:00 – 8:00 p.m.

All times subject to slight revision at the discretion of the sponsors.

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