



21st Annual Crafts at the Cathedral
Cathedral Church of St. John the
Divine, New York City
Thursday, November 30- Saturday,
December 2, 2017
www.craftsatthecathedral.org

Prospectus

We are thrilled to announce that Crafts at the Cathedral, a fine juried crafts show that benefits the work of the Cathedral Church of St. John the Divine and its congregation is moving this year into the Cathedral itself. We will be filling the center of the nave of the world's largest gothic cathedral with artists and artisans who will be showing and selling their own

exquisitely made work! The nave of the cathedral is of enormous scale and beauty. The floors of green Vermont slate, the soaring columns, the gothic arches, spectacular stained glass windows—St John the Divine is overwhelming in its beauty. What better location to show off your work?

The Cathedral is a prime tourist destination. Situated on the bustling **Upper West Side** just south of Columbia University, Teacher's College, Jewish and Union Theological Seminaries and the Manhattan School of Music, visits are highest during the holiday season. By moving this successful and beloved show into the Cathedral and **not charging an admission fee**, we will take advantage of this high foot traffic, more than doubling attendance at the show. Moving to the Cathedral also allows us to expand the show from the 56 spaces in Synod Hall to at least 82 spaces.

Qualifying Exhibitors: The show is open to North American craft artists 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 artist.

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 application must be removed on request of the organizers.

Exhibitors who have not applied nor been accepted as jewelers may not show jewelry without written permission from the organizers.

Exhibiting artists must be present throughout the event.

Booth Spaces:

There are 82 booths on a single floor. Booth sizes are all 10 x 10 and are free standing. **Booth set-ups** are the responsibility of the exhibitor. Display styles are at the exhibitors' discretion. **All space must have full backing on three sides except for corner booths, which must have backing on two sides.** All backing materials must conform

to New York City fire code. Any fabric used as backing must have a “class A interior finish rating” where class A refers to having a flame-spread rating of 0-25.

Booth sharing is permitted under some circumstances. However, each exhibitor must be juried separately and the booth display must be integrated and pleasing.

Electricity: An electrician provides one outlet for each booth. Exhibitors should bring their own power strips and lighting. A generous 600 watts is included in the booth fees. Exhibitors are encouraged to use professional lighting to enhance their displays and to create a more dynamic look to the show. LED lights are also encouraged as they require less current and are eco-friendly.

Tax collection: Exhibitors are expected to collect New York City and State Taxes which as of this writing total 8.875%. Information on licenses to collect taxes is available at <http://www.ny.gov> (Clothing and footwear under \$110 are exempt from New York City and NY State Sales Tax.)

Expected attendance: As one of the few remaining juried craft shows in New York City during the holiday season, Crafts at the Cathedral has a large and growing following from throughout New York City as well as Brooklyn, Queens, Westchester and New Jersey. We are expecting significant (3,000 or more) additional foot traffic from tourists and visitors to the Cathedral.

Advertising: An aggressive campaign will be mounted including distribution of thousands of postcards, press releases to television and news media, electronic advertising and social media. For the 20th annual show on-line resources were particularly strong including recommendations from *Time Out New York*, *The Gothamist* and *DNA New York* as the best event of the weekend. We encourage exhibitors to work their mailing lists and use Twitter and Facebook as much as possible. Our market research has revealed that people come to Crafts at the Cathedral in response to such invitations and less in response to general advertising.

Amenities: Free coffee, tea and other beverages are available to exhibitors throughout the show. Coffee cake and donuts are provided during set-up. A café will be operating during show hours. The coordinators will have a team of volunteers ready to booth-sit for those who are exhibiting alone and need a short break. We will send you as many postcards as you want and also a link to a copy of the card online for use with your Emailing list. ATM machines are available one block west of the Cathedral. Security will be on-site throughout the fair. One of the seven chapels will be used for storage during the show and locked up overnight. Parking on the cathedral grounds is not available. Street parking is possible provided exhibitors observe rules for alternate side of the street parking. Information on local garages is available on our website.

Entrance Fees: This year we are experimenting with waiving all entrance fees to encourage thousands of visitors to the cathedral to walk through the area which will house the show.

Loading & Unloading: Set-up and break-down. We are setting aside a full day for set up (Wednesday, November 29). As of this writing there is a ramp on the north side of the cathedral near a new loading dock. Since only six cars may unload at any one time we will work out a schedule with exhibitors. A second doorway on the south side of the building is also available but it requires negotiating some steps. Assistance will be available for exhibitors loading and unloading.

Application procedure: ZAPApplications deadline was March 31 so all subsequent applications must be by mail. Six images are required (minimum digital photo size 900 pixels x 600 pixels), 5 of which should show different examples of your recent work. The sixth image should show a typical booth display. All CDs must be labeled with the applicant's name and images numbered to match the descriptions in the application. Slides and printed

photographs are not accepted and CD's are not returned. You are encouraged to e-mail us both the application and the JPEG images.

Selection schedule: Application deadline is March 30. Contracts will be sent shortly after jury meets. Agreements and payment will be due one month after notification of acceptance. Those applying through ZAPP will pay ZAPP directly by credit card or indicate check number on ZAPP and mail check to Congregation. We expect some openings in some categories after March 30. Please email us before applying after March 30.

Refunds and Cancellation fees: Booth fees are refundable if cancellation is made before September 1. Thereafter a \$150 fee will be deducted from the refund. If cancellation is made later than October 15, refund minus the \$150 fee will be contingent on organizers finding a suitable replacement.

Show Fees:

Application fee:	\$25.00 (non-refundable)
Booth, 10 x 10	\$500
Corner booths (see layout)	\$600
Electricity (up to 600 watts)	No charge
Tables (6 or 8 ft)	\$30.00 each
Chairs	No charge
Publicity Postcards	No charge

Show Schedule

Because the Cathedral is an active church, Sundays are devoted to worship. We have therefore added a full day on Thursday so that artists will be able to have three full days selling time.

All times subject to revision at the discretion of the sponsors—ample notification of change will be given

Wednesday, November 29: Exhibitor load in and set up 9 – 6 pm.

Thursday, November 30: Show hours, 10 – 6

Friday, December 1: Show hours, 10 - 8

Saturday, December 2 Show hours 10 – 6

Break down and load out 6:00 p.m. to midnight

Contact

Marsha Ra 212-865-9246 marshara500@gmail.com