

A photograph of a ceramics fair display in a grand, wood-paneled hall. The display consists of a long row of white, rectangular tables. On the tables, various ceramic items are showcased, including vases, a tall, abstract sculpture, and a piece of dark fabric. The background features a large, arched doorway with red curtains and a chandelier hanging from the ceiling.

APPLICATION

**OLDENBURG
INTERNATIONAL
CERAMICS FAIR
01 - 02 AUGUST 2020**

WERKSCHULE - WERKSTATT FÜR KUNST UND KULTURARBEIT E.V.



OLDENBURG INTERNATIONAL CERAMICS FAIR

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APPLICATION

GENERAL INFORMATION

OLDENBURG INTERNATIONAL CERAMICS FAIR



Every summer during the first weekend of August, the Oldenburg International Ceramics Fair takes place in Oldenburg and turns the city into a point of attraction for ceramic artists, fans and proven experts from all over the world. The fair, organized by “Werkschule – Werkstatt für Kunst und Kulturarbeit”, an association for artistic and cultural education in Oldenburg, has built up an excellent reputation as an event of highest European standard with extraordinary workshops, award ceremonies and international ceramic stars – a special event for everyone who is into arts, design and handicraft. Central place of action is the ceramics market nearby the Oldenburg Castle where over 125 chosen, professional potters and ceramists from Germany and foreign countries present their artwork. Ceramic unique products, vessels and sculptures can be found and bought – especially interesting for passionate collectors and admirers of extraordinarily designed objects which are not commonplace.

The organizers are experts for ceramics. In 1983, the Ceramics Fair was originated by local government. Since 1999, the “Werkschule – Werkstatt für Kunst und Kulturarbeit e.V.” assumed responsibility for organization of the event. Since then, the event has gained international reputation due to a jury taking high quality standards into consideration when choosing fair participants. The main focus of the market is on artistic ceramics.

As a participant, you will meet a well informed and interested audience. Each year, over 60,000 visitors, lovers of ceramics and experts use the Oldenburg International Ceramics Fair as a place for exchange, information and to establish long-lasting contacts. Additionally, there will be an excellent supporting programme to attract further people to visit this ceramic event.



... AND THE WINNER IS:

EXHIBITION & AWARDS

OLDENBURG INTERNATIONAL CERAMICS FAIR



SPECIAL EXHIBITIONS AND AWARD CEREMONYS

The Oldenburg International Ceramics Fair provides the opportunity to show top-class ceramic arts to a large audience. The best artists will be honoured with awards. There are three awards to win: Oldenburg Ceramics Fair Ceramics Award (“Detlef Schmidt Wilkens Award for Ceramics”), an award sponsored by NEW CERAMICS / NEUE KERAMIK and an audience award.

Detlef Schmidt Wilkens Award for Ceramics

Due to our company’s aspiration to convey and defend criteria of quality, we want to make quality standards easily comprehensible and honour extraordinary artistic work. Therefore, we initiated the Ceramics Award to feature the best works of the exhibition.

The NEW CERAMICS award

Since 2009, the publisher of the trade journal “NEW CERAMICS / NEUE KERAMIK” sponsors the NEW CERAMICS award which is endowed with 2,000 €. This award honours excellent ceramic work in the fields of vessels, sculptures and ceramic painting. Beside the prize money of 1,000 €, the winner receives a scholarship worth 1,000 € for a study visit at one of the international university places for ceramics, for example in Denmark, Italy, China or in the USA.

Furthermore, the laureate will have a curated solo exhibition which takes place during the Oldenburg International Ceramics Fair in the next year and can be seen for six weeks. The “Landesmuseum für Kunst und Kulturgeschichte Oldenburg”, a museum for arts and cultural history in Oldenburg, is cooperation partner for this exhibition – a proof for the appreciation of contemporary ceramics as an artistic discipline.

Audience award

Which artistic work of the exhibition is most appealing to the visitors? This award requests all visitors to observe, to assess and to evaluate precisely. The public favourite will be honoured with a prize money of 500 €.

The award ceremony takes place in the Oldenburg Castle on Saturday evening of the fair weekend.

With an ensuing banquet for all participants, the day will end in a relaxed atmosphere.



NEUE KERAMIK
Das Europäische Keramikmagazin



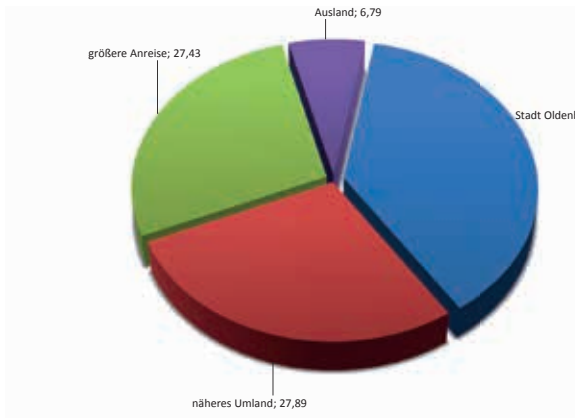
Detlef-Schmidt-Wilkens

FACTS & FIGURES

REVENUES, ADVERTISEMENT, VISITOR STATISTICS

OLDENBURG INTERNATIONAL CERAMICS FAIR

WHO VISITS THE CERAMICS FAIR?



With an anonymous **survey** about the **volume of sales**, we can verify the revenues in comparison to the previous year's figure. In average, there is a revenue of 300,000€ during the two days of the Oldenburg International Ceramics Fair.

VISITOR STATISTICS

The audience is composed of experts, collectors, gallerists, journalists, people from museums and further lovers of ceramics. Overall, the visitors are well informed, eager to buy and have a strong interest in an individual and upmarket lifestyle.

Arts and culture have a strong influence on our visitors concerning their lifestyle. They appreciate quality, aesthetics and good design, are knowledgeable, interested in background information and love to have a look behind the scenes. In general, our visitors, a combination of an expert audience and ambitious private people, are potential purchasers. Over 60,000 people visit the market every year. 30% are visitors who come from Oldenburg, 35% are living in the region, among 31% are travelling more than 100 km to visit the event and 4% are foreign visitors.

three hundred thousand

Advertisement

is necessary to achieve sale successes. We advertise for you to address our visitors directly. Our advertisement:

A **leaflet** in the trade journal NEW CERAMICS

A **brochure** presenting all participants of the fair

Distribution of this brochure in museums, galleries etc. in Germany

Ad placements in international trade journals

Posters as advertisement in the region during the weeks before the event

Pre-announcements and reports in the local radio

You can look forward to visit Oldenburg! Oldenburg is the economical center for Bremen / Oldenburg metropolitan area, university city, German City of Science 2009 and home for over 160,000 people. Its geographical position between the North Sea, Bremen and the Ammerland, but also a large number of cultural events like the Filmfestival Oldenburg, the "Kultursommer" festival, the Oldenburg International Ceramics Fair and

the Christmas market "Lambertmarkt" make living in Oldenburg attractive and diverse. The museums, exhibitions and theatres of Oldenburg set cultural focuses on a supra-regional level. If you need help to plan your stay in Oldenburg, the team of Oldenburg Tourismus und Marketing GmbH will gladly support you. www.oldenburg-tourist.de



Werkschule – Werkstatt
für Kunst und Kulturarbeit e.V.
Rosenstraße 41

D-26122 Oldenburg

Internationale Keramiktage Oldenburg 2020
Bewerbung für den 38. Keramikmarkt am 1. / 2. August 2020
International Oldenburg Ceramics Fair 2020
Application for the 38th Ceramic Market on 1 – 2 August 2020

Anschrift (Address)

Name (Name) _____

Straße (Street) _____

PLZ, Ort (ZIP/postcode, town) _____

Tel.: (phone) _____ Internet: _____

E-mail _____

Land (Country) _____

Ausbildung (Details of training)

Ich habe folgende Ausbildung (I have received training at)

Meister/Gesellenausbildung in (Workshop training in): _____

Abschluss einer Fachhochschule/Akademie/Universität in: _____
(Art college or university diploma or degree in)

Keramik-Designer*in ausgebildet in: _____
(Training as ceramic designer at)

sonstige Ausbildung (other training)
ohne fachliche Ausbildung und arbeite als Keramiker/in selbständig seit: _____
Als Nachweis meiner beruflichen Tätigkeit habe ich eine entsprechende Biografie beigefügt.
(I have no formal training, but I have worked as a potter since): (and enclose my C.V./resume)

Ich arbeite mit folgendem Schwerpunkt (Main area of work):

Bitte kurze Beschreibung Ihrer Arbeiten (Please give a short description of your work)

Bitte wenden / pto

Ein Foto meines Marktstandes und 3 Fotos aktueller eigener Arbeiten sind beigefügt

(One photograph of the stand and 3 photographs of my current work are enclosed)

Bitte auf der Rückseite Ihren Namen und Ihre Anschrift vermerken

(Please note your name and address on the reverse)

Ich bin damit einverstanden, dass meine Fotos ggf. für die Öffentlichkeitsarbeit (Plakat, Presse etc.) verwendet werden.

(I agree to my photographs being used for PR purposes (press, posters, etc.))

Die Standplätze des Keramikmarktes haben eine Tiefe von 3 m.

(The market stands are 3 meters deep)

Ich/Wir benötige/n eine Standgröße von _____

m Länge (mindestens 3 m)

(I/We require frontage of

_____ *(minimum 3m))*

Ich/Wir benötige/n Stromanschluss *(I/We require 220V power supply)*

SEPA-Lastschriftmandat *SEPA Direct Debit Mandate*

Gläubiger-Identifikationsnummer **DE47ZZZ00000493629**

Mandatsreferenz wird separat mitgeteilt *Mandate reference is transmitted later*

Ich ermächtige die Werkschule e.V., einmalig die Standgebühr in Höhe von

EUR 65,00 je lfd. Meter plus einmaliger Grundgebühr in Höhe von EUR 35,00 zuzüglich 19%

Umsatzsteuer ca. 4 Wochen nach Zusage von meinem Konto mittels Lastschrift einzuziehen. Zugleich weise ich mein Kreditinstitut an, die von der Werkschule e.V. auf mein Konto gezogene Lastschrift einzulösen.

Hinweis: Ich kann innerhalb von acht Wochen, beginnend mit dem Belastungsdatum, die Erstattung des belasteten Betrages verlangen. Es gelten dabei die mit meinem Kreditinstitut vereinbarten Bedingungen.

By signing this mandate form, you authorise (A) Werkschule e.V. to send instructions to your bank to debit the fee of EUR 65.00 per metre of stand frontage plus a registration fee of EUR 35.00 (plus 19% VAT) from your account and (B) your bank to debit your account in accordance with the instructions from Werkschule e.V..

As part of your rights, you are entitled to a refund from your bank under the terms and conditions of your agreement with your bank. A refund must be claimed within 8 weeks starting from the date on which your account was debited.

IBAN: _____ SWIFT-BIC _____

Konto-Inhaber*in: _____
account holder

Die Marktordnung ist mir bekannt / *the market regulations are known.*

Datum (*Date*)

Unterschrift (*signature*)

Die Teilnahme am Lastschriftverfahren ist Voraussetzung für eine Teilnahme am Keramikmarkt, ausländische Werkstätten erhalten in Einzelfällen jedoch eine gesonderte Rechnung.

(Payment by SEPA direct debit is required to be able to participate in the market; however, studios and potteries in other countries in individual cases will be invoiced separately)

Einsendeschluss ist der 10. Januar 2020 (Datum Poststempel)
Closing date for applications is 10 January 2020 (date of post-mark)

OLDENBURG INTERNATIONAL CERAMICS FAIR

MARKET RULES / TERMS OF PARTICIPATION

1. Organiser:

Werkshule – Werkstatt für Kunst und Kulturarbeit e.V.
Rosenstraße 41
26122 Oldenburg
Germany

2. Venue:

Schlossplatz in 26122 Oldenburg (Oldbg.), Germany.

3. Applications | Entries:

A punctual application in writing is required, including the following documentation:

- Completed application form
- Three photos of the applicants own recent work
- A photo of the applicant's market stand

4. Selection procedure:

Applications go through a selection process. The panel is composed of expert judges from the field of ceramics.

5. Eligibility:

Only ceramists selected by the judges are eligible to take part. Hobby potters and stockists of ceramics supplies are not eligible. Applicants have no legal claim to a place at the market. Applicants will be informed of the judges' decision by e-mail.

Photos can only be returned to applicants if a stamped addressed envelope is enclosed with the application.

With their application to the OLDENBURG INTERNATIONAL CERAMICS FAIR, participants accept the conditions of participation as legally binding.

6. Stand fees:

The fees are calculated in accordance with the size of the stand.

Currently, there is a basic charge of €35.00 per stand plus €65.00 per metre frontage (plus VAT). The stands are 3 mtr. deep. Minimum size for the rental of a stand is 3x3 mtr.

[Example for a stand measuring 3x3 mtr.: €35 + €195 (3 x €65) = €230,00 plus 19% VAT = €43,70 Total fee = €273,70]

The fees are usually paid by direct debit.

7. Withdrawal:

Participants selected for participation may withdraw within 6 weeks after notification of a successful application. If participants withdraw after this time, the full participation fee is due.

8. Allocation of stands:

Stands are allocated by the organisers only. Applicants' wishes as expressed in their applications will be respected as far as possible but these wishes may not be used as a condition of participation. Participants will be informed of the position of the stand before arrival and will be assigned to them on their arrival.

9. Range of goods:

Participants undertake to offer for sale only goods produced themselves. Commercially purchased merchandise or the work of other ceramists not admitted to the market may not be offered for sale.

10. Personal identification of the stand:

Stands must be identified with nameplates handed out by the organisers. These must be clearly displayed on the stand.

11. Opening hours:

The market is open on the Saturday from 10 a.m. to 6 p.m and on the Sunday from 11 a.m. to 6 p.m. Participants are kindly requested to observe these times.

12. Setting up stands:

Sales stands must be supplied by participants and must be erected safely.

The setting up of stands can begin on the Friday between 4 p.m. and 10 p.m. and may continue on the Saturday from 6.30 a.m. and 10 a.m. Stands may be dismantled from 6 p.m. on the Sunday. Stands may not be dismantled before this time.

A limited number of stands is available for hire from the organisers.

13. Vehicles:

Vehicles must be removed from the market site immediately after unloading. During opening hours, vehicles are not permitted to park on the site of the market or to enter the site. This also applies to trailers. A free car park for market participants is available behind the Prinzenpalais.

14. Liability:

Participants bear the liability for damage to their own possessions. The organisers accept no responsibility for any damage.

Participants must arrange for adequate insurance coverage for the duration of the market. In accordance with preventive fire regulations, all participants must have a suitable fire extinguisher available.

15. Security:

The market site will be under the surveillance of a security company on Friday night from 10 p.m. to 6 a.m. and Saturday night from 6 p.m. to 10 a.m. Nevertheless, participants must protect their stands and goods from theft and damage (e.g. by the windproof construction and covering of their stands). The site of the market is not fenced. No responsibility will be accepted by the organisers for theft of damage in spite of security arrangements.

16. Refuse, packaging etc.:

Participants are responsible for maintaining their stands in orderly condition. Any refuse must be disposed of in the refuse containers available or must be removed after the market.

17. Fire service access:

Access for the fire brigade as marked in the plan of the market may not be restricted under any circumstances.

18. Maintaining order:

To maintain order and guarantee public safety, the organisers or stewards engaged by them may have to issue appropriate instructions. Participants who do not follow these instructions can be barred from participation at the market with immediate effect and may be banned from the market site.

19. Territorial sales restrictions:

The OLDENBURG INTERNATIONAL CERAMICS FAIR is unique in North Germany, and especially in the interests of exhibitors it is desirable that it remains distinctive, as well as remaining an outstanding attraction for visitors from near and far. To protect the unique status of the INTERNATIONAL CERAMICS FAIR, for three months prior to the CERAMICS FAIR participants must therefore undertake not to participate in any handicraft-orientated fair or market in Oldenburg or within a radius of 30 km of Oldenburg.

This restriction does not affect applicants being included in our local special regulation.

Oldenburg, October 2019

WERKSCHULE - Werkstatt für Kunst und Kulturarbeit e.V.

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