

# Covent Garden – Apple Market

## New Trader Application Process

### Selection process

Selection of members is by the Apple Market Product Selection Panel (PSP), comprised of: Covent Garden London management and carefully selected Apple Market traders. The panel will meet quarterly to assess new crafts.

There are two stages to the process: 1) selection by images, 2) selection by actual work. Applicants are only selected at the first stage in exceptional circumstances, where the panel is sufficiently aware of the maker's practice. In some cases, the panel may recommend that the applicant re-applies later and this will be clearly indicated in correspondence.

The panel's decision is final. The PSP will not give individual feedback to unsuccessful applicants.

All applications are assessed on the criteria outlined below.

### Selection criteria

1	Knowledge of material	The maker should demonstrate in-depth knowledge and appreciation of the material that they work with.
2	Skill in technique	The maker should demonstrate they have an excellent command of the techniques used.
3	Quality of work	The work must show integrity and be executed to a high standard. The finish of the pieces must prompt an interest into the craft techniques used.
4	Originality of work	The maker must demonstrate creativity and uniqueness through design and form. The work must be clearly identifiable as individual to the maker.
5	Knowledge and future development	The processes used and finished work must be well researched, and the maker must demonstrate potential for further development of new work.
6	Suitability	The panel must feel that the work clearly fits within the remit of the PSP and selling environment of the Apple Market.
7	Eligibility	Crafts must be made in craft makers UK based workshop or studio by themselves or under their personal direction. The craftsperson must declare their address used for paying UK tax.

Applicants passing the first stage of the selection process will be invited to submit 3 pieces of work for the second stage of assessment. Work should be delivered to the Covent Garden Apple Market management office. Samples should be collected from the Apple Market within four weeks of notification. All samples not collected within this time-frame are liable to be disposed of.

### How to apply

Before sending your application, you are strongly advised to visit the Apple Market to understand the level of work required. Please also ensure that you are eligible for membership (see 7 Eligibility, above).

Stage 1) application, you must include the following:

1. Completed application form – downloadable in PDF format from the Apple Market website.

Provide short descriptions, dimensions and retail prices for the pieces you are submitting in images (see below). Applicant must attach two passport sized photographs of themselves to the application form.

2. Artist's statement

Provide a description (300 words maximum) of your work along with any inspirations and motivations that stimulates the creativity of your designs

3. Technical notes

Provide a description (150 words maximum) of the processes and techniques used

4. 8 digital images (on U.S.B stick)

Your images should be no larger than 72dpi, in jpeg or tiff format. Number each digital image that you send with the corresponding number on your application form, and please do not use folders to group your images. Send no more images than those detailed on the form.

Stage 2) application, you must include the following:

1. Applicants who have passed through Stage 1 successfully will be invited to submit 3 pieces of recent work produced within 6 months of the submission date.
2. Candidates are advised to submit a cohesive collection representative of their current work
3. It should be noted that, were you to be successful in your application, the Market Manager may visit your workshop to ensure provenance of your product.
4. It should be further noted that successful candidates must serve a probationary trading period of three months. During this time, traders **must** attend every Tuesday and Wednesday (they are welcome to "casual" on the other days of the week, although they will be placed at the bottom of the casual list for the first three months). If you cannot commit to the Tuesday and Wednesday probationary trading conditions, please do not apply.

Please DO NOT send any additional information unless specifically requested by the Covent Garden management office.

**Send all completed applications to:**

The Apple Market Manager, Covent Garden Market, 41 The Market, Covent Garden, London, WC2E 8RF

**Notification**

Applicants will be notified of the result of their submission by email. The PSP's decision is final and not open to negotiation. Those who are not accepted at Stage 2 will be given reasons for refusal. Those refused at Stage 1 will not be given any feedback. Unsuccessful applicants are permitted to make a new submission of work later.

**Insurance cover**

Work submitted for membership is NOT insured by the Covent Garden London. Applicants are instructed to obtain the necessary insurance cover themselves.