



96 Sedlescombe Road, Fulham, LONDON SW6 1RB

Tel: 020 7381 3192 Fax: 020 7381 0605 [info@artinaction.org.uk](mailto:info@artinaction.org.uk) [www.artinaction.org.uk](http://www.artinaction.org.uk)

## Aims of Art in Action

1. To present the artists and craftsmen actively creating their work so that people gain real insight into the skills and procedures necessary for fine work;
2. to encourage high standards of skill and creative design;
3. to show the way the artist works; to present what each demonstrator feels is the essential element of their work including the content, meaning and message;
4. to show as widely as possible the tremendous possibilities that exist in each area, demonstrated by the high standards and excellence;
5. to bring together at one place and time all possible acknowledged and accepted masters in each field of activity and to promote really talented young artists;
6. to create a concentrated display of excellence to serve as an inspiration for all;
7. to broaden the visitors' experience and knowledge of the traditional arts and skills of other countries;
8. to encourage purchases and commissions.

## Application Procedure

Please write to the London address above in September/October or as soon as possible enclosing:

- a) **Good, clear** photographs, transparencies, CD of images, a link to your website if it is good enough and up-to-date or examples of your work.
- b) Please send the correct return postage *or* a stamped, self-addressed envelope for their return.
- c) If you are applying for the **Market**, please also forward a **price-list** of your work. *Please note that the Market does not include such fine arts as painting, sculpture, printmaking or photography, etc.*
- d) A list where your work may be viewed – i.e. shows, exhibitions, open studios, etc.
- e) A covering letter or email saying which area/s you are applying and a little about yourself.

The two main criteria used when selecting participants are that as far as is possible everyone who takes part in **Art in Action** should earn his or her living by their art or craft, and we are looking for the highest standard of design and skill that we can find. Applications to **demonstrate** are considered until the end of the year and invitations to participate are sent out in January/February/March, but invitations for the **Market** are sent out in November/December/January.

The main part of the show is the demonstrating artists and craftspeople that come and work in front of the public and are available to answer questions. They have their work around them for sale, but the emphasis is on working and showing people how things are made or created. In the demonstration areas we take a small commission on all sales made during Art in Action. The **Market** craftsmen rent space for four days to sell their work, but no commission is taken. They may demonstrate if they wish, but it is not obligatory. Only approximately one third of the show is changed each year.

The dates for **Art in Action** are **19-22 July 2012** inclusive. We look forward to hearing from you