

ceramic art London

9-11 May

Kensington Olympia West

Deadline: 10 November 2024

“

I felt I met my tribe at CAL, both in the other artists and the audience that came from around the world.

Most excitingly, I was reaching a new and younger audience.

My sales were excellent too. ”

Cleo Mussi





About the show

2025 marks the 21st year for Ceramic Art London (CAL) and the second in its new home of Olympia West. Over its lifetime it has become recognised as the most exciting contemporary showcase of current ceramic art in the UK with exhibitors drawn from all over the world. We aim to showcase the best in contemporary handmade ceramics, across the full range of styles.

CAL offers makers in ceramics a unique opportunity to exhibit and sell their work in a prestigious central London venue and provides exhibitors with an invaluable opportunity to reach new audiences and to network with established collectors, designers and galleries.

With high visitor numbers (more than 6000 in 2024), average exhibitor take this year was £4600 (€5500 / US\$6000), with additional offers of exhibitions and commissions resulting from participation in the show.

The main exhibition is accompanied by a programme of additional activities, including talks, demonstrations and films helping to attract a wide spectrum of collectors and ceramics enthusiasts, and to reach new audiences.

Ceramic Art London has completely sold out every year since 2017. In 2024 we moved to a larger venue to increase our capacity and attracted **over 6,000** people, our largest audience yet.



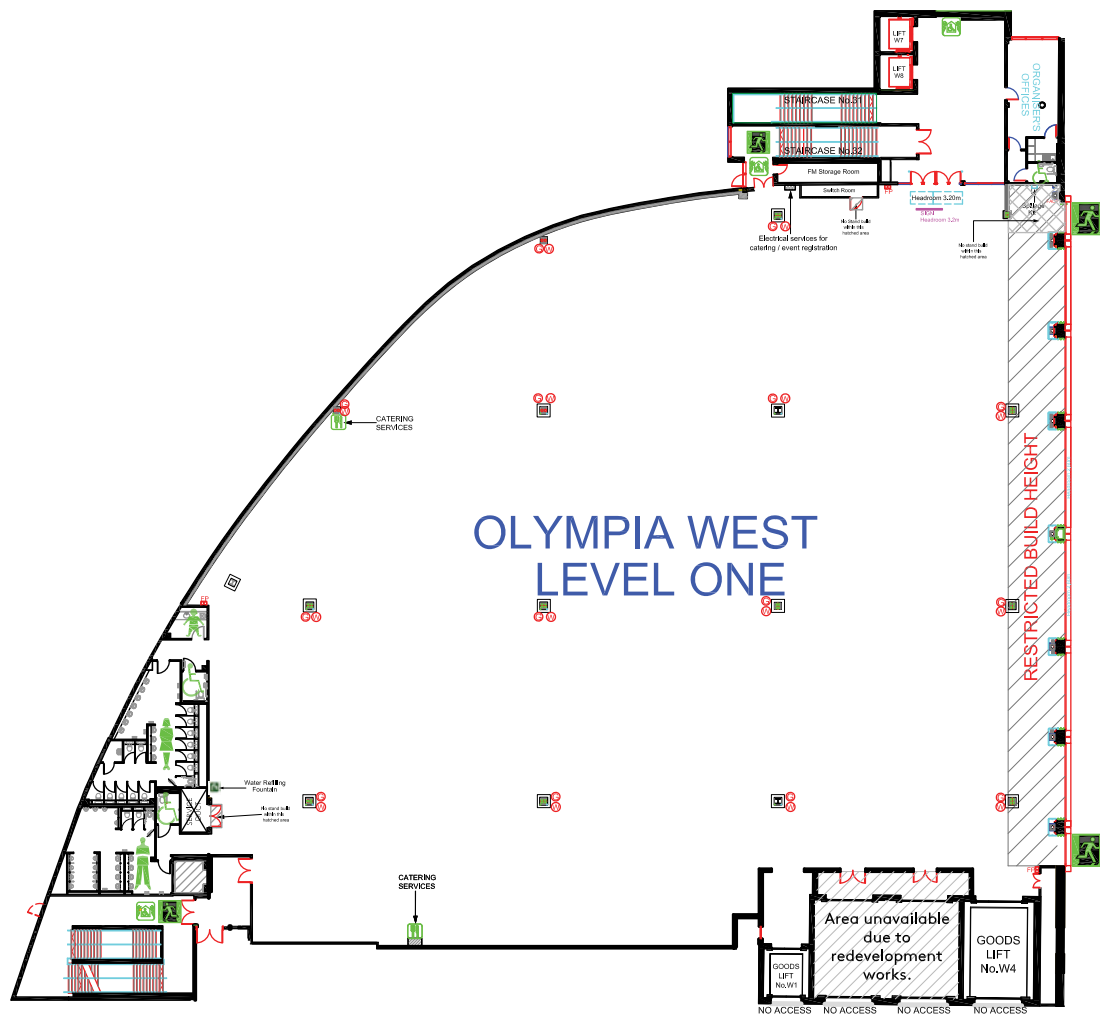
The venue

In 2024 we launched in a new larger venue, **Kensington Olympia West**. Opened in 1869, Olympia is well-known and loved by Londoners as home to exhibitions, concerts and sporting events.

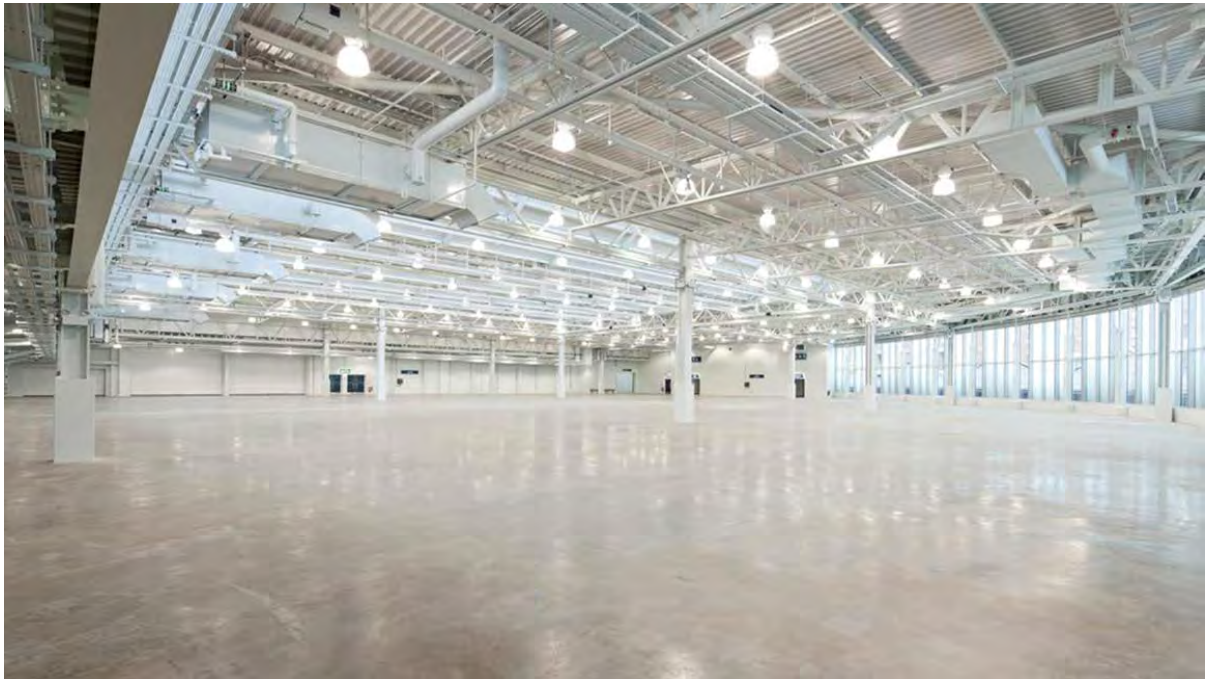
It is well-connected by tube and rail and close to London's museum quarter in South Kensington, one of the UK capital's most affluent areas. Olympia is currently undergoing a major new development which will see the addition of new hotels, restaurants and venues over the next few years.

Olympia West is the newest part of the exhibition complex, with a completely flat multipurpose layout. It has excellent lighting, including lots of daylight, and a smooth polished concrete floor.

The larger space allows us to enhance our show offer with more activities, food options and a more spacious exhibition layout.



ceramic
art
london



Press and publicity

The event is supported by an integrated press and media campaign including advertising on the London Underground across more than twenty stations, in addition to a major social media campaign.

Previous press coverage includes BBC television and radio news live from the event, a half page in the Daily Telegraph, The Guardian, The Financial Times (double page spread), Elle Décor, World of Interiors, Blueprint, Country Life, Wallpaper and the front page of the London Evening Standard.

A catered Private View will take place in the evening of Thursday 9 May for press, VIPs, trade and valued clients to which exhibitors are issued a number of invitations.

The organiser

The Craft Potters Association is a co-operative of makers that has been representing the best makers in British studio ceramics since 1958, and today is the UK's largest and most diverse ceramics community. We are not-for-profit and owned by our members. We are financially independent and not reliant on any grants or external funding.

Since 1960 we have run [Contemporary Ceramics](#), our central London gallery opposite the British Museum, selling work by our members and mounting monthly exhibitions by top ceramicists.

Every two months we publish [Ceramic Review](#) magazine; the leading voice in international ceramics since 1970 with healthy subscriptions and a fast-rising online profile.

We run three major UK ceramic selling fairs, which have seen rapid rises in audiences over the past few years.





Eligibility and Selection

The event is open to all ceramic artists and from any country. Ceramic Art London is for individual makers – applications will not be considered from institutions or from agents or retailers wanting to sell the work of others.

Exhibitors at Ceramic Art London will be chosen by an independent selection panel. The panel is seeking to curate a dynamic, wide-ranging show where original contemporary work of the highest standard is represented. The panel consists of two CPA representatives and three guest selectors. The panel refreshes every year.

We usually receive at least three applications for every place available and the standard is high. Please do come back next year if your application is unsuccessful.

All applicants will be informed of the panel's decisions by email within a month of entry. The choice of the selection panel is final and the organisers cannot enter into correspondence regarding the outcome of individual applications.

Commemorative Exhibition Guide

Our full colour book size exhibition guide features a full page on each Exhibitor with an illustration of their current work, together with artist's statement and full contact details.

The cost of the Stand includes a free entry in the Exhibition Guide. A free copy of the Exhibition Guide will be given to all attendees at Ceramic Art London.



Stands

Stands are divided into 6 categories based on display frontage and are priced individually within those bands based on display area

Category	Stand size frontage x depth	Spotlights	Price	Tax	Total
A	2mx1m	2	£880	£176.0	£1,056
B1	2mx2m	2	£1,060	£212.0	£1,272
B2	2.5mx1.5m	2	£1,060	£212.0	£1,272
C	3mx1m	2	£1,175	£235.0	£1,410
D1	2.5mx2m	3	£1,360	£272.0	£1,632
D2	3mx1.5m	3	£1,360	£272.0	£1,632
E	4mx1m	4	£1,680	£336.0	£2,016
F1	4.5mx1.5m	5	£1,850	£370.0	£2,220
F2	5mx1m	5	£1,850	£370.0	£2,220

CPA Members receive a £75 discount.

Exhibitors based outside the UK receive a 10% discount

If offered space, exhibitors must confirm their acceptance with an immediate payment of £250 + £50 VAT as the first instalment of their Stand fee. This must reach CAL2024 by 31 December 2024 and once paid, this acceptance payment will not be refunded. The balance of Stand fees is due by 15 February 2025. In the event of failure to pay the fees by the due dates, the organisers reserve the right to withdraw the invitation to exhibit and offer the Stand to a selected reserve exhibitor. Stand location within the venue will be entirely at the organiser's discretion.

What you get for your Stand fee

- Outstanding display space priced competitively on the basis of display frontage.
- White ply display panels 9ft high. You may order painted stands direct from our fitters at extra cost.
- Minimum of two spotlights (see chart) – and power source. Extra electrical services available, at your expense.
- Fascia with exhibitor's name.
- Website entry.
- One illustrated page in the full-colour exhibition catalogue.
- 8 x Complimentary tickets (admits 1); further tickets at concessionary rate.
- Full national and international press and publicity campaign.
- 24 hour security at the event and storage for your stock.
- Private view.



Application Process

Fee

All applications on our website are subject to a non-refundable £30 fee (inclusive of VAT) to be submitted along with the Application Form. This is payable by Paypal as part of the application.

Should you be unable to make payment, please transfer directly to:

HSBC UK Bank PLC

BIC: HBUKGB4B

IBAN: GB20HBUK40060231109774

Sort Code 400602

Account number: 31109774

Account Name: Craft Potters Association of Great Britain

Images

Applicants are asked to submit six high resolution digital images (jpg or png format and at least 1800 pixels in longest dimension) with their application form. These images will be used for publicity purposes and to illustrate the event in press coverage (an optional extra two images are invited for this purpose).

Applications must be received by the Organiser (CPA) by 10 November 2024

The Craft Potters Association of Great Britain (CPA),

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