

ceramic art London

2027

APPLICATION PACK

WWW.CERAMICARTLONDON.COM



DEADLINE FOR APPLICATIONS
SUNDAY 11 OCTOBER 2026 (midnight)

Apply online at
www.ceramicartlondon.com/apply



About the show

Thursday 6 - Sunday 9 May 2027

(Exhibitor Build + Private View on Thursday 6 May)

2027 marks the 23rd year for Ceramic Art London (CAL), produced by The Craft Potters Association.

Over its lifetime, CAL 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 5700 in 2026), average exhibitor take last year was £5300 (€6200 / US\$7100), with additional offers of exhibitions and commissions resulting from participation in the show.

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

About the Organisers

The Craft Potters Association

The Craft Potters Association is the UK's leading organisation for studio ceramics, advancing excellence and opportunity for makers and the public since 1958. A not-for-profit and owned by our members, the CPA is financially independent and not reliant on grants or external funding.

Through Ceramic Art London, York Ceramics Fair and Oxford Ceramics Fair, we connect thousands of visitors each year with outstanding contemporary ceramics, creating opportunities for makers and bringing their work to wider audiences.

Find out more about CPA Membership [here](#).

(Note: you do not have to be a member to apply to Ceramic Art London).



Contemporary Ceramics, 63 Great Russell St, London WC1B 3BF

The CPA has run Contemporary Ceramics since 1960. Now located opposite the British Museum in central London, the gallery sells work by CPA Selected Members and Fellows and presents a changing programme of exhibitions by leading ceramic artists.

Ceramic Review

Every two months we publish Ceramic Review, the leading magazine for contemporary ceramics, bringing together makers, ideas, processes and perspectives from the UK and around the world.



About the Venue

Olympia West Hall

In 2024 Ceramic Art London moved to Olympia's West Hall.

Opened in 1869, Olympia is well-known and loved by Londoners as a home to exhibitions, concerts and sporting events. A major 6-year redevelopment at Olympia has just been completed, with the addition of a new international conference centre, 2 hotels, a roof terrace with 8 new restaurants and foodhall outlets, and a 3800-capacity live music venue.

Olympia West Hall has a flat multipurpose layout. It has excellent lighting and benefits from daylight, and a smooth polished concrete floor. The larger space allows us to enhance our show with a more spacious exhibition layout.

Olympia 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.





CAL Awards

Exhibitors are eligible to be selected for 3 CAL Awards plus The Craft Pottery Charitable Trust's Emmanuel Cooper Prize.

Judging takes place on Thursday afternoon with the awards presented at the Private View that evening.

- CAL Newcomer award (if exhibiting for the first time)
- Best International Exhibitor
- CAL Outstanding Exhibitor

Image of Soyeon Gim (winner of the Best International Exhibitor 2026) with CAL Chair – Sue Mundy, judges Felicity Aylieff & Sequoia Miller, and CPA Director – Simon Harrison.
Photo by Nic Serpell-Rand.

Press & Publicity

The event is supported by an integrated press and media campaign, in addition to a major social media campaign.

Previous press coverage includes BBC television and radio, features in The Times, The Guardian, The Financial Times, Daily Telegraph, the iPaper, Elle Décor, World of Interiors, Blueprint, Country Life, Wallpaper and the front page of the London Evening Standard.

A Private View will take place on the evening of Thursday 6 May for press, VIPs, trade and valued clients. Exhibitors will receive a number of invitations to the Private View.



Commemorative Exhibition Catalogue

An annual collector's item, our full colour exhibition catalogue features a full page about each Exhibitor with an illustration of their current work, together with artist's statement and contact details.

The cost of the Stand includes a free entry in the exhibition catalogue.

A free copy of the exhibition catalogue is given to all attendees at Ceramic Art London.

Image of Jihyun Kim, signing an exhibition catalogue for a collector at CAL 2026.
Photo by Nic Serpell-Rand



Eligibility and Selection

- The event is open to all ceramic artists, from any country.
- You do not need to be a CPA member to apply.
- A non-refundable application fee of £35 (inc. VAT) is payable at submission.

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 are chosen by an independent selection panel comprising CPA representatives and guest selectors from across the ceramics sector. The panel seeks to curate a dynamic, wide-ranging show featuring original contemporary work of the highest standard, with particular consideration given to quality of making, originality and presentation.

All applicants will be informed of the panel's decisions by email before 30 November 2026.

We receive a large number of applications for the spaces available and the standard of entries and competition for places is high. The choice of the selection panel is final and the organisers cannot enter into correspondence regarding the outcome of individual applications.

Please do apply again in future if you are unsuccessful: the selection panel changes each year.

Stand Sizes & Fees

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

Stand Category	Stand size frontage x depth	Spotlights included	NET Stand fee	Tax (20% VAT)	GROSS Stand fee inc. tax
A	2m x 1m	2	£910	£182	£1092
B1	2m x 2m	2	£1090	£218	£1308
B2	2.5m x 1.5m	2	£1090	£218	£1308
C	3m x 1m	2	£1215	£243	£1458
D1	2.5m x 2m	3	£1400	£280	£1680
D2	3m x 1.5m	3	£1400	£280	£1680
E	4m x 1m	4	£1750	£350	£2100
F1	4.5m x 1.5m	5	£1930	£386	£2316
F2	5m x 1m	5	£1930	£386	£2316

CPA Selected Members and Fellows receive a £96 (including VAT) discount on stand fees.

Exhibitors based outside the UK receive a 10% discount on stand fees.

What's included in the Stand Fee:

- Outstanding display space, priced competitively based on display frontage.
- White ply display panels 8ft high. You may order extras directly from our suppliers at an additional cost.
- Minimum of two spotlights (see chart) – and power source. Additional electrical services available, at your expense.
- Numbered stand fascia board with exhibitor's name on.
- Dedicated Exhibitor website entry – this will remain in the archive after the show.
- 1 dedicated 'Meet the Maker' Instagram post confirming your involvement at CAL, plus additional opportunities to share reels from your studio during the campaign.
- One illustrated page in the full-colour exhibition catalogue.
- A limited number of complimentary tickets to the exhibition & Private View.
- Full national and international press and publicity campaign.
- 24-hour security at the event and limited storage for your stock/packing materials.

Select your preferred stand size:

You will be asked to select a first and second choice of stand size in your application. Whilst we endeavour to offer exhibitors their first choice of stand size, this may not always be possible due to layout limitations.

Fees if you are selected:

Exhibitors offered a place at Ceramic Art London 2027 must confirm their acceptance with an immediate payment of £250 + £50 VAT (£300 total) as the first instalment of their Stand fee. This must reach CAL by 31 December 2026 and once paid, this acceptance payment will not be refunded.

The balance of Stand fees is due by Friday 26 March 2027.

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. Deposits will not be refunded.

Stand location within the venue will be entirely at the organiser's discretion.



Application Process

Applications must be submitted online by midnight on Sunday 11 October 2026 at www.ceramicartlondon.com/apply

Images

Maximum file size: 8mb

Applicants are asked to submit six high resolution digital images with their application form. These images will be used for selection, and if successful, they will feature in your own Exhibitor page on the Ceramic Art London website.

In addition, images will be used for publicity purposes and to illustrate the event in press coverage (an optional extra two images – which should feature you in your studio or with your work) are invited for this purpose.

Please clearly name your images using this format:

SURNAME_firstname 1

SURNAME_firstname 2

SURNAME_firstname 3

and so on.

Acceptable file formats & size: jpg or png - at least 1800 pixels in the longest dimension (can be portrait or landscape).

Files should not be bigger than 8mb.

Application Fee

Applications cost £35 (inclusive of VAT) to be paid at the time of submitting your application. This is payable as part of the application process via Jotform and is non-refundable.

All major credit cards are accepted (including Visa, Mastercard, American Express, and Discover).

If you are unable to make payment online for any reason, please call the office on the number provided below, and a member of staff will assist in taking payment over the phone.

The Craft Potters Association of Great Britain (CPA),
63 Great Russell Street,
London WC1B 3BF
Tel: 020 3137 0750
Fax: 020 3137 0924
Email: organiser@ceramicartlondon.com
Web: www.ceramicartlondon.com

Apply now!

Head to www.ceramicartlondon.com/apply to apply by midnight on Sunday 11 October 2026.

If you have any questions about your application, please email: organiser@ceramicartlondon.com

We wish you the best of luck and look forward to receiving your application to exhibit at CAL 2027!

Terms & Conditions of entry

- Applications must be submitted via Jotform by midnight on Sunday 11 October 2026. A non-refundable application fee of £35 (inclusive of VAT) applies.
- The decision of the CPA is final. All applicants will be notified on the status of their application by 30 November 2026. The selection panel will choose a reserves list. Should any places become available at the show, those on the reserve list will be contacted at the earliest opportunity and offered a place.
- If offered a place, exhibitors are required to pay a non-refundable deposit of £250 + VAT deposit by 31 December 2026. Balance invoices will be issued in January once the floorplan is finalised, and balances owing are due no later than Friday 26 March 2027. Failure to pay the balance of stand fees without notifying the organiser may result in the stand being offered to another maker.
- Makers are required to be present across the whole live event, and a representative should only be sent in extenuating circumstances.

The show is open:

Thursday 6 May (private view)	18:00 – 21:00
Friday 7 May	10:00 – 18:00
Saturday 8 May	10:00 – 18:00
Sunday 9 May	10:00 – 17:00

- **Public Liability insurance**

The CPA holds public liability insurance for the event, but exhibitors are required to hold their own policy in accordance with the venue contract to cover individual stands.

UK-based exhibitors are required to hold a minimum of £5million public liability insurance. CPA Associate+ Members have insurance included in their membership. Alternative Exhibitor Insurance policies are available from several UK brokers.

International exhibitors are required to hold a minimum of GBP £1 million public liability insurance, but GBP £2 - 5 million is preferred if available in your country.

All exhibitors will be asked to submit their public liability insurance policy to the production team in advance of the event. Exhibitors cannot exhibit without providing this.

The CPA reserves the right to remove an exhibitor from the show if:

- their stand fee is not paid in full by Friday 26 March 2027.
- they do not provide the required proof of insurance and a valid risk assessment.
- they display threatening, discriminatory, antisocial, harassing or inappropriate behaviour.

