

**ARTISTS + STALLHOLDERS  
INVITATION FOR ENTRY**

**WINTER  
BLOSSOM**

**FAIR**

**EAST ASIAN  
ART  
DESIGN  
CRAFT**

**Friday 9 - Sunday 11 November 2018  
A Celebration of East Asian Art, Craft and Design  
China Exchange (Chinatown, London)**

# INTRODUCTION

- Winter Blossom is an exciting new art, craft and design fair in Soho focused on bringing creative visual works influenced by East Asian cultures. On display there will be art works and design pieces that are collectable, affordable, and most essentially, fresh from the original hands of creators.
- The fair connects artists and designers with the public through a free, inclusive and inspiring fair in central London. Winter Blossom Fair is a fusion of various cultures, as well as a joint celebration of the migration of East Asian cultures in the UK.
- Over 3 days, there will be art stalls, demonstrations, workshops and live performance, that offers of insights into the East Asian aesthetics.

# WE ARE LOOKING FOR

Independent artists, makers and designers who come from, or are inspired by, East Asian cultures including:

- Projects or individuals who wish to share something unusual - and fall within our focus
- Art and design students or graduates who wants to test out their entrepreneurial skills
- Art institutions or organisations

# OUR AUDIENCE

Over 3 days, Winter Blossom Fair is expected to welcome over 1000 visitors attracted through:

- Major press presence such as Time Out and industry press
- Our existing audience pool and partnership network
- Flyer and poster distribution
- Social media promotion

# HOW TO PARTICIPATE

## **Step 1. Complete a Participation Form**

## **Step 2. Sign a straightforward agreement and pay stall fee.**

- It is £150/stall for Early Bird entry before 31st August 2018.
- Regular stall fee is £300/stall. VAT is applicable.

## **Step 3. You are on board!**

- You will have a table of L244cm x W49.5cm x H75cm (or an equivalent space) for 3 days

# OUR VENUE



Ground Floor



2<sup>nd</sup> Floor Hall



3<sup>rd</sup> Floor Hall



# OUR LOCATION

- Centre of London Chinatown in Soho
- A high footfall area



# CONTACT US

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Tel: 020 7734 1931 weekdays between 9am and 6pm.

## **ABOUT CHINA EXCHANGE**

China Exchange is a UK registered charity that serves as a home for ideas, discussion, and creative expression that stimulates greater understanding of and curiosity about China's impact on the world. We inspire with a broad range of events and projects, including talks with well-known people, exhibitions, performances, workshops, music, masterclasses, and lectures.

Past speakers have included: Dame Judi Dench, Sir Antony Gormley, Tracey Emin and Sir Nicholas Serota.

Visit [www.chinaexchange.uk](http://www.chinaexchange.uk) to find out more.