

On-line Shop Pilot



We are delighted to announce that we will be launching a pilot shop and through this project we will finally build on the research and development work Coventry artist Julia O'Connell did for our City Arcadia project some years ago. Julia's research, entitled 'Small Scale City Skirt', took the city's history as a workplace for makers as its inspiration. She will now be able to take this work into a new phase and develop the first product for our new on-line shop.

Artist Opportunity

Alongside Julia's work we are also offering the opportunity for 2 further artists from our Artist Listings to develop new products. Each artist will receive:

Fee: £600

Materials, production (including labour), p&p costs: (maximum) £700

Royalties: 20% on all sales

Development support with industry professionals.

If further batches of the product are made artist royalties will be re-negotiated.

Products we're looking for - the brief

We are looking for affordable products (max sale price £120) which celebrate an aspect of Coventry's story or identity through an original design. This might for example respond to patterns and ideas in Coventry's post war architecture; Coventry as a city of peace and reconciliation; its history of innovation in manufacturing; its association with the trade union movement; and with important cultural moments such as the emergence of Ska music, the Art & Language Group and the BLk Art Group. These products might be limited edition artist multiples, high end craft items, or as simple as a high quality tea towel or item of clothing with an original design that celebrates our city. This could be an existing design or product adapted or applied to this opportunity. All materials and production processes should make use of local business services as much as possible and show an awareness of environmental sustainability.

Artists will be expected to support the marketing campaign of the online shop through their own social media channels, providing images as well as written or video interviews about their product as required.

Process

1. All Artspace Artist Listing Artists are invited to apply for this opportunity by following the link below to the application form. You will be asked to provide a rough illustration of the proposed product along with an estimated cost of production (materials, labour, p&p) for a given quantity (minimum 15), a suggested sale price (at least 1.8 x the cost of production).
2. Two artists will be selected from the applications by representatives of Artspace with support from industry professionals. They will receive their fee in two installments and be supported to develop their idea and firm up costs and production processes for their item.
3. Illustrations of the finished designs will be posted on-line as soon as production details and costs are confirmed so that advance orders can be taken.
4. Production of the 3 items will begin as soon as the necessary resources (eg making space and materials etc) are available after the lockdown, and dispatch of orders as soon as is practical.

Aims of the project

The aims of the project are threefold:

1. Support local artists with understanding how they might apply their skills to commercial products
2. Simultaneously raise the profile of local artists as well as Coventry's unique story and identity through a marketing campaign supported by our partners
3. Explore a new income stream for local artists and for Coventry Artspace

Funding

This is a pilot project funded by Coventry's Great Places Project. The research and production costs are covered by this funding. However royalty payments will be dependent on the level of sales. Naturally we hope that sales will be good and additional funds raised will be re-invested in further opportunities for new artist products.

[Apply for this opportunity](#)



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