



WINNING CRAFT FAIR APPLICATIONS

Ryan-Ashley Anderson

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- Which shows are right for you?
- What's your target market?
- Does your brand look align with market?
- Photography examples
- Creating a curated Instagram feed to make your brand more marketable
- Market list and schedule
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- Streamlining your application process



FIRST THINGS FIRST...

Find which shows are right for you.



A photograph of a potter working at a pottery wheel. The potter is wearing a blue shirt and a brown apron. In the foreground, several finished clay vessels, including vases and a shallow dish, are arranged on a white table. The background is slightly blurred, showing an outdoor setting with greenery.

DEFINE YOUR MARKET.

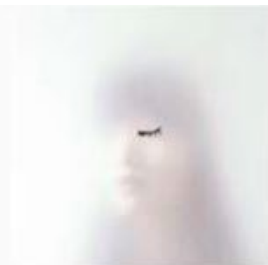
What does that even mean?

LOOKS MATTER

Making sure your
photography
positions you for
the markets your
work belongs in.







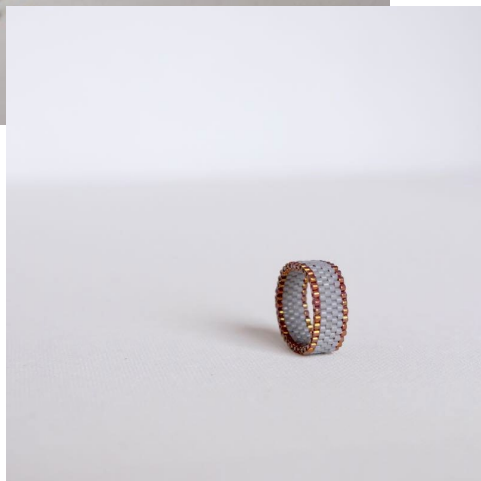
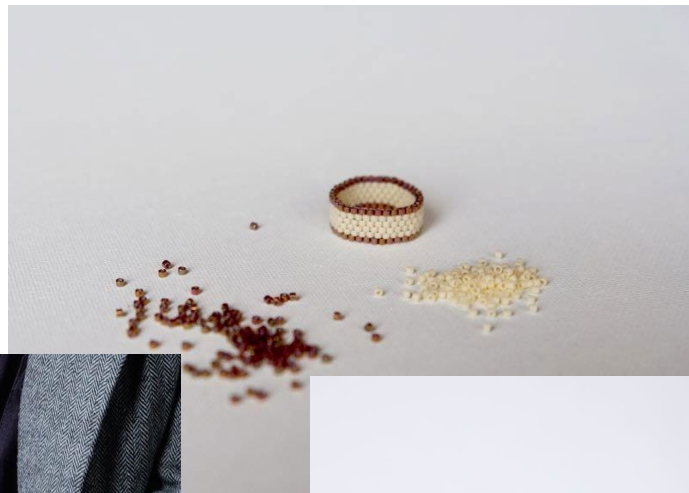
AT HOME.

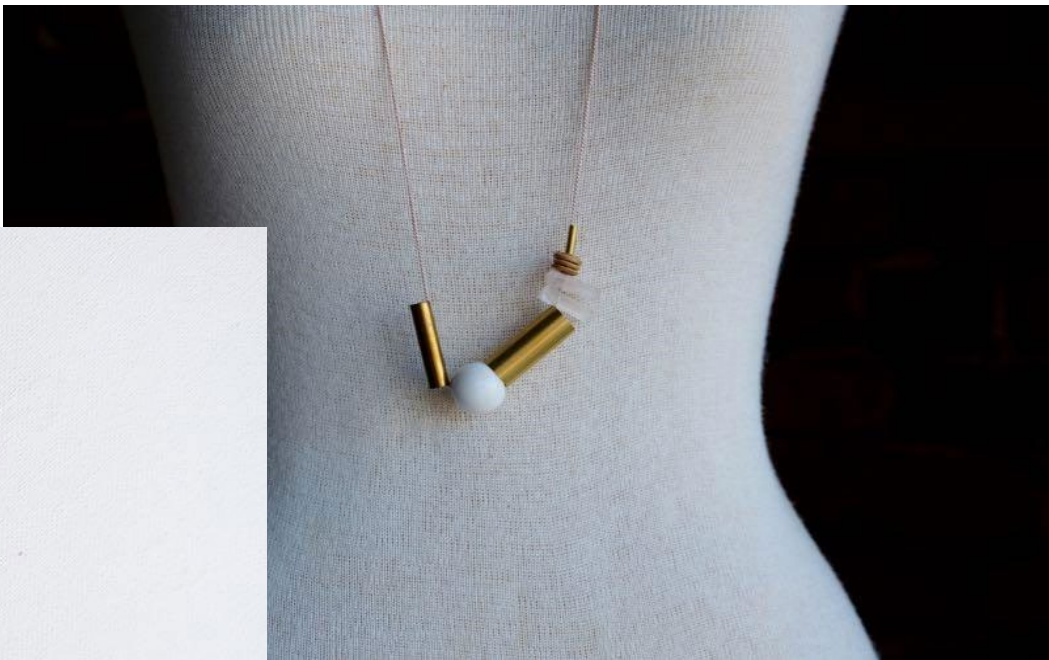


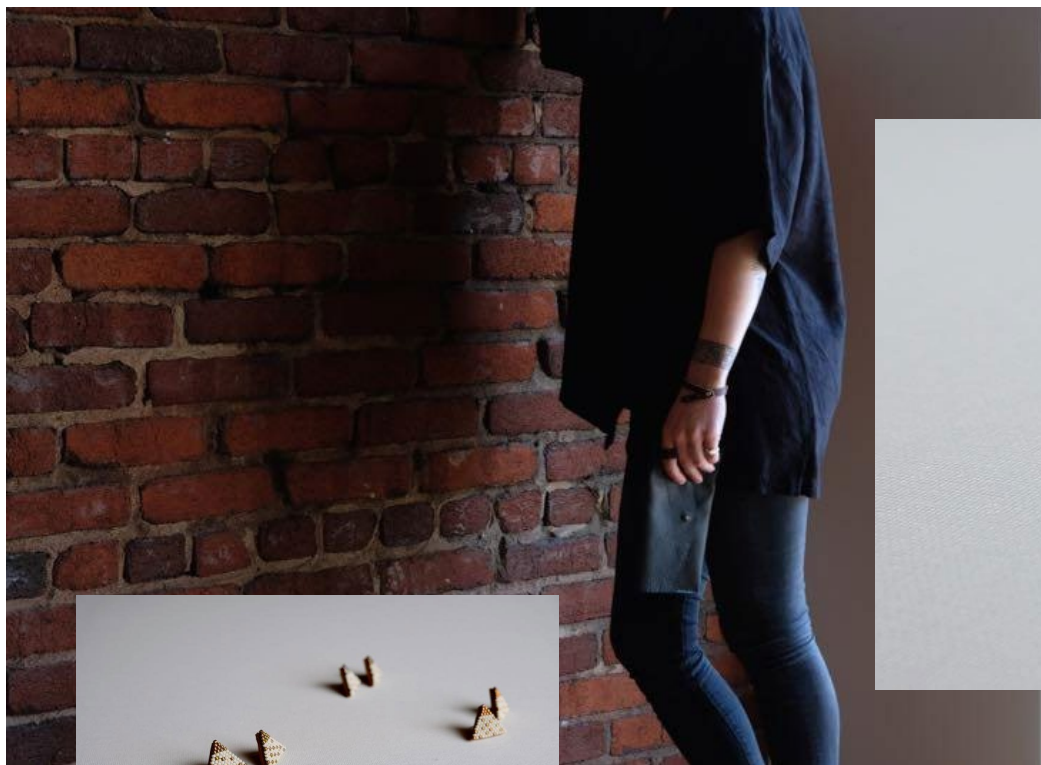
YOU PROCESS

Show how you do
what you do.



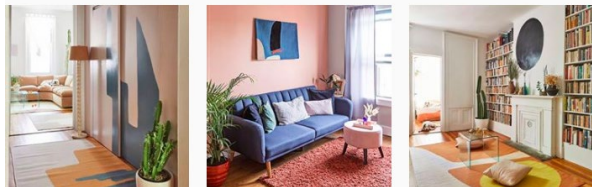
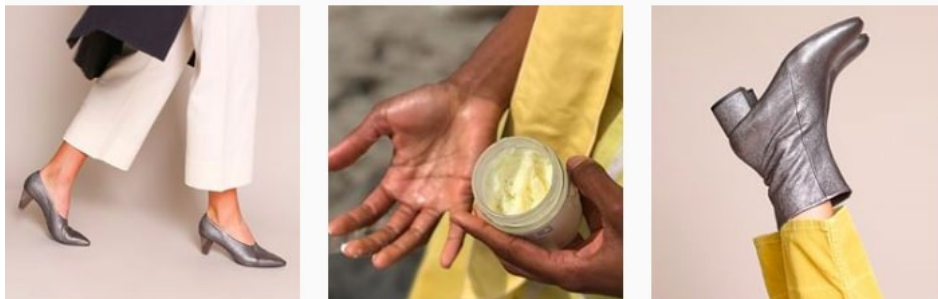






THE ART OF CURATION

Creating a lifestyle.





NITTY CRITTY

The list.

ARTIST BIO

Ryan-Ashley Anderson is a self-taught maker who spent the first 5 years of her career in the handmade world teaching knitting and selling original patterns. In 2008 she began experimenting with jewelry and now her entire focus is on creating textile and pattern -inspired jewelry for the modern minimalist.

Ryan-Ashley has a degree in Creative Writing from the University of North Carolina in Asheville and currently serves as Chair for Dogwood Arts' Regional Arts Exhibition, acts on the Mayor's Makers Council as part of The Maker City, and provides maker-centric marketing services.

ARTIST STATEMENT

Ryan-Ashley's design primarily focuses on small hand -work, pattern, and balance, and is inspired by the work she did at the beginning of her career as a maker writing and teaching knitting patterns.

Her passion is problem -solving through design and all of her work is driven by that. The hand -stitched adjustable clasp solves the common buyer's problem of length as well as makes functionality easy for those with arthritis who have trouble operating clasps. The silk cord found in the necklaces helps buyers avoid issues with metal sensitivities. The design of the necklaces allows for at least two ways to wear every piece, to avoid stagnation.

DESCRIPTION OF WORK

Ryan-Ashley's beadwork is all hand-stitched off-loom. The stud earrings are stitched by hand, then adhered to repurposed upholstery leather for a sturdy, organic design that promotes sustainability.

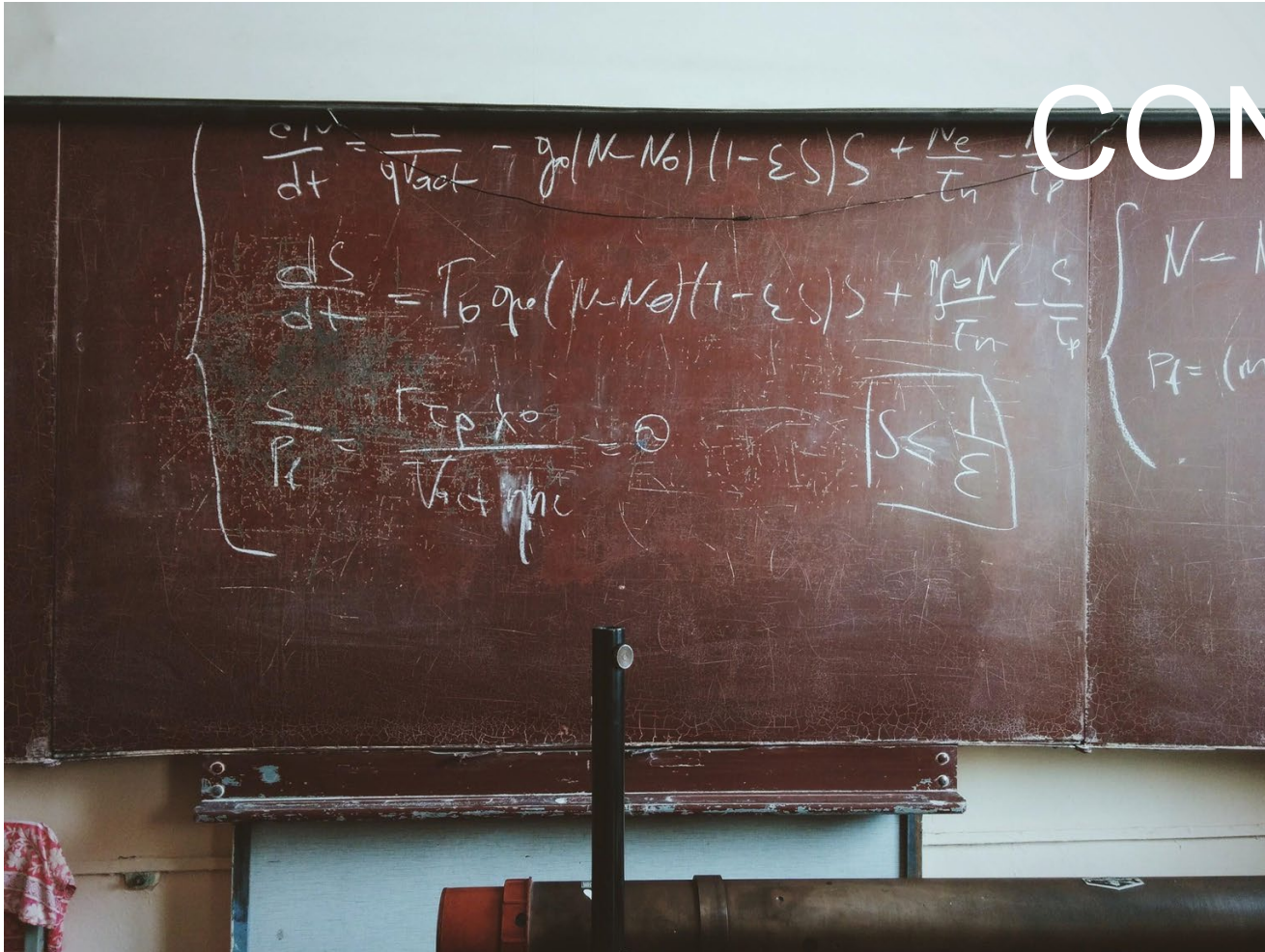
Her Sea Change necklaces feature a hand-stitched beadwork clasp for adjustability, sturdy silk cord, and found objects, mixed metal, vintage beads, and semi-precious stones. Each piece is adjustable and most can be worn two totally different ways.

The collection has more recently been incorporating textile pieces as well, created primarily with the warp thread that a weaver would use, combined with raw metal, wood, and vintage beads.

CONCLUSION

There IS a
Formula =

- Interesting and illustrative photos.
- Solid bio, statement, and product descriptions.
- An Instagram feed and website where beautiful, descriptive and contextual lifestyle photography showcase the aesthetic of the market / audience you're trying to reach.



SOUTHEASTERN CRAFT FA

KNOXVILLE

- Retropolitan Craft Fair
- The Old City Market
- Atypical Market

NASHVILLE

- Markets for Makers
- Centennial Craft Fair
- Porter Flea

ASHEVILLE, NC

- The Big Crafty

DURHAM, NC

- Patchwork Market

GREENVILLE, SC

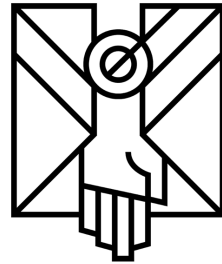
- Indie Craft Parade

CARRBORO, NC

- The Elf Fair

THE END!

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