

HIDDEN ART SELECT BRIEF 2008

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I. INTRODUCTION

I.1 Introduction

Hidden Art is inviting Hidden Art Level 2 London members and Hidden Art Cornwall members to submit expressions of interest for the production of a range of design collectables for **Hidden Art Select 2008**.

Hidden Art Select aims to successfully market a range of products retail and wholesale on the Hidden Art E-shop and other outlets.

The first range of products from five Hidden Art members were launched at 100% Design in September 2007 under the brand name '**Hidden Art Select**':

Susan Bradley
Johnathan Field
Michelle Mason
Olivia Monthan
Jake Phipps

Please see the Hidden Art e-shop's designated Select section at the link below:

<http://www.hiddenartshop.com/section.php?xSec=397&xPage=1>

Sustainability, commerciability and the ability to target the right market are crucial to this brief.

For the first year the Hidden Art Select range will include a **Hidden Art Select Kids product**. This will consist of a collaboration between a designer-maker and St Paul's Way Community School (8 pupils from year 10). The school will produce surface patterns for a product designed by the participating designer-maker.

Those selected will have three months for product development, sampling, production and a delivery date for the end of May followed by testing and packaging. They will have the support of Hidden Art through production (if required) plus a photo-shoot, PR campaign and promotional material to complement the group launch of the 2008 Select range at a renowned trade fair/event.

The ultimate aim is for all those involved in Hidden Art Select to have the opportunity to participate in the merchandise license bid to supply for the 2012 London Olympics.

Please read on for criteria, support material and background information. If you want the opportunity to be involved in this prestigious collection, don't forget to complete the evaluation at the end of this document with your application.

I.2 The Hidden Art Brand and Hidden Art Select

The Hidden Art brand is modern and conscious of its origins in craft and manufacture. It is leading edge – and Hidden Art the organisation - embraces new designer-maker talent, combines functionality with form, and is quick to acknowledge the individual whilst playing a larger role in the community.

The Hidden Art Select Brand embraces the brand of Hidden Art whilst giving the project a specific identity, and celebrating the individuality of Hidden Art designer-makers. It is never separated from the Hidden Art brand.

2 THE BRIEF

2.1 The Products

Hidden Art is looking for 6-8 products under the category of "*design collectables*", the antiques of the future, the products you invest in now that will increase in value over time. The products should be visually strong and offer **originality and accessibility** – in relation to price. These products could be either single 'stand-alone' items or (only if logical) complimentary pairs or sets. The following categories have been identified, with products selling around the recommended price points detailed below:

Dining - Price point between £10.00 and £35.00

Interior Products - Price point between £12.00 and £20.00

Lighting - Price points between £24 and £150

Wall Decoration - Price points between £20 and £100

Textiles - Price points between £25 and £75

Children's products - Price point not higher than £30

Hidden Art Select Kids – Price point between £10 and £25

Products can be selected in any of the above categories for application of surface patterns from pupils of St Paul's Way Community School.

Pricing needs to be accessible and competitive. It is essential that you familiarise yourself with what is going on in the High Street, and understand the relative cost and retail prices of similar or related products / designs.

Each product will carry the Hidden Art Select logo and will be marketed under the Hidden Art Select brand name and be accompanied by Hidden Art Select literature. The branding will also be visible in the address labelling provided for the products.

2.2 Target Market

Hidden Art Select 2008 will be sold wholesale and retail through the Hidden Art E-shop and other outlets.

The Hidden Art E-Shop - Retail

Up until end of November the Hidden Art E-Shop had almost 14 million hits in 2007. It now features over 100 designer-makers and 1,000 products. The average price point has increased from around £50 in 2006 to £80 in 2007. Examples of best selling items:

Dining - Price point between £9.95 and £32.95 (E.g. mugs, teacups, wine racks)

Interior Products - Price point between £12.00 and £20.50 (E.g. Coat hooks, candlesticks, ceramic storage)

Lighting - Price points between £24 and £215 (E.g. pendants and table-lamps)

Wall Decoration - Price points between £20 and £141 (E.g. unusual wall decoration)

The appeal and opportunities offered by exposure on the Hidden Art E-Shop is far reaching – from all locations around the UK to customers further a field from the USA and Europe. In addition, from captured customer profiling, we understand that our client base encompasses many successful professionals with high expendable income.

The profile of Hidden Art E-shop customers to date is as follows:

- Over 60% are female
- Over 50% buy gifts (jewellery most popular as a gift item, followed by small gifts)
- Over 30% buy for themselves (lighting and interior products most popular)

Hidden Art E-Shop customers recognise that whilst prices may be a little higher, the price is not a barrier **IF** the products are unique in some way and the price can therefore be justified.

Wholesale

Products submitted under Hidden Art Select must also be available at viable wholesale prices, to enable them to be sold to different wholesale types. These could be

1. Retailers such as gift shops, where the mark up will be as much as 300%
2. Interior Designers, specifiers and architects, where a smaller discounted rate is offered
3. The Corporate sector, where again the customer might be looking to buy high volume and would therefore expect a discount.
4. Other opportunities arising from the Cultural Olympiad starting in 2008 (including festivals, museums, etc)

In order that the designer-maker has the best opportunity to maximise on sales, you would also be encouraged to sell your products through alternative wholesale channels, or through their own websites, once agreements were made with Hidden Art.

2.3 Production and Quality

The manufactured products must be delivered to time and according to specifications. Quality needs to be consistently excellent and health and safety criteria adhered to. The method of production should be in line with the price point and quantities outlined.

It will be the responsibility of the participants to source a manufacturer, whether existing or new. However Hidden Art will assist with provision of contract templates for the manufacturing agreement.

2.4 Environmental

It is important to demonstrate an understanding of the environmental considerations in relation to your practice and production processes. This will entail supply chain management to ensure best practice by all involved. Both working practice and product should be environmentally sound, economically viable, and socially responsible.

2.5 Health and safety

You will be expected to understand the health and safety requirements of the product you are proposing, to include testing criteria and HTS code (for export/ import of product).

3. ARRANGEMENTS AND MARKETING

3.1 The joint venture - the Merchandise Agreement

Hidden Art will work together with those selected to successfully produce and market the Hidden Art Select 2008 range.

The basis of the joint venture will be the Merchandise Agreement, which outlines the responsibilities of each party and will include:

- Details of products to be produced, quantities, quality standards, wholesale and retail pricing
- Quality standards and health and safety
- Commissions for E-Shop as well as wholesale
- Details on 'licensing' Hidden Art Select products to third parties or for wholesale.
- Copyright

The responsibilities of Hidden Art include:

- Overall project management – to ensure that deadlines don't slip and that targets are met as for the Select brand.
- Undertake marketing and press campaign of Hidden Art Select 2008, which will include branded literature for promotional activity.
- Provide branded packaging materials and guidance for branding.
- Grant each designer-maker a non-exclusive licence to use the 'Hidden Art Select' brand/logo on the selected products.
- Identify opportunities in the lead-up and during 2012
- Providing advice on securing funding for product development and other expenditure
- Provide support where needed through regular update sessions, a designated point of contact, as well as other opportunities through Innovative Routes to Market.

The responsibilities of the participants include:

- Financing and managing the production, testing and stock
- Managing production schedule (sampling, approvals, order raising) quality control and delivering to time.
- Consideration of any sustainable policies (e.g. environment, health and safety etc) and follow action points from environmental audit.
- Adhere to health and safety requirements
- Keep Hidden Art updated regarding arrangements with manufacturers:
 - Completion of weekly update – to inform Hidden Art of progress, issues and slippage.
 - Contract (between designer-maker and chosen manufacturer)
 - Packing and delivery periods
 - Ordering stock and managing minimum quantities.
 - Maintaining stock levels.
 - Any arrangements regarding orders sent direct from the manufacturer.
 - Cost of production payable to the manufacturer.

For Hidden Art Select Kids additional responsibilities of the participants include:

- Willingness to work in partnership with the selected school
- Have public liability insurance in place

Over the course of 2008 we will be expanding the joint venture arrangements with other parties to enable us to meet the 2012 tendering criteria in 2009. This might include a major retailer, or manufacturer. Those selected will be kept informed as this might open up new opportunities for product development.

3.2 Arrangement with Manufacturers

It will be the responsibility of the participants to liaise with the manufacturer and keep Hidden Art involved through a weekly update. All participants are expected to sign an agreement with their manufacturer, with copies supplied to Hidden Art for reference. (If required Hidden Art can provide a sample/template agreement)

3.3 Marketing and promotion

The marketing and promotion of Hidden Art Select 2008 will include, but not be limited to the following:

- Hidden Art E-Shop (dedicated section) and related showcases.
- Hidden Art website.
- Hidden Art E-Newsletter and the quarterly Hidden Art Magazine.
- Hidden Art stand at 100% Design.
- Hidden Art national press coverage – via our PR agency.
- Publicity surrounding the Hidden Art Award for 'The Best Selling Hidden Art Select Product' [To be presented at the Hidden Art Awards Ceremony in Nov/ Dec 2008.]
- Preparation for Olympics tender. (We aim to continue to build the Hidden Art Select range - year on year - with a view to tendering for a 2012 Olympics merchandise licence in 2009.)

Hidden Art will also arrange and cover the costs for a professional photo-shoot of all completed Hidden Art Select products.

3.4 Delivery and Packaging

A designated shipping company has been identified and currently ships out all orders of Hidden Art Select products from the Hidden Art E-Shop. This ensures a uniform, trackable guaranteed level of service with prompt delivery and enables Hidden Art Select participants to book shipments online for prompt delivery, under the Hidden Art Account.. This service is particularly relevant for large wholesale orders.

A designated packaging company has also been identified and will work with all designer-makers products involved with Hidden Art Select 2008. The uniform packaging supplied will be agreed with Hidden Art and the designer-maker to ensure products arrive safely, and are well presented.

4. CRITERIA FOR SELECTION

To participate in Hidden Art Select 2008 you must:

1. Be a signed up **Hidden Art London Level 2 Member** or **Hidden Art Cornwall member** at the time you submit your proposal and remain members while the products are being sold as Hidden Art Select products. (Designer-makers from Hidden Art Select 2007 may apply). Those who are selected will automatically become a member of the Innovative Routes to Market programme, qualifying for additional support. The Innovative Routes to Market Project, now in its third year, aims to develop innovative solutions for working together to get a new product from ideas stage into production – and into the market, through tapping into the expertise of the Hidden Art community of designer-makers, Hidden Art partners, mentors and specialists. For further details see www.hiddenartlondon.co.uk/innovativeroutes

2. Commitment

Be prepared to collaborate in the joint venture with a view to opening up exciting opportunities in the lead up and during 2012. This will include the signing of the Merchandising Licence agreement and agree to license your rights to your product – to Mazorca Projects, for the duration of the contract.

3. Share the Hidden Art Select objectives

Products will need to be in synergy with the 2008 theme of “Design Collective” and with the Hidden Art brand. Products which cannot include the Hidden Art Select logo will not be considered.

4. Be commercially aware

You should have an understanding of the market, and clearly identified the target audience and who (both retail and wholesale) the product you propose to produce is aimed at.

You must know what is going on in the High Street and the relative cost and retail prices of whatever you design. You must also consider that the product must be visually strong, bearing in mind that it will be sold online through the E-Shop.

You are advised to visit the Hidden Art E-Shop and view the complete product offer. Note the ‘ranging’ of the individual products e.g. how many vases in which materials, sizes and prices. You are also strongly advised to visit other e-shops, as well as other high street stores to compare their ranges. This will help you understand where Hidden Art sits in the market place and the need for the Hidden Art Select range to be viewed as unique, contemporary and cutting-edge.

5. Understanding of production, and manufacturing processes, lead times, and health and safety considerations.

We expect you to know how your products will be produced and the approximate lead-time (from order-raising to delivery). Hidden Art will need to see an informed estimate of costs. This needs to be as accurate as possible and sit within the price bracket stipulated. A minimum stock will need to be held in order to direct respond to enquiries. Your tender should include details of testing for health and safety as well as a basic analysis of health and safety hazards.

6. Sustainability

Criteria related to sustainability will also be taken into account. This includes areas such as use of recycled or sustainably managed materials as well as use of sustainable production processes.

For those interesting in submitting a product for Hidden Art Select Kids the following additional criteria apply:

1. **Willingness to work in partnership with local secondary school**
The success of this project relies on the effective communication between the selected designer-maker and the chosen school.
2. Your proposed Hidden Art Select Kids product should lend itself to surface design
3. Your studio must comfortably accommodate 8 pupils and preferably be located in Hackney or Tower Hamlets.
4. You must have Public Liability Insurance in place.

5. SUBMITTING YOUR TENDER

5.1 Expression of Interest

Email amy@hiddenart.co.uk at the very latest by **Thursday 11th January 17.00pm** with your expression of interest with the subject stated as 'Hidden Art Select 2008'. Your expression of interest will be noted and you will receive a confirmation email. [The expression does not need to be detailed - just inform us of your intent, and ideally, indicate the type of product and product category you will be applying to enter.]

5.2 Tender Submission

Email your submission to Amy Hutchings at the Hidden Art office (amy@hiddenart.co.uk) by: **17.00pm on Thursday 31st January.**

Submissions should be in the form of:

1. **PowerPoint presentation** of no more than 8 slides consisting of the following:

- 1 Slide to include your contact details, company name
- 1 slide with background information on yourself – (to include for instance product category/ whether you do any batch production/ target audience/ press coverage and any other information that you feel will support your submission. (for Hidden Art Select Kids any relevant projects you have undertaken)
- 1 slide with proposed product with details of: name, retail price, wholesale price and cost price, proposed quantities and indicating where the Hidden Art Select logo can be branded, materials used, method of production/ manufacturer as well as category you will be submitting this under. For Hidden Art Select Kids indicate where the surface design could go.
- 1 slide with additional information including outline timetable of key milestones, health and safety considerations (and public liability insurance for Hidden Art Select Kids).
- Up to 3 slides with examples of products you have produced (to include product description, dimensions, materials, wholesale, retail price, and where sold)
- 1 slide with 4 examples from your competitive shop, showing related products and the corresponding retail price. This should demonstrate where your product fits into the market

***** Please note: any presentation submitted which exceeds 8 slides will not be considered *****

2. **Initial Evaluation Form** – See *Section 7* without which your submission will not be accepted.

NB: Presentations will only be selected by email if the file size is no larger than 2 megabytes. If the file size is larger than this, it can only be accepted on disc sent to the Hidden Art office. Late submissions cannot be accepted.

All submissions will be treated as confidential and Hidden Art will sign a non-disclosure agreement.

6. TIMETABLE

The key milestones and deadlines for Hidden Art Select 2008 are as follows

- **Expressions of Interest:** 11th January 2008, 17.00pm
- **Information Session (half day):** 10th January 2008 2-6pm.
This session will provide further details on the brief as well as cover: project planning, pricing, manufacturing and branding. This session will be of use if you have not done any submissions before or would like to know more about the process. Email amy@hiddenart.co.uk to attend at the latest by 5pm Tuesday 8th January.
- **Deadline for Submission:** Thursday 31st January 2008 17.00pm.
[Late applications cannot be considered/accepted.]
- **A Selection panel** - with industry experts - to meet & select the winners: **early February**. The selection panel will include: Alice Brown (100% Design), William Knight (London Design Festival), Frances Croxford (Jane Wentworth Associates) and Jason Attew (John Lewis Partnership)
- **Successful candidates announced: week commencing 11th February.**
[Those candidates not selected will be provided with information as to why they were not chosen for 2008.]
- Initial contracts signed Friday 29th February
- **Product development: March-May**
[To include monthly progress meetings where required with the Product Development Manager.]
This stage will involve the development of product, sourcing supply base, sampling and delivery schedule.
- **Ready date: end May.**
- **Merchandise Agreement with Mazorca Projects signed: end June.**
- **Products assessed for packaging requirements: June.**
- **Product testing for Health & Safety requirements: June-July.**

Following this, there will be a professional photo shoot, PR campaign and product launch at a prestigious trade fair – venue / fair to be confirmed.

Additional timetable for Hidden Art Select Kids

- Initial meeting with School – Week beginning 24th March
- Visit to studio and brief issued - Week beginning 21 April (1 day or 2 half days).
- Progress visit to school - 12 June am
- Selection of surface design(s) - 9 or 10 July (am or pm)
- Manufacturing visit to view samples - 14 or 16 July (am or pm)

HIDDEN ART SELECT 2008 – INITIAL EVALUATION FORM

Name:

Company name:

Date of expiry of Level 2 Membership:

Date:

In order to monitor our services, for Hidden Art as well as external assessment and for the benefit of our funders, please complete this short survey, and return it to amy@hiddenart.co.uk with your submission.

Any submission without this evaluation form will not be taken forward.

- a) What interested you in the Select brief?

- b) How much time did you spend considering this opportunity, and responding to the e-mail-out?

- c) How much time did you spend in preparing your presentation (PowerPoint) and supporting documentation?

- d) How much time did you spend liaising with Hidden Art regarding this brief (emails, phone calls, meetings).

- e) Any other comments and suggestions.

THANK YOU