

# <Craft Trend Fair 2023>

## Participant Application Guide

The 18<sup>th</sup> Craft Trend Fair (2023), hosted by the Ministry of Culture, Sports and Tourism and organized by the Korea Craft & Design Foundation (KCDF), is open for application for craftspeople to join as below. We look forward to seeing you.

### ■ Event Overview

- Title: Craft Trend Fair 2023 (18th year)
- Period: Dec. 14, 2023 (Thur.) – Dec. 17 (Sun.) \* Business Day: Dec. 14
- Venue: COEX Hall C (Samseong-dong, Gangnam-gu, Seoul)
- Host & Organization: Ministry of Culture, Sports and Tourism  
/ Korea Craft & Design Foundation
- Exhibition: Tableware & kitchen supplies, objets/deco & daily/office supplies, fashion & accessories, furniture & lights

### ■ Scope of Application and Selection

\* Subject to change depending on the circumstances, such as the proportion of participants

- Approx. 450 booths to be given out to participants through an expert evaluation

Category	Scope of Application
Art & Heritage Zone (Gallery Zone)	Institutes that run spaces for crafts - Craft galleries in and outside of Korea, art galleries and museums, art and culture sponsoring organizations, institutions, local governments, etc.
Brand Zone	Individual or corporate workers in the craft industry - Craft-related artists, designers, associations, groups, companies, suppliers, etc. - Must submit a business license

- Procedure and timeline

Group 1 (Art & Heritage Zone)			
Application notice	Application open	Evaluation	Result announcement
April	May 9 – 31	2 <sup>nd</sup> week of June	2 <sup>nd</sup> week of June

Group 2 (Brand Zone)			
Application notice	Application open	Evaluation	Result announcement
April	May 9 – June 23	5 <sup>th</sup> week of June	1 <sup>st</sup> week of July

## ■ Booth Dimension and Cost

\* Increase in the rental fee of COEX, material costs, labor costs, etc. reflected

Category	Booth Type	Dimension (Length×width×height)	Cost	Quantity
Art & Heritage Zone (Gallery Zone)	Modular	6m×3m×3m	USD 2,600 (2 booths, VAT included) ※ USD 1,000 for discount promotion	2 booths, 4 booths
		6m×6m×3m	USD 5,200 (4 booths, VAT included) ※ USD 2,000 for discount promotion	
	Individual	3m×3m×(up to)3.5m	USD 1,200 (1 booth, VAT included) ※ USD 4,200 discount for discount promotion	6-24 booths ※ In an even number
Brand Zone	Modular	3m×3m×2.44m	USD 1,400 (1 booth, VAT included)	1-3 booths
	Individual	3m×3m×(up to)3.5m	USD 1,200 (1 booth, VAT included)	4-20 booths ※ In an even number

- Booth type \* Please refer to the detailed specification per participant category.
  - Modular: Exhibition space (area), wall structure, light, and floor carpet provided
  - Individual: Exhibition space (area) provided; booth designed and constructed by participants
  - ※ Must use registered partner companies of COEX
- Improvement from last year
  - Expansion of Brand Zone: (2022) 3m×2.4m → (2023) 3m×3m
  - Change in booth number in consideration of visitor traffic: (2022) 520 → (2023) around 450
- Discount promotion

Category	Condition
Art & Heritage Zone (Gallery Zone)	If participating in "Artist Discovery", a discount promotion program * Artist Discovery: One or more artists in the New Wave Zone and Brand Zone are selected and given an opportunity to exhibit their individual work for free next year.

## ■ Benefits

- Creation support
  - Outstanding artists and artworks evaluated, selected, awarded and prized
  - Artist Awards (3 artists)
    - : KRW10,000,000 for 1 grand award / KRW5,000,000 each for 2 excellence awards
  - Artwork Awards (5 pieces)
    - : KRW2,000,000 each
  
- Exhibition support
  - Introducing exhibitors to galleries and supporting artists with free exhibitions in the coming year \* Artist Discovery
  - 3 booths(exhibitors) with outstanding display selected and exempted from evaluation to participate in the fair in the coming year
  
- Promotion support
  - Promoted on the website and social media of Craft Trend Fair
  - Promoted in the directory book (art brochure) of Craft Trend Fair
  - Free invitation letters provided for participants to distribute \* Limited quantity
  - Expert docent program during the fair
  
- Distribution support
  - Inviting buyers from in and outside of Korea and on-site business matching
  - Recommended to be sold in stores in cooperation with distributors \* If qualified
  
- Overseas residency support
  - Some artists in the New Wave Zone and Brand Zone given an opportunity to exhibit at Marunuma Art Park in Japan along with a local studio and accommodation

## ■ Application and Selection Procedure

- Application period
  - Group 1 (Art & Heritage Zone): May 9 (Tue.) – 31 (Wed.) 16:00 p.m.
  - Group 2 (Brand Zone): May 9 (Tue.) – June 23 (Fri.) 16:00 p.m.
  
- How to apply:
  - ① Download application form on website([www.crafttrendfair.com](http://www.crafttrendfair.com))
  - ② Submit the application form via email to **craftfair@kcdf.kr**
  
- How to select: Application evaluation
  - Evaluation criteria

Category	Evaluation Criteria per Zone
Art & Heritage Zone (Gallery Zone)	Exhibition/project performance (50%) + expertise and market competitiveness (50%)
Brand Zone	Craft relevance (20%) + marketability (40%) + market competitiveness (40%)

- Result announcement: Within 2 weeks of application closing per zone
  - KCDF website ([www.kcdf.kr](http://www.kcdf.kr)) and Craft Trend Fair website ([www.kcdf.kr/crafttrendfair](http://www.kcdf.kr/crafttrendfair))
  - ※ Announcement may be delayed, which will be notified in advance.
  - Selected participants shall pay for the participation fee through e-transfer.

## ■ Notes

- Application cannot be submitted after closing.
  - Be mindful of potential website errors or issues due to a surge in traffic on the last day of application submission.
  
- Incomplete applications will not be evaluated.
  - Missing document, information, etc.
  - We recommend signing the artist/brand name on the submitted artwork.
  
- Multiple applications cannot be submitted. Penalty will apply on such applicants for the next year's Craft Trend Fair.
  - Application submitted for multiple zones
  - Sharing the booth with artists/groups that are not evaluated
  - Other cases of duplicate application
  
- We prohibit the submission of information that may violate the rights of other people, such as copyrights. In case of a dispute incurred by submitted information, the applicant who submitted the information is accountable for it, and acceptance for the applicant may be revoked.

## ■ Contact Information

- Secretariat: (e-mail) [craftfair@kcdf.kr](mailto:craftfair@kcdf.kr)