

ual:

not just
a shop
think
buy
learn
not just



Open Call Handbook

Our space

Launched in September 2017, **not just a shop** is University of the Arts London's (UAL's) pioneering enterprise learning and retail space.

not just a shop sells a diverse range of home, fashion and giftware – from cards, stationery, bags and jewellery, through to limited edition prints and one-off artworks – all created by those who studied at UAL's six leading arts colleges.

Based at 272 High Holborn, **not just a shop** is open to the public Monday-Friday (11am-3pm) and is managed by Careers and Employability, the department that empowers UAL's students and graduates to make a living doing what they love.

Proceeds from sales are reinvested into supporting future generations of creative entrepreneurs through Careers and Employability's enterprise programme; events are designed to inspire and support students to get their creative business ideas off the ground.

The space plays host to a variety of these events outside of retail hours, including: one-to-one advice sessions, industry talks and networking events.



What we sell



not just a shop only sells design products and artwork by those who have studied at UAL's six prestigious arts colleges (Camberwell College of Arts, Chelsea College of Arts, Central Saint Martins, London College of Communication, London College of Fashion, Wimbledon College of Arts).

The collection celebrates the high standard of work coming out of UAL, whilst also providing a platform for emerging artists and designers to sell their work alongside more established practitioners.

We pride ourselves on the outstanding quality of our products and aim to offer a collection that is unique. Many of the products we sell are not readily available elsewhere on the high street.

not just a shop sells the following items:

- Stationery (including but not limited to: greetings cards, wrapping paper, notebooks)
- Accessories (including but not limited to: jewellery, bags, scarves, umbrellas)
- Souvenirs (including but not limited to: cards, prints and design-led gifts)

- Homeware (including but not limited to: ceramics, glassware, tableware, cushions, digital prints)
- Fine art (including paintings, limited edition prints, photography and mixed media).

not just a shop is a gift and homeware store so, although we sell accessories, we do not sell clothing or shoes. We are also currently not considering books or magazines, but this may be something we look to stock in the future.

Prices range from £2.50 (e.g. for a greetings card) to £1,000+ (e.g. for a painting). New products are sourced through a biannual open call whereby students and graduates who meet the criteria outlined in our buying policy can submit their work for the chance to be included in the next season's collection.

In addition to these open calls for market-ready products, we also run live briefs (such as our annual Christmas card competition), to provide current students – who may not have developed products - with opportunities to see their designs sold in the **not just a shop**.

How we buy and sell

Our pricing structure for work sold through **not just a shop** falls in to two categories:

Wholesale

Commercial 'unlimited production' design products, which are purchased at wholesale price and sold at current recommended retail price (as per agreement with designer, in-line with other stockists and personal websites).

Sale or return

One-off and limited edition fine artworks are accepted on a three-month 'sale or return' basis to **not just a shop** on a 30% commission of 'wall' price. As an additional benefit to the sale or return loan, we also offer fine artists the chance to be involved in a Peer Mentoring Group Session, providing a supportive platform to discuss your fine art practice with other emerging artists. Sessions are facilitated by [Artquest](#), who provide support and advice to practicing artists.



Buying policy



Wholesale buying policy - for design products

UAL students and graduates can submit their work to be considered for sale in **not just a shop** through our open calls, which happen twice a year.

These take place in the winter (to source products for spring/summer) and in the summer (to source products for autumn/winter). Due to the volume of interest we receive, submissions made outside of the open call process cannot be considered.

Selections are made by a panel, led by the not just a shop curator, based on the criteria outlined below.

In order to be eligible, applicants must have studied at one of UAL's six Colleges: (Camberwell College of Arts, Chelsea College of Arts, Central Saint Martins, London College of Communication, London College of Fashion, and Wimbledon College of Arts).

Retail ready

Products must be retail ready and in batch/mass production. Although we cannot offer product development support as part of the **not just a shop** open call process, we do run enterprise workshops and events designed to support your business, which are detailed later in this document.

Appeal

Selected products:

- Must be relevant for a gift shop (stationery, accessories, souvenirs, homeware, artwork)
- Should complement the other items for sale in **not just a shop**
- Should appeal to **not just a shop's** audience (largely art and design enthusiasts, local employees and tourists)
- Cannot be offensive/reflect badly on UAL.

Please note if you are a current student on a Tier 4 visa you cannot sell your products in the UK. Please see the [UK Government](https://www.gov.uk/government/visas) website for guidance notes on visa rules (pg 68).

How to apply

Visit arts.ac.uk/notjustashop to view current open call application dates and apply

Buying policy

Wholesale buying policy - for design products

Commercial viability

Selected products:

- Should be priced realistically and fairly to ensure adequate interest from customers
- Should have a wide appeal (not aimed at a niche audience/need)
- Must have reasonable wholesale minimum order numbers
- Must be able to supply reasonable quantity of products (e.g. min of 5 items in one design)
- Ideally part of a range or be available in different colourways (it would be rare that we take one design product only, ideally we would select 4-5 items from one range for greater impact).

Quality

Selected products:

- Should stand out for their unique design
- Must be well-made and appropriately packaged
- Should be durable to ensure that wastage caused by faulty products/returns are kept to a minimum
- Should represent and highlight the exciting creativity being fostered at UAL.

What we are looking for in this round:

- Summer/spring inspired (brighter colours and relevant designs)
- Men's accessories (e.g. bags, wallets, cufflinks, pocket squares, ties, bow ties, scarves)
- Women's accessories (scarves).

We work hard to highlight and promote the artists and designers stocked in **not just a shop**. We do this inside the space (by producing printed postcards for each designer/business); online (by creating a profile for each artist and designer on our blog); and to external audiences (through content marketing and PR campaigns).

How to apply

Visit arts.ac.uk/notjustashop to view current open call application dates and apply



Buying policy



Sale or return policy - for artworks.

Artworks are selected for a three-month period and are accepted on a quarterly rolling programme (Oct-Dec, Jan-March, April-June, July-Sept). Work is sold at the 'wall' price as suggested by the artist.

Due to the volume of interest we receive, submissions made outside of the open call process cannot be considered.

In order to be eligible, applicants must have studied at one of UAL's six Colleges: (Camberwell College of Arts, Chelsea College of Arts, Central Saint Martins, London College of Communication, London College of Fashion, and Wimbledon College of Arts).

Selections are made by a panel, led by the **not just a shop** curator.

What we are looking for

Wall-based fine art to showcase and sell, including:

- Limited edition prints – traditional methods favoured such as screen printing, etching, litho
- Painting
- Photography
- Wall-based ceramics or sculptures
- Looking for small – medium scale pieces (max 1.5m height or width)
- Suitable for domestic or commercial environments with an appeal to wide audience
- Single stand-alone piece or small series
- Works should complement our product range.

How to apply

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Buying policy

Sale or return policy - for artworks.

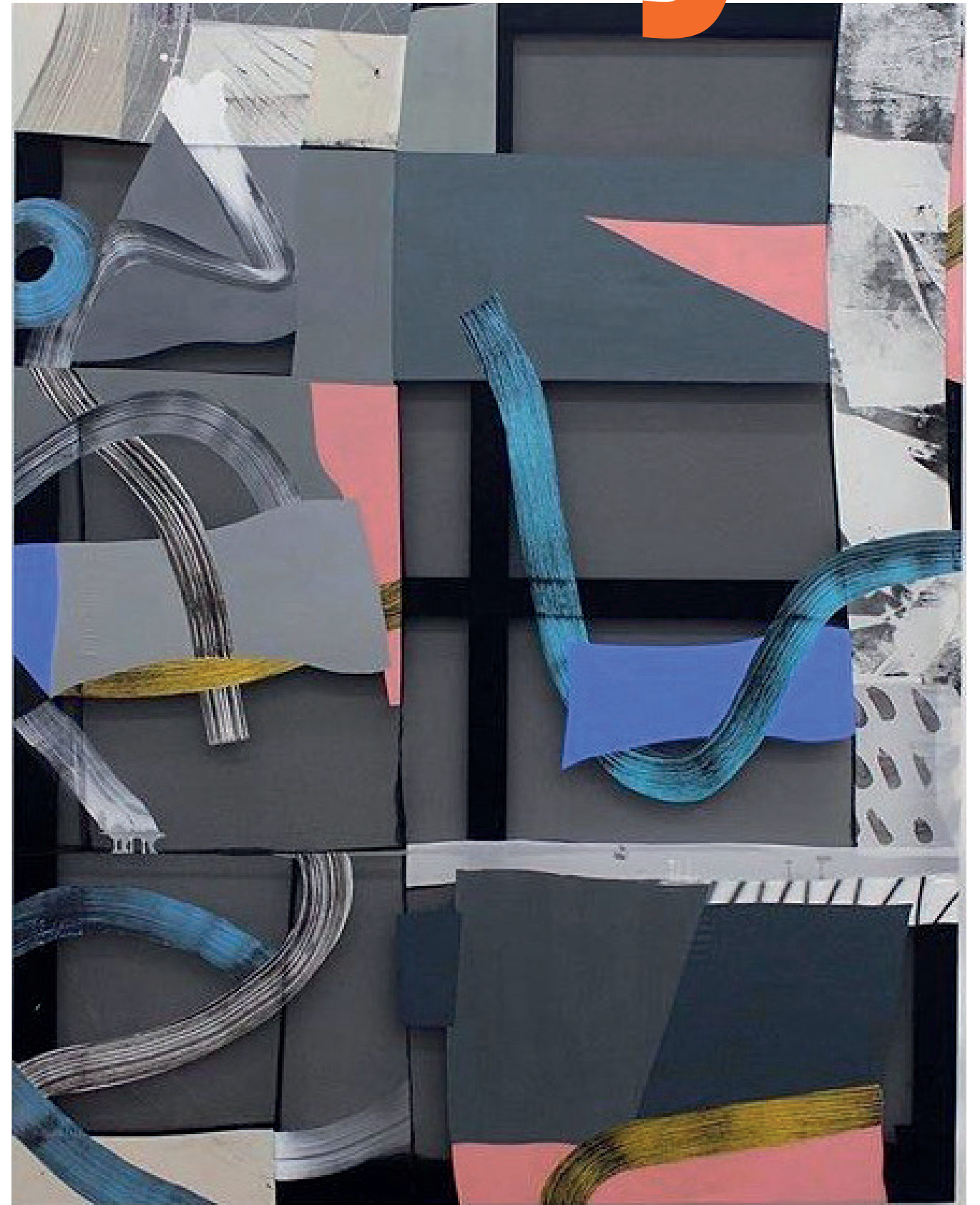
Terms of the loan

Artworks are accepted for loan in **not just a shop**, based on the following terms:

- Three-month term of loan – quarterly rolling programme (Oct-Dec, Jan-March, April-June, July-Sept)
 - Must have graduated from one of UAL's six colleges
 - Work must be available for sale during agreed loan period and not to be sold elsewhere whilst on agreement (unless previously discussed)
 - Work received as a loan on a sale or return basis with a commission rate of 30% of full retail price (you receive 70% of sale price)
 - Work to be delivered to and collected from (if unsold) **not just a shop** by the artist
 - Sale or Return agreement/loan contract will be in place
- Insurance of your work will be covered whilst on loan
 - Artist notified immediately if work sold and will be paid via BACS
 - UAL will make every effort to hang work in the best position however please be aware that not just a shop is a retail environment with limited wall space and other pieces on display
 - UAL has limited budget to cover the cost of framing unframed pieces if needed for display.

How to apply

Visit arts.ac.uk/notjustashop to view current open call application dates and apply



Assemblage XVII by Antoine Langenieux-Villard

Learn

not just a shop is also a space for talks, workshops and one-to-ones relating to enterprise.

Proceeds from the shop are reinvested back into supporting the next generation of creative entrepreneurs through the Careers & Employability department's enterprise programme.

Events are free, open to students and alumni, and programmed by UAL's Enterprise Practitioner with input from industry, successful alumni and creative entrepreneurs.

Topics are focused on getting you ready to sell your work and include working with retailers, marketing and branding, and business start-up advice. Pick up the events programme in-store or register for upcoming events online at:

arts.ac.uk/careers/events-and-workshops



Find out more

not just a shop

272 High Holborn
London WC1V 7EY
(Closest stations: Holborn, Chancery Lane)

Retail hours:

Monday-Friday (11am-3pm)

Web: arts.ac.uk/notjustashop

Blog: notjustashop.arts.ac.uk

Email: notjustashop@arts.ac.uk

Facebook: facebook.com/notjustashop

Twitter: [@notjustashop](https://twitter.com/notjustashop)

Instagram: [@notjustashopual](https://www.instagram.com/notjustashopual)

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