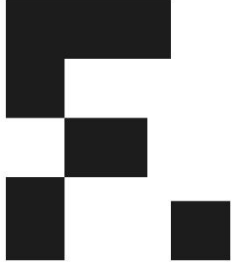


An aerial photograph showing a wooden boardwalk or pier extending from the bottom left towards the center. To the right of the boardwalk is a green field, possibly a golf course or park. The background is a dark, textured area, likely water or a forest. The text "Fruitmarket Future Makers." is overlaid in white, centered in the upper half of the image.

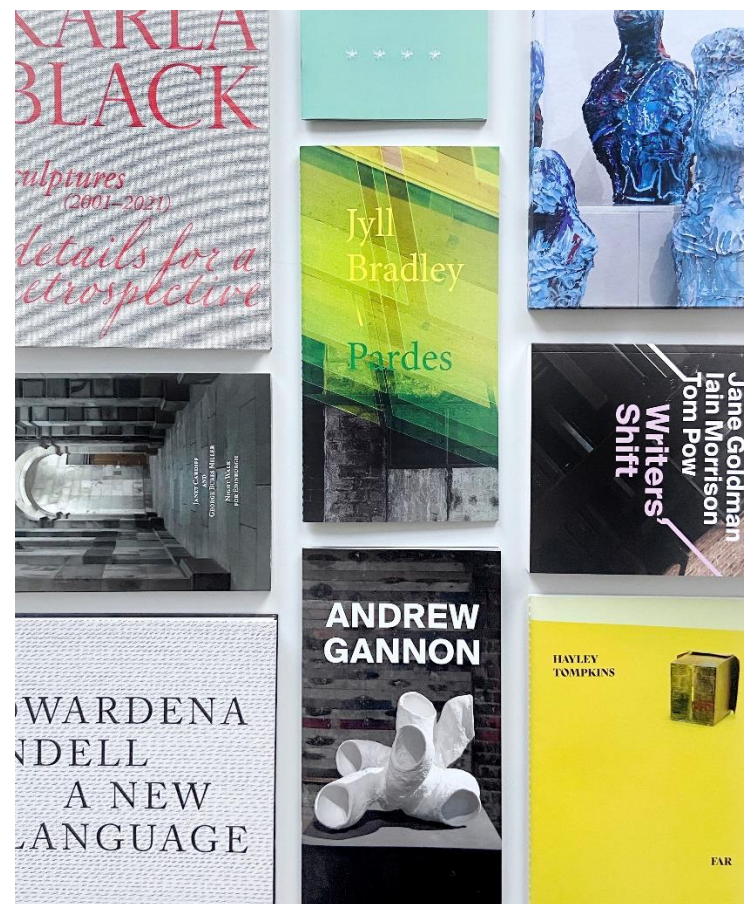
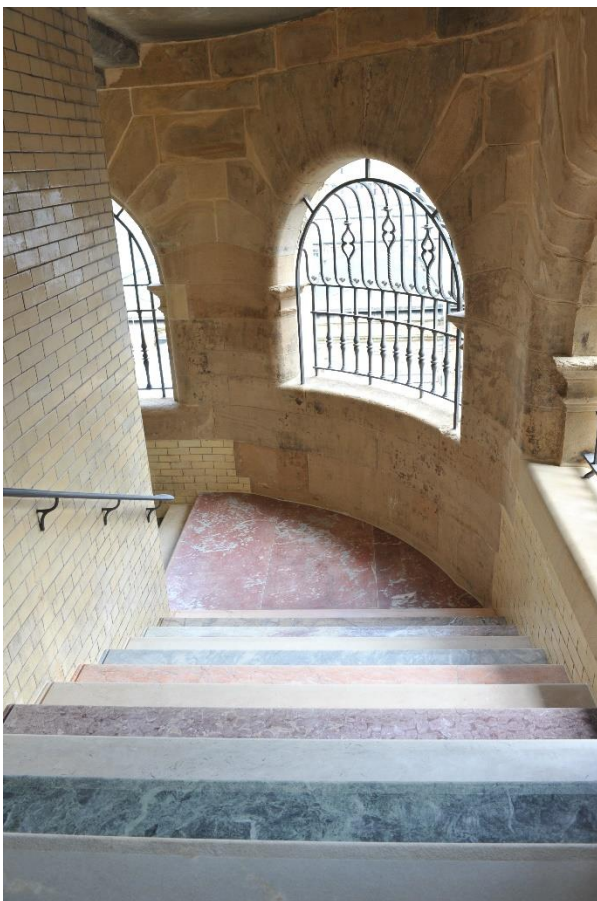
Fruitmarket
Future Makers.

Fruitmarket



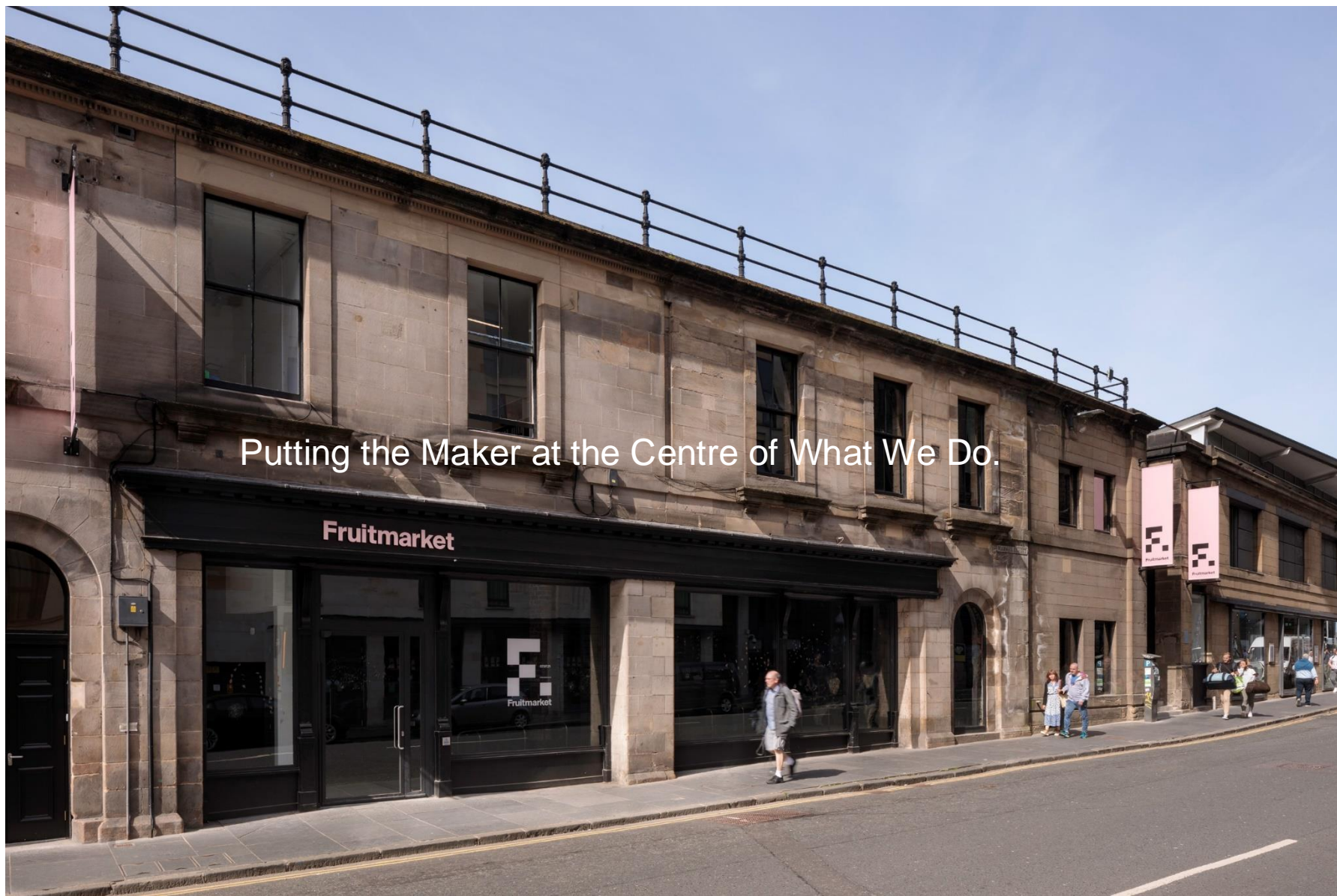
A free, public space for culture in the heart of Edinburgh, Fruitmarket provides inspiration and opportunity for artists and audiences.

We programme, develop and present world-class exhibitions, commissions, publications, performances, events and engagement activities, opening up the artistic process. Creativity makes space for meaning, and we create a welcoming space for people to think with contemporary art and culture in ways that are helpful to them – for free.



Putting the artist at the centre of what we do.





Putting the Maker at the Centre of What We Do.



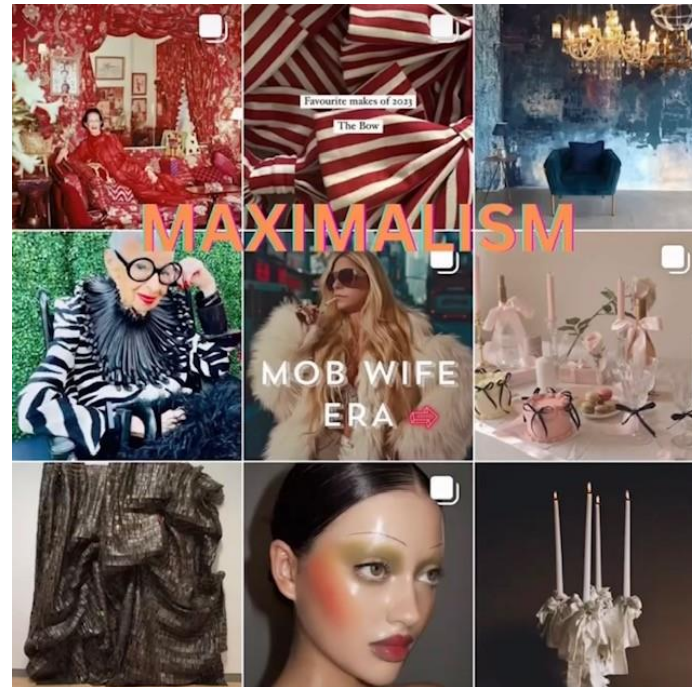
Fruitmarket Bookshop.

We aim to offer up a considered slice of contemporary culture. We stock books and gifts that have found their way into relevance through one way or another.

We approach buying with an aim to balance the concept of context and trust.



Trend Forecasting and Taking the Temperature of the Air.



Bookselling and Retail as Cultural Dialogue.

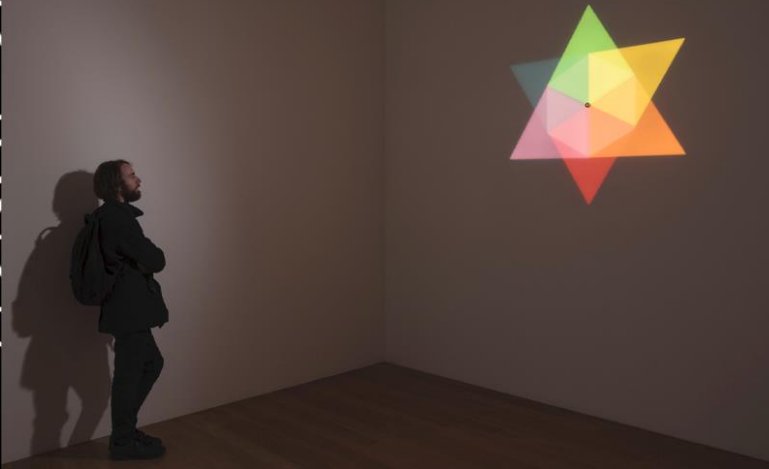
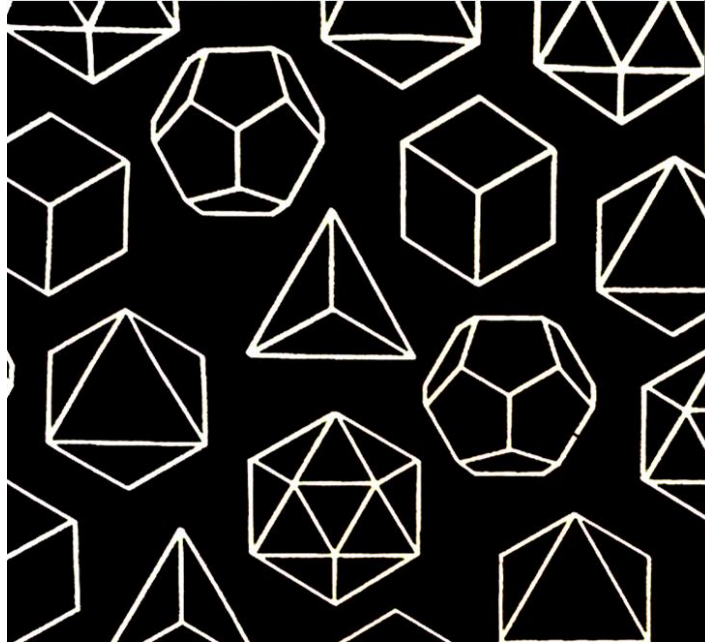


KPIs £250k per year with 200,000 visitors
average spend per transaction £15
Average spend per visitor £1.25



What is a Souvenir? What is Merchandise?

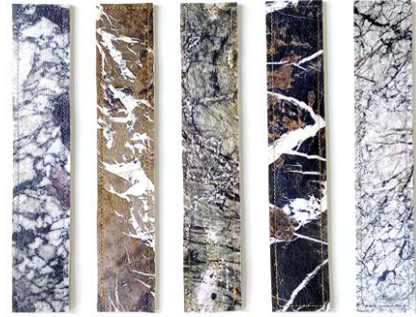
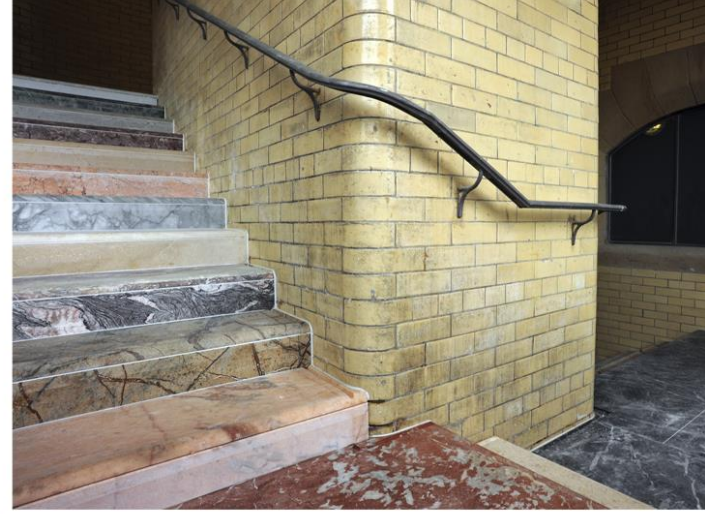
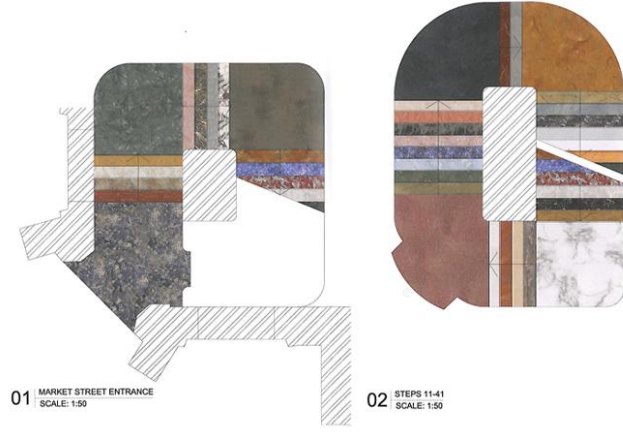
Ding Ding x Another Minimalism
£500 profit for 3month exhibition



Zoe Scott & Sarah Amahd x Karla Black
£5k profit for 3 month exhibition.



April Hay x Scotsman Steps
£1k profit for 2 month sale period.



Katherine James x Leonor Antunes
£1500 profit for 3 month exhibition.



Future Maker Foundations.

- Community.
- Supporting Makers and Designers.
- Sustainability.
- Commerciality and Profitability.
- Function.
- Regionality.
- Putting the Maker/Designer at the Centre of What We Do.

Seeds of Change Retail Model.

- Creating a model that can help makers across the UK.
- Creating a model that can help support galleries and museums across the UK.
- Creating a model that can boost sustainable practices in retail.
- Creating a model that can showcase the potential retail has to create meaningful stories.

Structure.

- Rolling releases.
- Communicative Marketing.
- Presenting everything with information and context.
- Dynamic Events.
- Showcase in the galleries programmed with talks and events as a look at the whole programme.

Deadlines and Finance.

- Deadlines are respective and are set collaboratively for each project.
- Working with each maker's life. Early career makers are often juggling things.
- Set to fit in approval meetings and photography.
- Negotiate restock time frames
- Target of £24k

Orders.

- Price points are pre-agreed
- Once product has been approved and developed for pre-set price points, the order is put through.
- All designs have a standard 2.5 markup.
- Responsive and fiscally cautious buying

Designing.

- Design is for serving a purpose or solving a problem.
- Design that responds to art is about a functional, useful, meaningful dialogue.
- Setting creative boundaries and expectations

The power of a story and investing in the future.

- Context and background give customers the opportunity to buy a story.
- Bespoke stock makes you a destination.
- Small scale buying allows you to respond quickly and stay profitable.
- Makers who work sustainably can showcase your ethos.
- Investing your time in early career makers has the potential to transform the Scottish retail landscape.

Budget

A note that we are shaping this programme as a showcase to present the importance of makers in retail, so a similar model could be employed with reworked overheads.

Overhead Expenditure to date	
Makers commission fees	£2,400
Travel	£300
Marketing	£500
Events	£500
Exhibition	£1,500
Eco Consultancy	£250
Running Total*	£4,950

*future marketing, events and exhibition costs are anticipated

	Retail Expenditure	Projected Income
Aug-Dec 2024	£3000*	£6000
Jan-March 2024	£4000	£8000
April-August	£5000	£10,000
Total	£12,000	£24,000
profit		£12,000
profit - OH		£7,300

*Projected total of £2k across the year for each maker with the realistic expectation of some makers making more, and others, less.

Future Makers

- Eva Snedden, illustrator.
- Dominique Saag, textile artist.
- Morven Mulgrew, ceramicist.
- Emma Gibson, multi-Disciplinary Maker.
- Ames Truscott, glass Blower.
- Zsofia Jak, ceramicist and perfumier.
- Holly Black, Nail artist.
- Nmarra, Jeweller.
- Rosa Park, ceramicist.
- Second Cashmere, textile.
- Xinyi Yang, multi-disciplinary.
- Rachel Ashcroft, Woodworker.



Szofia Jak.



Xinyi Yang.



Morven Mulgrew.



Holly Allen.



Second Cashmere.



Rosa Park.



Jen Stewart.



Dominique Saag.



Rachel Ashcroft.



Eva Snedden.



Emma Gibson.



Ames Truscott.

Rosa Park.

Portia's paintings I inspired

Portia Zuvahera.



captured owls



Part of fallen owls



I can see you (owl)



Ndika-oneswa
maximum pattern shape.



Ceramic figures, stand or brooch



Ceramic Brooch

material: Terracota, color underglaze, glaze layer, underglaze pencil.



layering each colors on brooch

Gold lustre + pattern



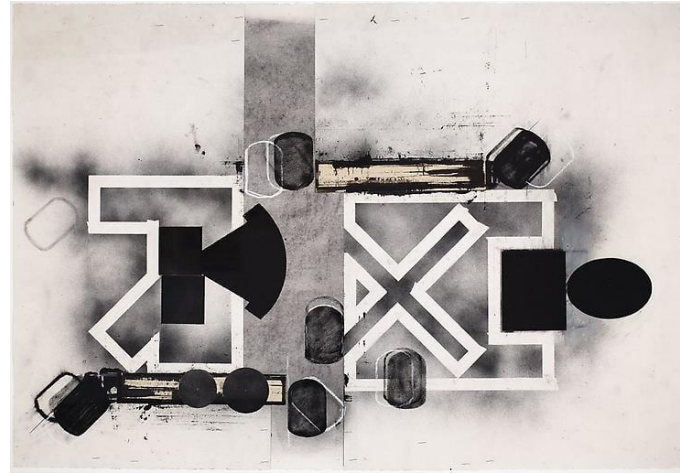
Layers
1. Terracotta clay base
2. orange underglaze
3. underglaze pencil
4. Gold lustre or white color




Making pattern scratching underglaze



Rachel Ashcroft.





Allison Everett
Head of Retail
Retail Consultant and Maker Mentor
Writer and Design Curator

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