



 **Sanlam**

HANDMADE
CONTEMPORARY
— FAIR —



13-15 OCTOBER 2017

The Sanlam Handmade Contemporary Fair is an annual event that aims to bring together the best in local produce and craftsmanship. Now in its seventh year, the Fair has established itself as one of the most highly anticipated events on Johannesburg's social calendar, with visitors using the opportunity to discover new and coveted local brands, and sample some of the best food and wine the country has to offer.



Artlogic has curated the Fair in such a way that there is a fine balance between food, wine and design on offer. Top artisans and producers from around the country are invited to present their goods in a novel way, offering a unique shopping and social experience for visitors. Artlogic transforms the rooftop into a luxurious and stylish setting in which to enjoy the goods on offer.



"Everything was extremely well organized and it could not have been more perfectly executed... we had an absolute blast and thoroughly enjoyed it!!"

Pressed Juice, exhibitor



I just wanted to pass on huge thanks for the stellar work this weekend. We always have such a great experience with Artlogic, from A-Z. Your team and approach are by miles the best in terms of organization and assistance throughout the show. The details of having runners to check if everything is always running smoothly, bring plates, napkins (though we always have our own) and clear trash alongside a huge support team that manages to solve every problem no matter how big or small sets you apart in a huge way. This is definitely reflected in the type of crowd you attract which is also the best in the business as far as we are concerned.

Daniel Forsthofer, exhibitor

Thank you for organizing a great event!! We had such fun and met amazing people!

Corlie Schoeman, visitor



2016 is the best Handmade Contemporary Art Fair yet! I had a really good morning of Christmas shopping!

Alicia Thompson, visitor

"We had a most successful event which was made easy for the slick organization and smooth running for the duration of the Fair"

Lorian's Cheeses, exhibitor



Artlogic welcomes producers from around the country and further beyond to participate in the Fair. Our aim is to continue to develop the Handmade Contemporary brand, and to host yet another event that will be recognised as the go-to place for discerning shoppers.

To apply please visit www.artlogic.co.za by June 23 2017.



FAIR FORMAT AND BUILD

The Sanlam Handmade Contemporary Fair takes place on the rooftop of Hyde Park Corner shopping centre. The Fair opens on Thursday the 12th of October with an invitation-only guest list of 2 000 visitors, exhibitors and sponsors.

This has developed into one of the most anticipated events in Johannesburg, with invitations becoming quite coveted. The Fair is then open to the public from Friday to Sunday and averages 12 500 visitors over the weekend.

The Fair has a great, festive atmosphere and is as much a social event, where visitors can enjoy a good meal and sample new wines, as it is a high-end shopping and sourcing experience.

FAIR FACTS

DEADLINES

Application deadline

23 June 2017

Communication of acceptance

7 July 2017

SCHEDULE

Set up stands

Tuesday 10 October 8am-6pm and

Wednesday 11 October: 8am-1pm

Thursday 12 October: 5pm-10pm

Friday 13 October: 12pm-10pm

Saturday 14 October: 10am-10pm

Sunday 15 October: 10am-4pm

Opening by invitation only Fair
opening hours

Dismantling of stands

Sunday 15 October: 5pm-10pm

CONTACT INFO

Organiser

Artlogic – 235A Jan Smuts Ave, Parktown North

Tel +27 11 447 3868, Fax +27 86 528 4262

Email: info@artlogic.co.za

Fair curator

Cassandra Twala

Mobile +27 83 260 7675

Office +27 11 447 3868

E-mail cassandra@artlogic.co.za

Venue

Hyde Park Corner Shopping Centre, Rooftop

Corner Jan Smuts and William Nicol Dr, Hyde Park, Johannesburg

011-325-4340

FAIR INFO

Number of exhibitors

+/- 120

Number of visitors

14 000.00

Admission price

R120.00

FAIR FACTS

STAND COSTS

Wine stands

R 1,350.00/m² ex VAT

Food Stands

R 1,550.00/m² ex VAT

Design Stands

R 1,550.00/m² ex VAT

STAND SIZES

6m², 12m², 20m²

COMMISSION BREAKDOWN

Wine

20% Commission charged on all sales

Food

0% Commission charged

Design

0% Commission charged

INCLUDED IN STAND COSTS

Walls

All stands larger than 6m² have back and side walls . 6m² stands may not have side walls painted white, and can be painted other colours at an additional charge.

Pine wood floors.

Flooring

Ambient lighting is included throughout the Fair.

Lighting

One double plug point and power provided.

Electricity

For restaurant stands, gas is piped to your stand.

Gas

Restaurants have a sink and running water in their stand.

Plumbing

Wine and restaurant stands are provided with an oak trestle table.

Table

Design stands are provided with a prep table.

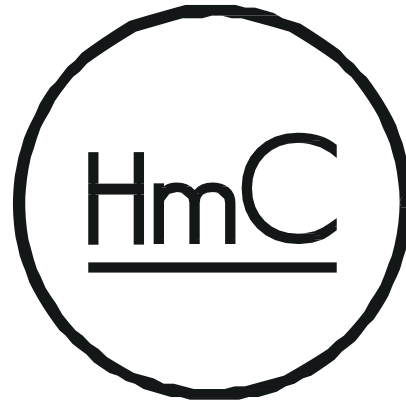
Wine stands are provided with a cooler box and ice.

Cooler box and ice

EXCLUDED IN STAND COSTS

Can be provided at an additional cost:

Additional plug points, three-phase power, shelves, gas cookers, additional lighting, beer fest tables, additional security



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2017

an event by ARTLOGIC

www.SanlamHMC.co.za

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+27 11 447 38 68