

# ual:

not just  
a shop  
think  
buy  
learn

# Open Call Handbook

Guidance on submitting your design products and artwork to be sold in UAL's retail space, **not just a shop**.



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**Careers & Employability**  
Empowering UAL students and graduates to make a living doing what they love.  
[arts.ac.uk/careers](https://arts.ac.uk/careers)

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# About us

Based in Holborn, Central London, **not just a shop** is UAL's pioneering enterprise learning and retail space.



not just a shop interior. Damian Griffiths photography.

**not just a shop** is open to the public Monday-Friday (11am-3pm). We also have an online shop [notjustashop.arts.ac.uk](http://notjustashop.arts.ac.uk), which supplies customers across the UK.

We sell 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 students and graduates from UAL's 6 leading arts colleges.

**not just a shop** is managed by Careers and Employability, the team that empowers UAL's students and graduates to make a living doing what they love. Proceeds from sales are reinvested into supporting students and graduates with their creative businesses through our enterprise events programme. Find out more at [arts.ac.uk/careers](http://arts.ac.uk/careers)

# What we sell

**not just a shop** sells design products and artwork created exclusively by those who have studied at UAL's 6 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).

Our 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 names.

We aim to offer a collection that is unique so many of the products we sell are not readily available elsewhere on the high street.

Our shop is a gift and homeware store so, although we sell fashion accessories, we do not currently sell clothing or shoes. We also currently don't sell books or magazines. Prices range from £2.50 for a greetings card to £1,000+ for a painting.

**not just a shop** currently sells the following items:

- Stationery (e.g. greetings cards, wrapping paper, notebooks, pencil cases, planners and scissors)
- Accessories (e.g. jewellery, bags, scarves, umbrellas and socks)
- London souvenirs (e.g. prints, tea towels, jewellery, notebooks and ceramics)
- Homeware (e.g. ceramics, glassware, tableware, cushions, digital prints, kitchenware and candles)
- Wellness and beauty products (e.g. face towels, travel bags, beauty products, yoga accessories and oil diffusers)
- Art (e.g. paintings, photography, wall-based sculptures, limited-edition prints and mixed media).



not just a shop products. Yeshen Venema photography.

New products and artwork are sourced through open calls. Students and graduates from all UAL colleges can submit their work for the chance to be included in the next season's collection. New stock is chosen by a panel including shop staff and student and industry representatives. We aim to provide applicants with feedback if their work isn't selected.

In addition to these open calls for market-ready products, we also run live briefs throughout the year, such as our annual Christmas card competition with Tate. These provide current students - who may not have developed products - with opportunities to see their designs sold in **not just a shop**. Current competitions can be found on the UAL website [arts.ac.uk/notjustashop](https://arts.ac.uk/notjustashop)

# Applying with products

Our open calls for new products happen 2 times per year. Students and graduates from all UAL Colleges can submit their work to be considered for sale.

## **Our buying policy - products**

Products sold in **not just a shop** need to be appealing to our customers and commercially viable. We recommend you visit our shop in Holborn and [explore our website](#) before submitting your work through our open calls. This will give you an understanding of our current collection, price points and customer base.

## **The products we select:**

- Are realistically priced.
- Appeal to a wide range of customers.
- Are available in reasonable quantities (e.g. minimum of 5 items available for us to buy).
- Are ideally part of a product range (it is rare that we take 1 product only, ideally we select 3-5 items from a product range for greater impact).
- Stand out for their unique design.
- Are well-made and appropriately packaged.
- Are durable (to keep wastage and customer returns to a minimum).
- Have reasonable wholesale minimum order numbers (not 200 units minimum order value).
- Represent and highlight the exciting creativity being fostered at UAL.

## **We're particularly interested in:**

- Original products that aren't easy to buy elsewhere.
- Products with sustainability at their core (e.g. ecologically sustainable, Fair Trade, organic, charitable).
- Gifts for men and children.

## **Our customers**

Our shop customers are predominantly female and largely work in the Holborn area. We also have lots of tourists visiting the shop, as well as art and design enthusiasts who travel from across London to visit. The average spend in-store is £21.65.

Our online customers are also largely female (70%) and mostly aged between 25-34 (37%) or 35-44 (18%). They spend an average of £31.81 per order.

Currently our most popular products include: planners, tea towels, greetings cards, socks, clocks and miniature collectible vases.

## **How we select products**

Product applications are reviewed by a selection panel, which is made up of staff from UAL's Careers and Employability team and student and industry representatives. Products are selected based on the criteria outlined above (including: appeal, originality, price, quality, sustainability). We also look for products that will complement our existing product range; occasionally we will be forced to turn down a product if we already sell something similar.

If you submit your work via our open calls and your aren't successful you can request feedback. We will automatically provide feedback for any products that only require small changes (such as price or packaging).

# Applying with products

Design products are purchased 'wholesale'. This means we buy them outright at the wholesale price agreed with the designer.

## How we buy products

We place wholesale orders because it reduces the risk to our designers and means they get paid in full for any products we order, regardless of sales.

We sell products to the public at the recommended retail price (RRP) agreed with each designer. This must be in-line with the prices of any other stockists as well as the designer's own website.

Not sure about your prices? As a general rule, most retailers take a product's wholesale price and add a mark-up of between 200% and 300%. This mark-up helps to cover a shop's rent, staff, marketing, packaging and other expenses. Detailed information on how to cost and price your work can be found in our [specially commissioned guide by Patricia van den Akker from The Design Trust](#).

If you're unsure about your prices you can still submit your work to our open calls and we can provide you with guidance. If you apply and we think your prices are too high or too low, we will also let you know.

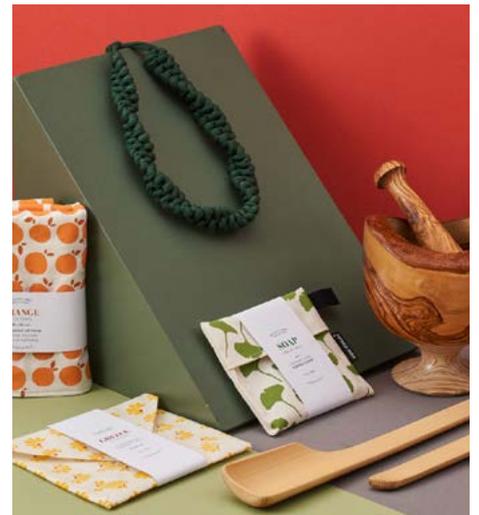
If you're applying with very expensive or one-off design products, we may choose to buy them on a sale or return basis (see the 'Applying with artwork' section of this handbook).

## Students on a Tier 4 Visa

If you are on a Tier 4 Visa, unfortunately you cannot apply to sell your work because the UK government states that you cannot be self-employed. More detailed information can be found on the [UK Council for International Student Affairs'](#) website.

## How we support our designers

We work hard to increase the profile of the 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 designer); and to external audiences (through our marketing and PR campaigns).



not just a shop products.  
Yeshen Venema photography.

## How to apply

Visit [arts.ac.uk/notjustashop](https://arts.ac.uk/notjustashop) to view current open call application dates and apply

# Applying with artwork

We change the artwork in **not just a shop** 3 times a year, so open calls happen every 4 months. Students and graduates from all UAL colleges can apply for the chance to get their artwork exhibited and sold.

## Our buying policy - fine art

Artwork sold in **not just a shop** should be suitable for domestic or commercial environments and appealing to a wide audience. You can apply with a single stand-alone piece or a small series.

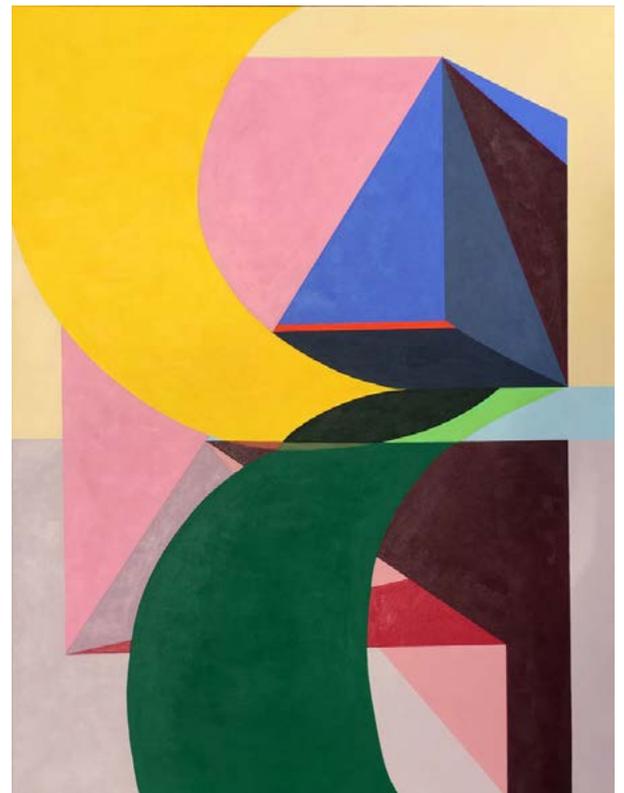
Because we are a functioning shop, we don't have as much space wall space as a traditional gallery. We recommend you visit our shop in Holborn before submitting your work through our open calls. This will give you an understanding of the types of spaces available to exhibit artwork, as well as which of your works might be most suitable.

## The artwork we select:

- Limited edition prints (traditional methods favoured such as screen printing, etching, litho)
- Paintings
- Photographs
- Wall-based ceramics and sculptures
- Digital artworks
- Installations

Due to the restrictions of the space, we mostly accept small to medium scale pieces (max 1.5m height or width) however we do have 1 wall available that can be used for larger installations and pieces.

Artwork is sold at the 'wall price' agreed with the artist and, where required, we will help to cover the cost of framing pieces.



'Banksia Nut' by Darren Appiagyei and 'Geometric Utopia' by Camila Quintero.

# Applying with artwork

One-off and limited edition fine artworks are accepted on a 4-month 'sale or return' basis. This allows us to exhibit and showcase higher priced pieces.

## How we sell artwork

We accept artworks on the following terms:

- 4-month loan (sale or return basis).
- Sale or return loan agreement in place.
- Must be available for entire 4-month period (can't be sold/exhibited elsewhere during the 4-months).
- Artwork advertised at 'wall price' agreed with the artist.
- We take 30% commission for work sold (you receive 70% of sale price).
- Artwork delivery and collection to be arranged and paid for by the artist (if unsold).
- We will insure your work whilst on loan.
- You will be notified immediately if your work sold.
- Payment via BACS.

We make every effort to hang work in the best position but please be aware that **not just a shop** is a retail environment with limited space and other pieces on display.

## Students on a Tier 4 Visa

If you are on a Tier 4 Visa, unfortunately you cannot apply to sell your work because the UK government states that you cannot be self-employed. More detailed information can be found on the [UK Council for International Student Affairs](#)' website.

## How we support our artists

If your work is selected for sale, we will market both you and your work via our online channels. This includes a blog post on our latest collection of artwork, which is posted on our online shop and shared via the **not just a shop** newsletter. We also run artists' takeovers on Instagram and will help to promote any current/future exhibitions you may be part of.

Selected artists are also invited to attend a 1-hour one-to-one business advice session. This provides a chance for you to discuss all aspects of your practice/business.

## How to apply

Visit [arts.ac.uk/notjustashop](https://arts.ac.uk/notjustashop) to view current open call application dates and apply

# Learn

As well as providing a platform for students and graduates to sell their work, **not just a shop** is also a space for talks, workshops and one-to-one advice.

Proceeds from sales are reinvested back into supporting the next generation of creative entrepreneurs through our enterprise learning programme. Run by the Careers and Employability team, our enterprise programme aims to teach UAL students and graduates about all aspects of planning and running a creative business or freelance practice.

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

Topics include: working with retailers, marketing and branding, pricing and selling and business start-up advice. Find out more about the services offered at: [arts.ac.uk/enterprise](https://arts.ac.uk/enterprise)



Enterprise event in not just a shop. Damian Griffiths photography.

# Find out more



not just a shop interior. Damian Griffiths photography.

## **not just a shop**

272 High Holborn

London WC1V 7EY

(Closest stations: Holborn, Chancery Lane)

## **Hours:**

Monday-Friday (11am-3pm)

[notjustashop.arts.ac.uk](http://notjustashop.arts.ac.uk)

[notjustashop@arts.ac.uk](mailto:notjustashop@arts.ac.uk)

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