

OPEN EYE GALLERY

GUEST RETAILER PACK

CONTACT US

If you are interested in embarking on a retail collaboration please submit your proposals with a link to your website and images of your products together with pricing information to:

Charlotte Tsang
Retail and Events Officer
charlotte.t@openeye.org.uk



Founded in 1977 Open Eye Gallery is an independent not-for-profit photography gallery and registered charity based on Liverpool's Waterfront. One of the UK's leading photography spaces, Open Eye Gallery is the only gallery dedicated to photography and related media in the North West of England.

The gallery has consistently championed photography as an art form that is relevant to everyone. As well as presenting a programme of international, high-quality exhibitions the gallery houses a permanent Archive containing photographs dating from the 1930s to the present day.

The gallery relies on funding, donations and income from the gallery shop to host exhibitions, workshops and events. We are inviting independent retailers, designers, illustrators and makers to submit pop-up shop proposals for our small, but perfectly formed gallery gift shop. We support local and regional artists/makers/creative entrepreneurs by offering a platform for promotion and sales.

During 2014/2015 the gallery welcomed over 56,000 people to our exhibitions, we continually strive to offer our visitors something unique from our gallery shop. We are looking for design conscious products to sell in our shop: books, stationary, homewear, gifts and everything in between! Your merchandise should sit well alongside our contemporary publications, cameras and photography accessories.

PREVIOUS GUEST RETAILERS

COW & CO.

An independent design boutique located in Liverpool's Cleveland Square, stocking a selection of homeware, publications and stationery.

www.cowandco.co.uk



NAKED LUNGE

A small family-run business of makers and traders specialising in eco-friendly, home screen-printed textiles and stationary.

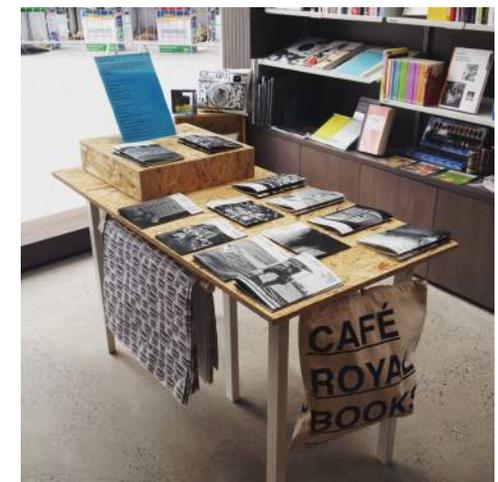
nakedlunge.bigcartel.com



CAFÉ ROYAL BOOKS

A North West-based independent publisher of well-finished, affordable, limited edition zines, with a focus on black and white photography of the 70s and 80s.

www.caferoyalbooks.com



INSTALL / MERCHANDISING

You have the opportunity to produce vinyl stickers with your logo for the gallery shop window. You are also free to bring your own display plinths/tables for merchandising. You be responsible for any merchandising/installation costs, as this will reflect the presentation of your brand in our shop.

Please also be aware that it is not possible to drill/glue onto any of the wooden paneling of the shop. The paneling is not to be damaged through any merchandising installation. The ceiling may be drilled into as long as it can be made good with polyfiller and paint.

Window 1 Dimensions:

Width: 241cm

Height: 218cm

Depth: 29cm (15cm off the ground)

Window 2 Dimensions:

Width: 199cm

Height: 176cm

Depth: 66cm (50.5cm off the ground)

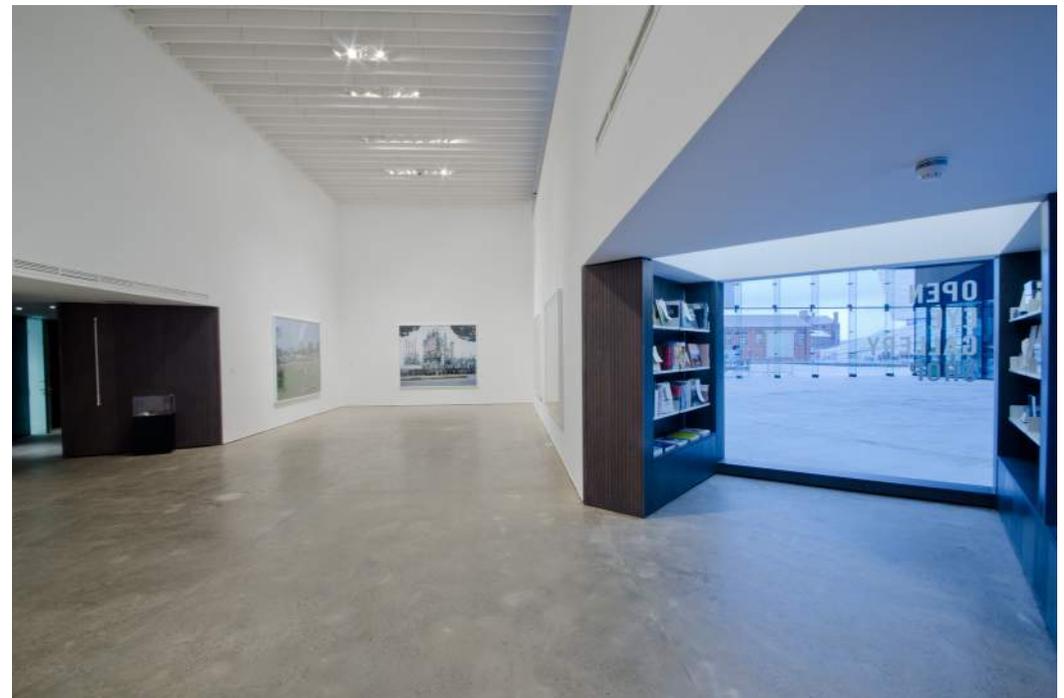
MARKETING

The collaboration will be featured on the front page of our website, with a click through link to our online shop (to be launched summer 2015).

Featured in our gallery newsletters to visitors and stakeholders, consisting of over 4,500 subscribers.

We would invite you to write a series of blogs to be featured on our website.

Promoted through our social media platforms: Facebook, Twitter, Instagram, Tumblr, Pinterest, YouTube. (22,500+ followers)



STOCK / SALES

Products are provided on a sale or return basis with sellers providing monthly invoices for sales over the period.

Our online shop is currently undergoing a make-over. Once the shop is online you have the opportunity to also sell your products through this online platform.

WHAT WE ARE RESPONSIBLE FOR:

- The presentation of your brand in our gallery shop
- Selling your products online and in store
- Implementing a marketing strategy for the collaboration
- Creating sales breakdowns/communicating feedback
- We are not responsible breakages and stock loss

WHAT WE WOULD LIKE FROM YOU

- Installation of window displays
- Visit the gallery to check merchandising and stock levels
- Provide product descriptions for our online shop
- Advice on how to package & post breakable items
- Communicate feedback
- Implement a marketing strategy for the collaboration
- To be present during retail events
- Commission from all sales



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General enquiries:

info@openeye.org.uk
+44 (0) 151 236 6768

Open Eye Gallery
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Liverpool Waterfront
L3 1BP

KEEP IN TOUCH

Website
www.openeye.org.uk

Blog
www.openeye.org.uk/blog

Facebook
www.facebook.com/openeyegallery

Twitter / @OpenEyeGallery
www.twitter.com/OpenEyeGallery

Instagram / @openeyegallery
www.instagram.com/openeyegallery

VISIT US

10.30am - 5.30pm
Tuesday - Sunday
Including Bank Holidays

Free entry

Open Eye Gallery is located at the heart of the Liverpool Waterfront, a short walk from the Liverpool One shopping centre and the Albert Dock. The gallery is part of the new Mann Island development, a complex of three black buildings that sit between the Strand, the Canning dock and the new Museum of Liverpool. Our entrance is on the ground floor, in a covered public courtyard which can be entered from the south side (facing the Museum of Liverpool) or the north side (facing Mann Island and the Liver Building).

FUNDED BY



Supported by
**ARTS COUNCIL
ENGLAND**

