



Building on 35 Years in the Craft Industry

Craft Industry Growth Continues

Halifax, Nova Scotia - Atlantic Craft Trade Show celebrates 35 years working to assist craft producers in Atlantic Canada. The annual wholesale trade show features the work of over 150 craft producers from the region, marketing their products to retail shops and galleries.

After 35 years working in the development of the craft sector in Atlantic Canada, the Atlantic Craft Trade Show (ACTS) has expanded to include guest artisans from across Canada. Under a new pilot program, ACTS has added several new elements to the trade show in 2011, in addition to the *Guest Artisan Program*.

The trade show now features a contemporary gallery space featuring the work of established and emerging craftspeople. **gallery@acts** is a showcase to present work to galleries and museums. The trade show also features an Emerging Artisans feature area, geared to first time exhibitors and recent art college graduates. The trade show will continue to focus on the high-quality work of Atlantic Canadians, as our primary market.

ACTS is inviting craftspeople and artisans from across Canada to join our trade show in February 2012. Expressions of Interest are now being accepted from craft producers to attend the 35th annual ACTS wholesale craft trade show, based in Halifax, Nova Scotia. The show takes place at the World Trade & Convention Centre in downtown Halifax from February 4-6, 2012.

A limited number of booth spaces have been set aside at the upcoming ACTS show for the *Guest Artisan Program*. All new work must be juried by our jury committee and meet all selection criteria, before being accepted to the trade show. The deadline for inquiries is September 24th, 2011. All guest artisans must reside permanently in Canada and all work shown at the trade show must be handmade in Canada.

ACTS is produced annually by Craft Alliance ~ Alliance métiers d'arts, a pan-Atlantic industry lead, craft trade association with a mandate to provide marketing opportunities for producers of craft, giftware and apparel products and to encourage entry into wholesale and export markets and to enhance the professionalism, education and advancement of the sector.

"We feel the time is right for ACTS to expand and to move forward with making our trade show a national event that represents the craft industry in Canada and that continues to offer quality handmade products to craft retailers across North America", says Bernard Burton, ACTS Director. "We want ACTS to be the premiere, must attend event for craft retailers."

The ACTS show has developed a reputation for quality and consistency over the past four decades. Our craft industry partners believe we have the resources to facilitate the coming together of the craft industry in Canada and that there is an opportunity for growth within the craft industry in our country which is driven by the craft industry itself.

Interested craftspeople can contact: acts@craftalliance.ca for more information.

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ACTS is a project of Craft Alliance ~ Alliance métiers d'arts