

The Fine Art of Adding Crafts to a Farmers Market

A horizontal strip of marbled paper with a complex, swirling pattern of colors including green, yellow, red, and blue. The pattern resembles traditional marbling techniques.

Oil and Water DO Mix!

David Dickinson
Daystall & Arts Program Manager
Pike Place Market

Overview:

- Brief History of Pike Place Market
- Craft in a Farmer's Market
 - Considerations
 - Approaches
 - Practices



Pike Place Market: From \$\$\$ Onions to Wooden Spoons





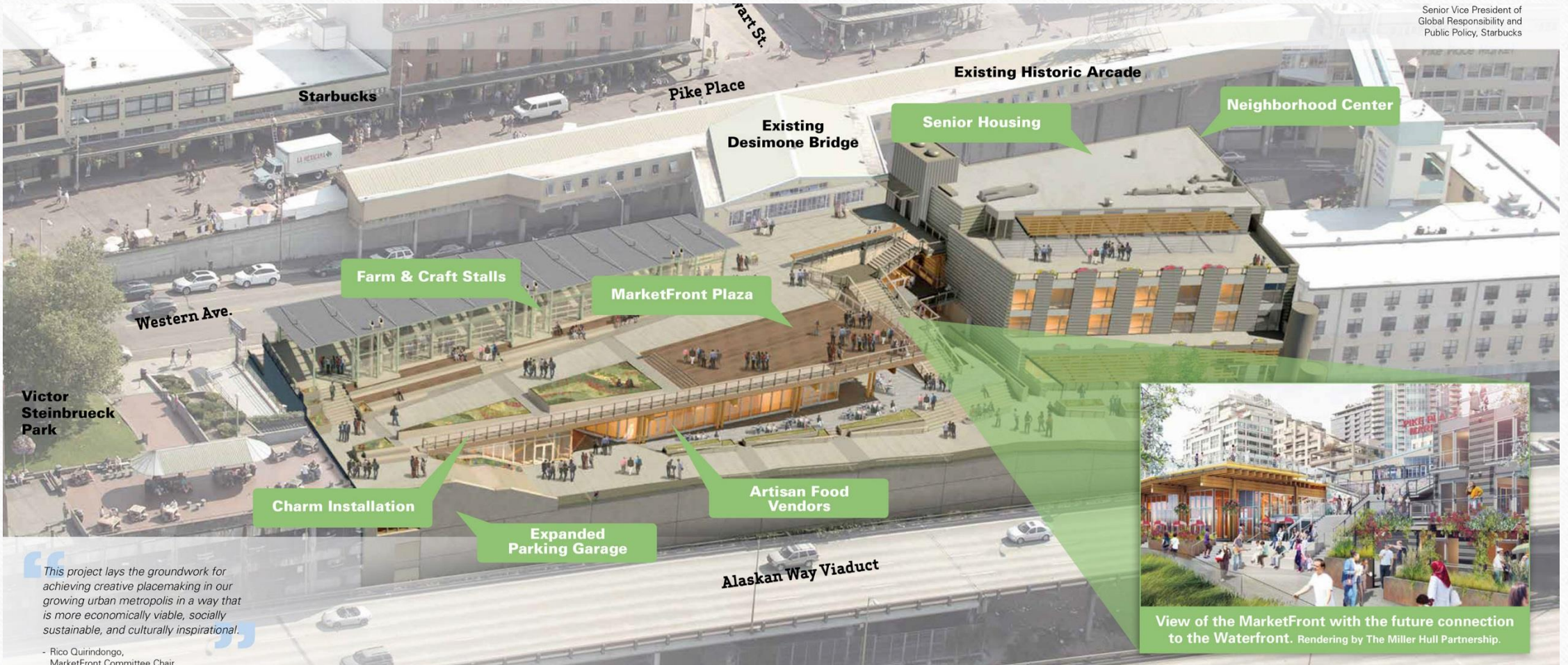
Coming Soon: The Pike Place Market MarketFront





LEARN MORE: PIKEUP.ORG

Senior Vice President of
Global Responsibility and
Public Policy, Starbucks



This project lays the groundwork for achieving creative placemaking in our growing urban metropolis in a way that is more economically viable, socially sustainable, and culturally inspirational.

- Rico Quirindongo,
MarketFront Committee Chair



View of the MarketFront with the future connection to the Waterfront. Rendering by The Miller Hull Partnership.





MILLER HULL

Crafts at Pike Place Market:

Market Historic Commission



Market PDA Charter



Hildt-Licata Agreement



Daystall Rules & Regulations

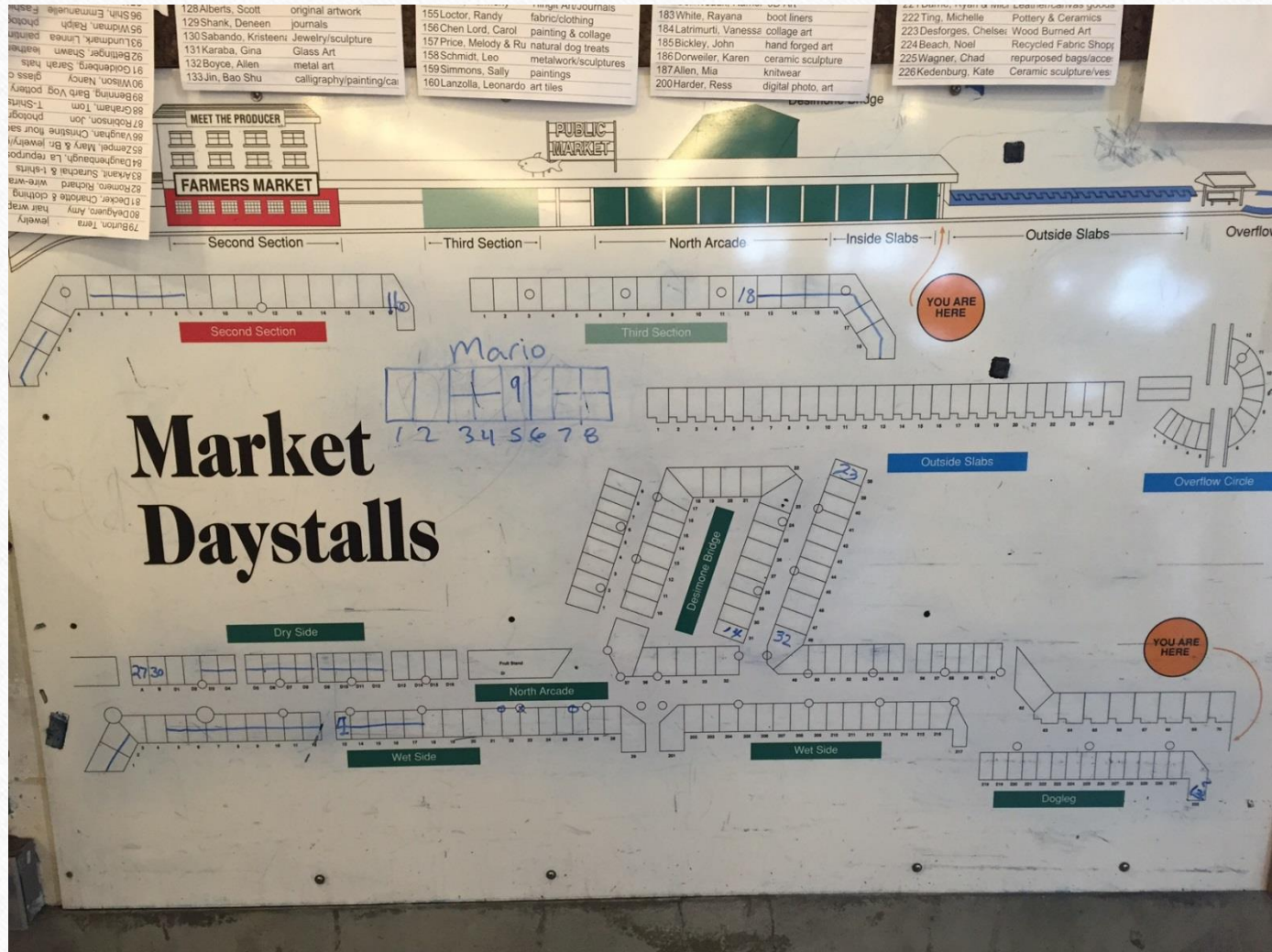
Farm Priority:

2 : 1

Table Ratio

192 Inside
Tables

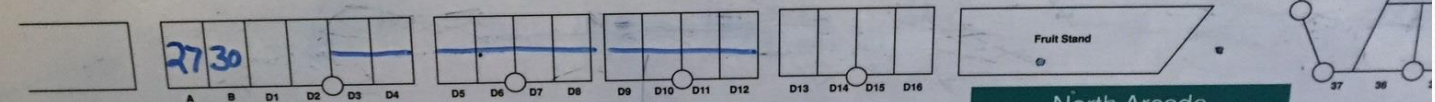
122 Farm-
Preferred



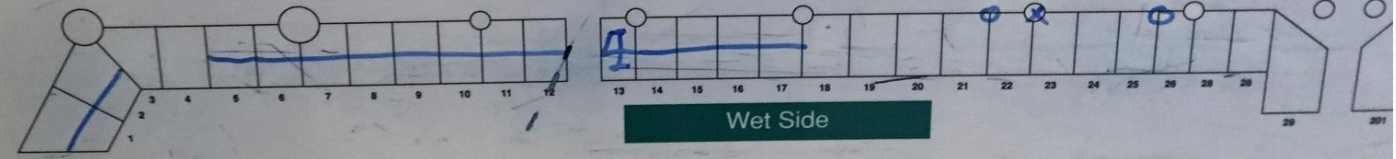
Market Daystalls

1 2 3 4 5 6 7 8

Dry Side



North Arcade



Wet Side





Market Daystalls



Why Crafts?



Complementary
Asset
Vs.
“Filler”

How do you frame the crafts in your market for your customers?

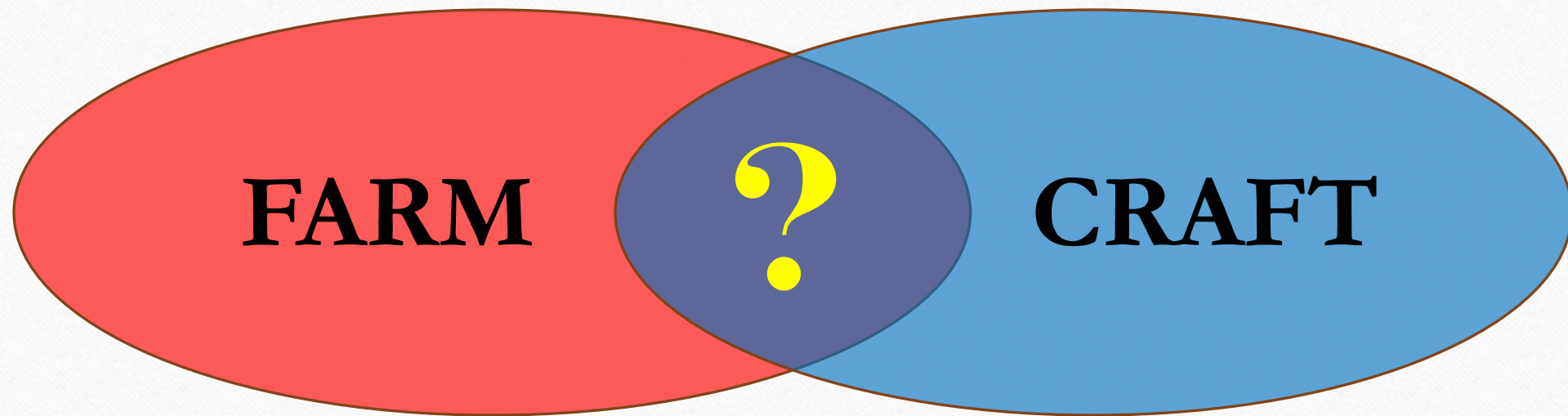


What is your market's brand...



...& how do Crafts fit in?

Shared Selling Points?



Factors in Selecting the Right Crafts

- Your Market's Brand
- Your Customers' Needs and Tastes
- Your **Vision** for Bringing Customer & Brand Together

Example: Wooden Cutting Boards





Vision-Based Emphasis

Examples:

- “Meet the Producer”: Fabrication
- Regional Identity: Local Sourcing
- Farm or Kitchen Themed

Example: Emphasis on Farm & Kitchen Themed Crafts







Where are the Artists in Your Community?

- Community Centers
- Arts/Cultural Org's
- Schools
- Churches
- Art/Craft Supply Stores
- Online Forums
- Contact Known Artists
- Others?

Recruitment: Active vs. Passive

Go Out & Get 'Em!

- Shows, Festivals, Exhibits
- The Power of Personal Contact

(Targeted) Ads & Postings

- Put Your Vision Out There
- Build Clear Expectations From the Start

Richard's Rule of Thumb

Some people will make something because they see an opportunity to make \$\$;

&

some people **MUST** make things: are compelled by an inner imperative & will create regardless!



Selecting New Craftspeople: Who Will Decide? How Will They Decide?

Who:

- Owner?
- Manager?
- Committee?
- Panel?
- Jury?
- Expert(s) in Field?



How:

- Screening?
- Application?
- Criteria?
- Ballot or Scoring?
- Rules?

Authentication: Do They Make It?

In a Perfect World:

- Studio Inspection!



Alternatives:

- Allow for Receipt Review
- Check References
- On-Demand Studio Check Should Concerns Arise
- Watch For Red Flags
- Network with Colleagues



Product Add-On Process

How New Products Are Added

- Only Approved Products on Table
- Add-On Application
- Approval Process
- Guiding Principles
- Product Mix?



Adding Crafts To-Do List:

Mission or Vision Statement/
Charter

Rules & Reg.'s, incl.:

- Application & Screening
- Location Assignment
- Rule Enforcement
- Authentication Process

Application Form

Screening Evaluation Form

Product Add-On Form

Vendor Complaint Process

Permit Form/Vendor Contract

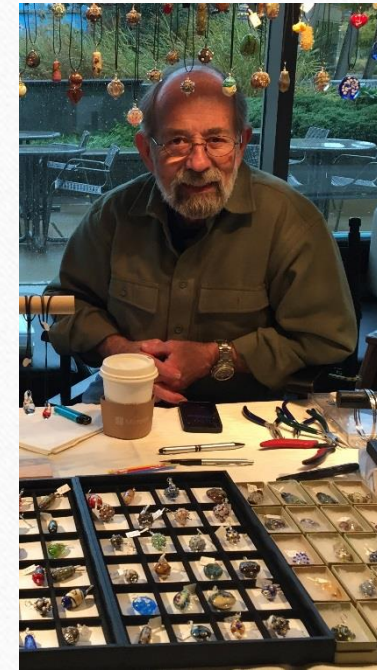
A Few Ingredients for a **Vibrant** Crafts Community:

PURE CREATIVITY



DRIVE / DEDICATION

PEER LEADERSHIP



INTEGRITY

PROFESSIONALISM

