



BLENDER ARTIST

MARKET

VENDOR
INFORMATION PACK



About

Welcome to the new Blender Artist Market, re-opened in its bigger, better and badder location at 'The District' in Docklands.

It's a new art and design market located in the brand spanking new Arts Precinct featuring some of Melbourne's most creative and skilful artists and designers.

www.theblendermarket.com

Dates

The Blender Artist Market is an outdoor event that will run from the 17th November 2017 - throughout summer.

The markets will run from 5pm-9pm.



History

The Blender Artist Market operated for the past 5 seasons at the old home of the Blender Studios in Franklin Street. Over the five summers, the markets have welcomed over 175,000 guests.

We are excited to re-launch the event in our new location in Docklands and will continue to open the studios to the public during the market.



Audience

The market attracts a broad diversity of guests and has something for everyone! Children, teens and adults alike will find activities and stalls that appeal to a wide variety of interests.

Below is our projections for the expected audience demographic:

- 35% local docklands residents
- 35% families with children from inner Melbourne regions
- 30% inner City workers (after work crowd)



Vendors

We will have between 40 and 50 individual store holders per market. We are looking for vendors ranging across an array of products including fine art, craft, gifts, fashion, jewellery, treats, ethical & sustainable, fairtrade and more! The main thing is that it is handmade and preferably local artisan goods.

ARTS

CRAFTS

FASHION

JEWELRY

BAKED GOODS

HANDMADE PRODUCTS

ETHICAL & SUSTAINABLE

HOME & LIFESTYLE

Entertainment

Each week different entertainment is organised. From buskers to performance artists and more! There will be 3 to 4 different acts each market.

We also run other interactive activities such as drop in yoga workshops.



Food Trucks

In conjunction with the Blender Artist Market, The District will also be hosting a brand new food truck park. The food truck park will have up to 6 different food vendors a short one minute stroll from the market site.

There will also be a fully licenced.



Marketing

A full marketing campaign is underway and will continue throughout the season.

This includes:

- City of Melbourne feature campaign for Summer
- Full city flyer drop
- The District social media channels
- Blender Studios/Market social media channels
- Norhside Projects social media channels
- Press releases to newspapers, blogs etc.



Facilities for Vendors

The Blender Artist Market will provide the following facilities for vendors:

- Discounted parking
- Designated loading zone
- Nearby ATM's
- Table and Chairs (first in best dressed)
- Power outlets (on application)
- Security
- Cleaning and waste management
- Toilets



Getting There

DRIVE:

The District is conveniently located only five minutes from the CBD of Melbourne at the Docklands.

FREE TRAMS:

The City Circle free tram stops right outside The District Shopping Centre, Docklands Drive. Route 70 and 86 also stop directly outside the Centre (in the free tram zone).

TRAIN:

Take the train to Southern Cross Station and walk over the Bourke Street Pedestrian Bridge to Harbour Town Esplanade, then along Docklands Drive or the waterfront to The District.

[Google Maps](#)



TRAMS: 35, 70 & 86

Dates

Available dates:

- Nov 17th 2017
- Nov 24th 2017
- Dec 1st 2017
- Dec 8th 2017
- Dec 15th 2017
- Dec 22nd 2017
- Dec 29th 2018
- Jan 5th 2018
- Jan 12th 2018
- Jan 19th 2018
- Jan 26th 2018
- Feb 2nd 2018
- * Feb 9th 2018
- Feb 16th 2018
- Feb 23rd 2018
- Mar 2nd 2018
- *REST OF MARCH TBA*



VENDOR APPLICATION



- Stall sizes: 2m x 1m = \$20 **OR** 3m x 1m = \$30
- Tables (1.8m) can be supplied pending on availability and upon application only, 1 per stall. You will need your own seating.
- Stall Criteria: Hand made art, craft and design, sustainable & fair trade, sweets and treats, etc.
- There is no refund for no-shows or cancellations within 7 days of the market.
- The Blender Artist Market can not accept responsibility for theft & damage of artwork & goods.
- All fees must be paid upon confirmation.

To apply for a stall please email:
[*nspnorthside@gmail.com*](mailto:nspnorthside@gmail.com)

or

[*CLICK HERE!*](#)

Please include the following information so that we can get back to you as soon as possible:

1. Name
2. Business Name
3. Mobile
4. Date(s) interested in
5. Description of goods
6. Links and images of your work
7. Stall size

Do you require a table

PERFORMANCE APPLICATION



To apply to perform please email:

[*nspnorthside@gmail.com*](mailto:nspnorthside@gmail.com)

or

[*CLICK HERE!*](#)

Please include the following information so that we can get back to you as soon as possible:

1. Name
2. Mobile
3. Date interested in
4. Links to music/act
5. Description of what you do