

**THE GLASGOW
SCHOOL OF ART
ENTERPRISES
LTD**

GSA Collection for the GLASGOW SCHOOL OF ART

A handbook of instructions

1. About GSA Enterprises Ltd

GSA Enterprises Ltd is the commercial arm of the Glasgow School of Art. Every year the company generates a substantial financial contribution for the School. Through retail, tour, venue hire and licensing operations, the company's contributions are essential in supporting the School's educational programmes, managing visitors to the building and helping to preserve the fabric of the Mackintosh building.

The School is unique on the "Mackintosh trail" (which comprises 12 Mackintosh sites across Glasgow) as the building retains its original purpose as a hardworking art school and can therefore only be visited by guided tour. Around 25,000 people currently visit the School each year to take part in tours conducted by student guides, many others come purely to visit the School's exhibition spaces and an increasing number of locals and visitors are now coming specifically to visit the GSA Shop.

GSAE aims to involve GSA's creative community in working to support the School and looks to promote GSA staff, students and alumni designer-makers by providing a commercial platform to showcase their work to tens of thousands of visitors each year.

2. Project Background

Creativity is at the heart of the Glasgow School of Art's mission: to provide a *creative* education that develops talent for the *creative* industries.

The School is rooted in the past but also wants to look to the future: rich in the Mackintosh heritage, it prides itself in being bold and unconventional, encouraging both staff and students to take risks. The School has been described metaphorically as a box of matches: a solid and safe environment that nurtures the spark of creativity.

The 'Mackintosh Conservation & Access Project' restored much of the fabric of the Mackintosh building, returning many spaces to their original purpose and creating new spaces for the public to visit. In September 2008, GSAE opened a new shop, exhibition space and furniture gallery, aiming to draw in diverse new audiences: local, national and international visitors, students, staff and alumni.

The GSA Shop now plays a vital role in enhancing the brand of the School and continuing to build on GSAE's financial donations, something which has increased year on year in no small part due to the 'GSA Collection'; products designed and made by students, staff and alumni of the School. Since its inception, the GSA Collection has been covered widely online and in the local and national press with features in Homes and Interiors Scotland, The List and The Glasgow Herald.

GSA Enterprises is looking to continue delivering a refreshed visitor experience that is brave, confident, authentic and vibrant and continually looking for new designers and makers to work with.

3. Project objectives

At the heart of our retail strategy is the intention to create a shopping experience where you can **smell the paint**, to create an experience that truly reflects the Glasgow School of Art: an experience that is leading in its field, valued by visitors, staff and students, that is inspiring with imaginative and bold ideas and that nurtures the talent of the creative industries embedded in the GSA.

A retail offer that celebrates both past and present: that reflects Mackintosh's creativity and design and reflects the hothouse of ideas of the School today.

4. Design objectives for the GSA collection

The key objectives are:

- To represent the Glasgow School of Art in the GSA Shop by dedicating part of the selling space to product designed and made by students, staff and alumni of the School.
- To showcase the creativity and the bold, imaginative ideas that are nurtured through, or inspired by the School.
- To promote staff student and alumni designer-makers by providing a commercial platform to showcase their work.

5. The policy

Please note the GSA Shop is not a gallery space selling original artwork, for that reason product selection will be made on the following criteria:

- **Commercial viability:** the product must represent value for money for our customers and must be sold at accessible retail price points.
- **Retail Ready:** as far as possible products should be at a development stage where they are ready to be sold on the shop floor and packaged appropriately.
- **Audience relevance:** the product should appeal to our visitors: locals, national and international visitors.
- **Durability:** the product should be able to withstand the wear of being stored, displayed and sold on the shop floor and worn / used regularly by the customer who buys it (children's products / toys should have cleared all necessary testing).
- **Mark up:** products will generally be sold at a 2 to 2.4 markup from the unit cost (cost price x 2 or 2.4) and collectively all products must be priced competitively to support the shop's overall targets. All profits are donated to the School to support its educational vision and the conservation of the Mackintosh building.

Product samples must be submitted for selection with a completed submission form to GSAE's Retail Manager, who will retain full responsibility and agency over the selection process.

6. Submission form – GSA Collection

Please complete one form for each product you submit and return with an appropriately packaged sample to: Annie Lavety, Retail Manager, GSA Enterprises Ltd, 11 Dalhousie Street, Glasgow G3 6RQ or hand in to the GSA Shop at the same address.

You:

Name:	
Contact tel:	
Email:	
Postal Address: (sample will be returned to this address)	
GSA Student? Current year of study and course name:	
A GSA Alumnus? Year of graduation and course name:	
GSA Staff? Position and department:	

Your Product:

Product Name:	
Unit Cost:	
Quantity available:	
Lead time for ordering / re-ordering:	
Do you sell this product anywhere else? Shop name & location/website and retail price:	
About the product: material, sustainability, colourways, manufacturing, inspiration etc. (attach separate sheet if necessary)	