



BESPOKE  
GUILD MARK

# APPLICATION FORM

An Award for Excellence in  
British Bespoke Furniture

*Vortex Table by Marc Fish*  
BGM 470



**The Furniture Makers' Company**  
the furnishing industry's charity

## The Furniture Makers' Company is the City of London livery company and charity for the furnishing industry.

We nurture talent for the future of our industry by supporting the education of students.

We provide help to people in need who are, or once were, involved in the furnishing industry via grants, services and support.

And we promote our industry through our prestigious Guild Mark schemes that recognise excellence in the areas of furniture design, bespoke furniture making and series furniture manufacturing.



*Guilloche Bedside Table by Fernanda Nunez  
BGM 476*



## About the Bespoke Guild Mark

Awarded by The Furniture Makers' Company, the Bespoke Guild Mark is awarded to pieces of bespoke furniture made as single items or in batches of up to 12 that show excellence in design, materials, craftsmanship and function.

## Applications

Applications are welcomed from designer makers in the United Kingdom making furniture of original design to commission or speculatively. Sets of chairs count as one item but other pieces in a suite or group must be entered as separate applications. A maximum of three applications are allowed from one individual or firm in each Company year (May-April). If a piece is rejected it may not be resubmitted in the same form.

## History

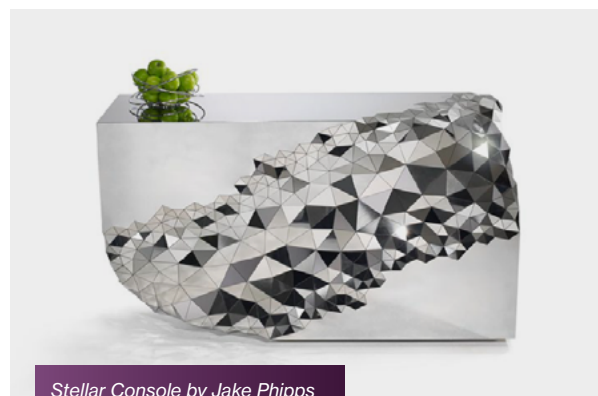
The Furniture Makers' Company was founded as a Guild in 1951. It is now the City of London Livery Company for the furniture and furnishing industry and its only charity.

One of the early decisions was to establish the Guild Mark in 1958 to recognise and record pieces of furniture, initially hand or factory made, which showed excellence in the four criteria of materials, craftsmanship, function and design.

In 1993 the scheme was divided so that the Bespoke Guild Mark stood alone, and to date nearly 500 have been awarded. More recently Design Guild Marks were introduced to cater for larger production numbers.

## Important Considerations

- Are the materials, including the fittings and the finish, appropriate?
- Are the materials from sustained sources?
- Items incorporating CITES listed materials will not be considered for a Guild Mark. (See note 1 on the Application Form.)
- Does the design of the piece show innovation?
- Are its proportions and scale harmonious?
- Is it fit for purpose?
- Will it last?



*Stellar Console by Jake Phipps*  
BGM 445



## Benefits

Pieces of furniture awarded a Bespoke Guild Mark are recognisably items of quality and excellence. To substantiate and promote this accolade, Guild Mark holders are entitled to:

- Use the Company's Bespoke Guild Mark logo on any publicity material relating to each piece awarded a Bespoke Guild Mark
- Receive a numbered Bespoke Guild Mark certificate which clearly states the names of the designer and maker (in itself a guarantee of the authenticity of the piece) and a unique enamelled disc to be fixed to each piece awarded a Bespoke Guild Mark
- Have a page on the Company's website ([furnituremakers.org.uk](http://furnituremakers.org.uk)) containing a link to their own site/s, their contact details, and a general description of their practice, with further pages for each Bespoke Guild Mark (up to four) that they hold. These pages are linked to categorised thumbnail images of all Bespoke Guild Mark pieces
- Be entered, in most cases and without further application, into the annual competition for the Claxton Stevens Prize of £1,000 for the Bespoke Guild Mark piece judged to be the best of all those awarded in that Company year (May-April).
- Promote the award to press. In turn The Furniture Makers' Company will publicise the award to relevant media.



*Ribbon Rocking Chair by Katie Walker  
BGM 373*

## Fees

A non-refundable contribution towards administration costs of £100 (inc VAT) must accompany each application. Applicants under the age of 30 will receive one free application.

## Assessment Procedure

Applications are considered by the Bespoke Guild Mark Committee several times a year. The first assessment is made using the images and details sent with the application form. Good quality images are therefore vital (see application form).

If selected, the second stage is a physical inspection by a panel of two or three members of the Company (usually including experienced designer-makers), who prepare a report. Finally, the Committee, again using the images, the application form and the inspection panel's report, decides whether the piece fulfils all four criteria and therefore merits the award of a Bespoke Guild Mark. The applicant is notified either way as soon as possible afterwards.

## Copyright

The copyright of Bespoke Guild Mark certificates and discs remains the property of the Company. Additional certificates can be purchased for bona fide use by the designer, maker or client.

## Repeats

A Bespoke Guild Mark holder may apply to have an existing Bespoke Guild Mark extended to up to twelve repeats of the same design. Each repeat is treated as a new application and the same fee is payable, i.e. £100 (inc VAT). New certificates are not issued but new enamelled discs are. The disc/s will bear the same Bespoke Guild Mark number as the original piece but the year will be that of the making of the repeat/s. The Company may call in one or more of such repeat items for inspection and may, at its discretion, rescind the permission for repeat use of the original Bespoke Guild Mark.

# Application Form

Please complete this application form in Adobe and return it to [bespoke@furnituremakers.org.uk](mailto:bespoke@furnituremakers.org.uk).

## Company details

|                                                               |
|---------------------------------------------------------------|
| Applicant                                                     |
| Position in firm                                              |
| Trading name                                                  |
| E-mail                                                        |
| Website                                                       |
| Social media handles                                          |
| Postal address                                                |
| Telephone                                                     |
| Year trading began                                            |
| The title of the piece and a brief description                |
| Dimensions (mm)<br><i>Width/Length      Depth      Height</i> |
| Designer(s)                                                   |
| Date designed                                                 |
| Maker (if not the applicant)<br><i>Date completed</i>         |

Enter information by clicking and typing in the appropriate space. Please save this form to your local server before completing and ensure you save your changes before returning.

|                                                                                     |
|-------------------------------------------------------------------------------------|
| Was the piece commissioned or made speculatively?                                   |
| Is this piece a single commission or are there likely to be repeats of this design? |
| If this is a repeat, what was the original BGM number?                              |
| Address of where the piece can be inspected                                         |

### Please note

Furniture which incorporates CITES listed materials will not be considered for a Guild Mark unless any such materials used are from pre-Convention stock and specifically supported by relevant documentation.

Are any CITES listed materials used?

Yes     No

If yes, please attach relevant documentation with this form. Digital images need to be sent with this form: JPG images sent to [bespoke@furnituremakers.org.uk](mailto:bespoke@furnituremakers.org.uk). Good, high resolution images are essential. A size of at least 1 MB is recommended and is essential for later publicity for successful applications.

### Images should show:

- The piece from different angles
- Show setting and scale where relevant
- Details of innovative features
- We encourage you to photograph in a room setting.



## Application Form *continued*

### Payment details

Account name: The Worshipful Co of Furniture Makers

Bank name: Allied Irish Bank

Sort code: 04-13-76

Account number: 00006144

Paypal

<https://paypal.me/TheFurnitureMakersCo>

**Please use less than 50 words for each of the first four answers**

**Design** - The thinking behind the design of the piece, its scale, and its innovative features

**Craftsmanship** - Special features, including any particularly complex problems solved

**Materials** - The materials used in the piece, including the finish and the reasons for the choices

**Function** - The design brief and how it has been fulfilled

### Additional comments

- I apply for the piece described to be considered for a Bespoke Guild Mark.
- I agree to assist if required in organising viewing of the piece.
- I agree to abide by the conditions governing the award of a Bespoke Guild Mark.
- I agree to pay £100 (including VAT) before my application is reviewed.

Signed

Date

(If applicable) As the maker of the piece but not the applicant, I agree that I will, in all relevant publicity, acknowledge the applicant and designer when promoting this piece of furniture

Signed (Maker)

Date

