



**BESPOKE  
GUILD MARK**

# **An Award for Excellence in British Bespoke Fitted Furniture**



**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 fields of furniture design, bespoke furniture making and series furniture manufacturing.





## About the Bespoke Guild Mark

Awarded by The Furniture Makers' Company, the Bespoke Guild Mark is for bespoke fitted furniture awarded to items designed and made as an installation which shows excellence in design, materials, craftsmanship and function. An installation might be a single fitted item such as complete fitted room such as a kitchen, library or bedroom.

## Applications

Applications are welcomed from designer makers in the United Kingdom making furniture of original design to commission. A maximum of three applications are allowed from one individual or firm in each Company year (May-April). If an installation is rejected it may not be resubmitted in the same form.

## History

The Furniture Makers' Company was founded as a guild in 1951. In 1963 it became the the City of London livery company for the furniture and furnishing industry and is now the only charity.

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

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

In 2022 it was realised that many designer makers are involved with bespoke fitted furniture of high quality which deserves to be recognition and it was decided to add this category to the BGM awards scheme.

## Applying for this Guild Mark

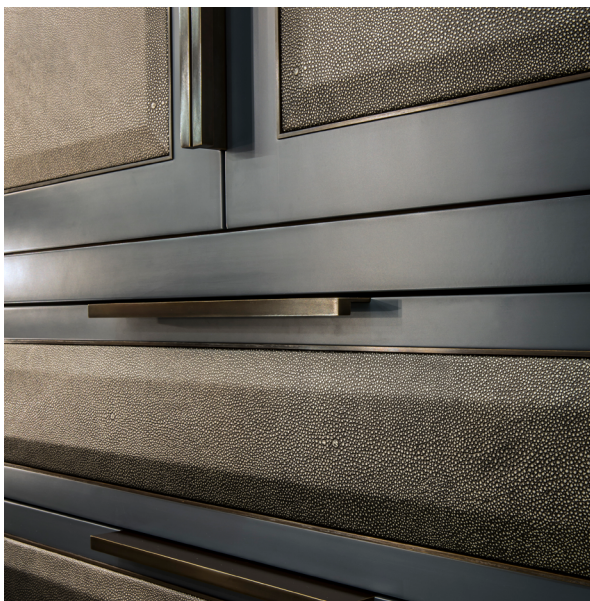
- Does the design of the piece show innovation?
- Are the proportions and scale harmonious?
- Is it fit for purpose?
- Are the materials, including the fittings and the finish, appropriate?
- Are the materials from sustained sources?
- Items incorporating CITES listed materials will not be considered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



## Benefits

Pieces of fitted 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).
- Receive an enameled disc to be fixed to each item 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
- Promote the award to the press whether on print or online.
- In turn The Furniture Makers' Company will publicise the award to relevant media.



## Fees

A contribution towards administration costs of £500 (inc VAT) must accompany each application.

However if the application is not processed a refund of up to £400 might be applicable. If the company applying is less than two years old, it can make one free initial application.

## Assessment Procedure

Applications are considered by the Bespoke Guild Mark Committee. 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 the item passes, this stage, the next step 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, 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.





# Application Form

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

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.

## Company details

Applicant

Position in firm

Trading name

E-mail

Website

Social media handles

Postal address

Telephone

Year trading began

Brief description of installation

Attach images, drawings, plans, elevations, and details with finishes indicated.

Designer(s)

Date designed

Maker (if not the applicant), Please also include Company Name

Was the piece commissioned or made speculatively?

Is this installation 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 installation can be inspected

### Please note

Are any CITES listed materials used?

☐ Yes ☐ No

If they are they will not be considered for a Guild Mark unless any such materials used are from pre-Convention stock and specifically supported by relevant documentation.

If yes, please attach relevant documentation with this form. Digital images need to be sent with this form: JPG images sent to [guildmarks@furnituremakers.org.uk](mailto:guildmarks@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 installation 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*

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

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

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

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

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

**Additional comments**

**Payment details** (Payment accepted via Bacs or Paypal )

Account name: Corporate - The Worshipful Co of Furniture Makers

Bank name: Allied Irish Bank

Sort code: 04-13-76

Account number: 00006144

Paypal

<https://paypal.me/TheFurnitureMakersCo>

☐ I apply for the installation described to be considered for a Bespoke Guild Mark.

☐ I agree to assist if required in organising viewing of the installation.

☐ I agree to abide by the conditions governing the award of a Bespoke Guild Mark.

☐ I agree to pay **£500** (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**

