



## ALBERTA CRAFT GALLERY SHOP APPLICATION

### GUIDELINES & REQUIREMENTS

#### Intake for Spring / Summer 2021

#### ABOUT

The Alberta Craft Council (ACC) is a not for profit provincial arts service organization and has steadily grown to be the largest public gallery dedicated to craft in western Canada and one of the leading craft organizations in the country. We have an impact on the visibility of this unique art form to the general public and craft artists while contributing to a larger national and international craft community.

Our social enterprise retail galleries provide important craft career development opportunities to Alberta Craft Council members as do other member focused ventures, including professional development services, referrals, promotions, and information services such as the bi-weekly members e-news.

The Gallery Shop retail spaces in both Edmonton and Calgary generate sales for artists and provide valuable career mentorship, product feedback, learning opportunities for the public, and revenue for the organization to deliver additional programming. The Gallery Shop promotes a wide range of craft practices, including emerging to established artists working in both contemporary and traditional/heritage techniques. We currently represent and support work in clay, glass, fibre, jewellery, metals, stone and other media.

The Alberta Craft Council acknowledges that the expression and practice of fine craft are constantly evolving through new technologies and materials. The listed categories are meant as a guide for submissions but are not considered definitive. If you are pushing the boundaries of fine craft, we are interested in seeing your work.

If you have questions or concerns about eligibility, need support completing the application, or have barriers to completing the application online, please contact:

[shop@albertacraft.ab.ca](mailto:shop@albertacraft.ab.ca) or call  
**780-488-5900** for more assistance

## APPLICATION PROCESS

Applicants must be Canadian residents. Applicants should be Alberta based artists. Applicants that are not primarily based in Alberta will not be considered at this time.

Intake for the Gallery Shop happens annually in February. There are two phases to the Gallery Shop Artist application.

- **Phase-one** is a digital submission (questionnaire and images of work) and is due **FRIDAY, MARCH 26, 2021** at **11:59 PM MST**. Applications will be reviewed and assessed by the Gallery Shop Committee. Selected applicants will then be invited to Phase-two. General feedback will be given to all applicants.
- **Phase-two** asks applicants to submit physical samples of their proposed work. Samples of work are due **FRIDAY, APRIL 30, 2021** at 4:00 PM. These pieces will be reviewed and critiqued by an expert panel of craft professionals. Constructive feedback will be given to all participants in Phase-two.

## IMPORTANT DEADLINES

**Friday, March 26, 2021** Phase-one Digital Application Deadline at **11:59 PM, MST**.

**Week of April 12, 2021** Applicants will be notified via email if their submissions were selected to proceed to Phase-two.

**Friday, April 30, 2021** Phase-two Deadline for work delivery All work must be received by the Alberta Craft Gallery - Edmonton at, 10186 - 106 Street NW T5J 1H4 or Alberta Craft Gallery Calgary at, 1721 29 Avenue SW, #280, T2T 6T7 cSPACE, King Edward by **4:00 PM.\***

**\*Phase-two artists are responsible for the cost of delivering and retrieving work. Work will be returned in the same fashion that it was delivered, so please ensure that it is packed appropriately. The ACC is not responsible for work damaged in transit.**

**Successful Applicants will be notified in early May 2021 and should have work to supply the gallery by the end of May.**

**Late or incomplete submissions will not be adjudicated.**

## GENERAL CRITERIA

- Submissions must be original and demonstrate a professional level of craftsmanship.
- It is preferred that applicants have at least 2-3 years of experience selling their work.
- Submitted work should be produced within the last 1-2 years and reflect the applicant's current work.
- Applicants must be Canadian residents. Applicants should be Alberta-based artists.
- Ready-made components are permitted only if they are subordinate to the completed work. (i.e. yarn in hand-woven cloth, some types of jewellery chains)

## CONDITONS & EXPECTATIONS

Conditions and expectations for Gallery Shop Artists include:

- Supply inventory a minimum of 2-3 times per year.
- Professional and frequent communication with the Gallery Shop Coordinator(s).
- Responsible for delivering work to and retrieving work from Edmonton/Calgary galleries.
- Commission sales split 60/40, with 60% of the retail value going to the artist and 40% to the Gallery Shop. Any discounts that the Craft Gallery Shop gives will not affect the Craft Producer's commission.
- If work is accepted, Gallery Shop Artists are required to pay a membership fee of \$120.00 annually to maintain Professional Membership status.

## CRAFT ASSESSMENT CRITERIA

Work is reviewed, assessed, and accepted based on criteria including:

- **Distinctiveness** - Originality, innovation of ideas and/or materials.
- **Skill and Craftsmanship** - Including finishing details, technical ability, sustainability, and suitability of materials. Work should be complete, durable, and safe to sell in a retail environment.

- **Product Appropriateness for a Retail Environment** - Including salability, marketability, pricing, and product presentation.
- **Supporting Documents & Questionnaire** - The answers to these questions are important in helping us assess a good fit for both the artist and the ACC.
- **Location & Medium** - The Gallery Shop has limited space and strives for a balanced display in both locations. Work may be presented on a rotational basis and is selected based on the needs of each space. The Gallery Shop Committee will determine the length of representation based on sales and suitability of the accepted work.

\*Please note that applications are competitive, with only a certain number of spaces available.

## **NOT ACCEPTED**

The Alberta Craft Council's organizational mission to support fine craft means that we represent and support artists working in contemporary and traditional craft. The Alberta Craft Gallery Shop **DOES NOT** represent fine art disciplines including painting, drawing, photography, or printmaking on paper.

Additionally, the Alberta Craft Council **DOES NOT** accept the following:

- objects and craft created from commercial patterns or kits
- commercially manufactured craft
- consumable home goods including soaps, candles, and food products
- imported craft
- copied or appropriated imagery or craft