



Helpful Hints

To help you prepare a successful application to the Gallery Shop please consider the following.

Visit the Alberta Craft Gallery in person or learn about us online.

Ask yourself the following questions:

- Does your work fit our Craft mandate and retail spaces?
- How is my work similar or different from current offerings?
- How does the quality of my construction and suggested pricing compare to similar work?
- Can I supply enough work to create and maintain a display?

You can also review our current retail artists, view past exhibitions and read about our programming on our website. www.albertacraft.ab.ca

Your best work. Ensure the work you submit is finished, clean, and presented well in your photographs and samples.

Edit your selection. Our physical spaces limit the number of new artists we can accommodate. We strive to maintain a balance of media and will also edit work based on suitability for our retail spaces. Please consider your work in terms of cohesive collection, size, finishing and durability when selecting your work for review.

Original designs. We will not consider work made from commercial kits or patterns. Ready-made components are permitted only if they are subordinate to the completed work.

Submit an appropriate quantity for review. The Gallery Shop needs to see several pieces to make a final decision to retail your work. While you may submit up to ten pieces for review in Phase-two, if your pieces are large (i.e., furniture, sculpture) or you only produce a couple of distinct pieces, submitting 3-6 pieces is an appropriate amount for review.

Ensure your work is complete. We accept finished work only. For example, pendants should include a chain, hanging quilts must include the rod and rod pocket, wall pieces must be ready to hang. All glass and ceramic work should be clean, free of sharp edges and be well balanced when sitting on a surface.

Submitting images & samples. Photographs are requested in Phase-one. The work must be professionally displayed, well lit, be high resolution, in-focus, and with a clear colour representation. They should be on a white or neutral background that clearly shows your work. Physical pieces will only be requested for the Phase-two submission.

Consider your artistic influences. Be conscious of cultural appropriation. Work inspired from cultural traditions and experiences that are not your own, should not use specific cultural references, craft, or representation from a minority or colonized culture without explicit collaboration or consent. Culturally appropriated work is not acceptable in the gallery. If you need more information on this, we recommend reading [Considering Cultural Appropriation](#), published by the Federation/ Canadian Crafts Federation / Fédération Canadienne des métiers d'art (CCF/FCMA).

Have a retail price list. Artists are responsible for their retail pricing, please make a fair attempt at pricing your work. To help, research similar work and price according to your experience and technical proficiency. We can help if you get really stuck.

Create a clear brand. Do you have a logo or brand mark? If they appear on small tags, please keep them discreet and consistent. Brand recognition can be important, but it should complement, not distract from the work. Tags should not include direct contact information.

Acceptance. Many of our Gallery Shop artists are not accepted the first time they apply. Feedback on your application is meant to be critical, insightful, and supportive. We want help you understand the perspective of a Craft retail audience and environment. Critical feedback will help in the development of your work. You are encouraged to utilize this feedback and re-apply during the next call.

Updated April 14, 2023