

Alberta Craft Gallery Shop Application

Guidelines & Requirements 2024

About

Alberta Craft is a not-for-profit provincial arts service organization. We are a 40+ year member organization with the largest public gallery dedicated to craft in western Canada and a leading craft organization in the country. We have an impact on the visibility of Craft to the public while contributing to a larger national and international craft community.

The Gallery + Shops in Edmonton and Calgary generate sales for artists and provide valuable career development opportunities, product feedback, public learning opportunities, and revenue that supports programming at Alberta Craft. We promote a wide range of Craft practices from emerging to established artists that work in a diverse range of Craft media. We are always seeking new approaches to materials and work that pushes these boundaries.

If you have questions or concerns about eligibility, have accessibility needs or have barriers to completing the application online, please contact us for support at: shop@albertacraft.ab.ca or call **780-488-5900** for more assistance.

We can assist applicants complete the form in an alternative format that is feasible.

Application Process

Intake for the Gallery + Shop is an open, annual call for entry. There are two phases in this process and applicants must pass both phases to retail their work.

- **Phase-one** is a digital submission of images and a questionnaire. Digital Submissions are due **Wednesday, June 5, 2024, at 11:59 pm MST**. Selected applicants from this phase will be invited to Phase-two. General feedback will be given to all applicants.
- **Phase-two** applicants must submit physical samples of their work for review. Samples of work are due on **Wednesday, July 10 at 5:00 pm**. Submitted work is reviewed by staff and established peers. Constructive feedback will be given to all participants.

Important Deadlines

Wednesday, June 5 Phase-one Digital Application Deadline at **11:59 PM, MST**.

Mid-June Applicants will be notified via email if submissions are selected for Phase-two.

Wednesday July 15 Phase-two Deadline for Work by 5:00 pm.
All work must be delivered to:
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, Marda loop.

***Phase-two artists are responsible for the cost of delivering and retrieving work. Alberta Craft is not responsible for work damaged in transit.**

Accepted artists will be notified and should have work ready to supply the gallery within a month of acceptance in late August to early September.

Late or incomplete submissions will not be considered.

General Criteria

- Applicants must be Canadian residents based in Alberta.
- Applicants whose primary residence is Alberta, that are temporarily working out of the province may be considered if they are returning within a reasonable timeline.
- Applicants must produce work that is based in Craft specific media. We currently represent and support work in clay, glass, fibre, jewellery, metals, stone, wood, and other media.
- Submissions must be original and demonstrate skill and knowledge of the Craft medium.
- Submitted work should reflect the applicant's current work and be produced within the last 1-2 years.
- 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 or clasps)

Not Accepted

Alberta Craft supports and represents Craft artists. 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 or artwork
- copied or appropriated imagery or craft
- facilitate sales from third party retailers

Conditions & Expectations

- Supply inventory a minimum of 2-3 times per year, or enough to maintain a display.

- Artists are responsible for delivering work to and retrieving work from Edmonton/Calgary galleries.
- Work must arrive finished and ready for display accompanied with accurate inventory paperwork or a digital document.
- Artists are responsible for setting their retail prices.
- The commission sales split is 60/40, with 60% of the retail value going to the artist and 40% to the Gallery Shop. Any discounts on purchases from the Craft Gallery Shop will not affect the artists' commission amount.
- Active communication with the Gallery Shop Coordinator(s). Abusive language or behaviour towards staff will not be tolerated.
- Once accepted, artists are required to pay the membership fee of \$120.00 annually to maintain Professional Membership status.

How Applications Are Reviewed

Work is reviewed, assessed, and accepted to the gallery based on:

- **Distinctiveness** - Originality, innovation of ideas and/or materials.
- **Appropriateness for retail** - Including finishing details, sustainability, and suitability of materials. Work should be complete, durable, and safe to sell in a retail environment to customers.
- **Questionnaire Answers**- The answers on your application help us determine a good fit for both the artist and the ACC at the time of application.
- **Representation & Available Space** - The Gallery Shop has limited space and strives for balanced representation in both locations. Edmonton is the larger of the two with about 180 artists while Calgary has space for about 75. Work may be presented on a rotational basis at one or both galleries and is selected based on the needs of each space.

Applications are competitive, with only a certain number of spaces available. Artist may re-apply if they are not accepted this year.

Updated May 1, 2024