



Alberta Craft Council

40 Years of Culture in the Making

ALBERTA CRAFT GALLERY SHOP APPLICATION

GUIDELINES & REQUIREMENTS 2023

ABOUT

The Alberta Craft Council (ACC) 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 the Alberta Craft Council. 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 the boundaries of Craft.

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



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, May 31, 2023, 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. The submitted work is reviewed by staff and established peers. Constructive feedback will be given to all participants. Dates TBC.

IMPORTANT DEADLINES

Wednesday, May 31

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

End of June

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

July - final date TBC

Phase-two Deadline for Work.

All work must be delivered to 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, Marda loop. Final dates TBC.

***Phase-two artists are responsible for the cost of delivering and retrieving work. The ACC 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.

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

The Alberta Craft Council 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

CONDITONS & 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 150 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 April 14, 2023