



207 E Washington Street
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www.iowa-artisans-gallery.com

Dear Prospective Gallery Artist,

We are pleased that you wish to submit your work for jury committee evaluation. Our award winning gallery was founded in 1984; we represent more than 250 professional artists from across the United States. We specialize in contemporary American craft, with a focus on work by Midwestern artists. Artist-owned and operated, the gallery is incorporated and run as a retail business rather than a cooperative. We have a dedicated staff, are open daily, maintain a web presence and strong customer service policies. We understand the need for timely payments, keeping accurate inventory, insurance, and rotating work for a fresh appearance.

One of Iowa Artisans Gallery's assets is its wonderful location in a historic, light-filled building in the heart of Iowa City's Downtown District. Located in a Big-Ten University community, the Gallery is a destination for a loyal, steady customer base and many out-of-town visitors. Internationally respected programs such as the University of Iowa Writers' Workshop, distinction as the United States' only UNESCO City of Literature, and the University of Iowa Hospital & Clinics give our town a cultured and cosmopolitan feel.

We appreciate the opportunity to review your work. The following information will help artists prepare work for jurying and understand policies and procedures for work accepted into the Gallery. Please feel free to contact us with any questions you might have.

Best Wishes,
Iowa Artisans Gallery Staff & Owners

OUR JURY PROCESS

Iowa Artisans Gallery carries contemporary craft in ceramics, metal, jewelry, glass, wood, fiber and paper. Our two-dimensional offerings include original prints, paintings, and notecards. The jury evaluates the overall quality of the artist's work and decides whether it will be suitable to the Gallery's central focus.

It is important for artists to familiarize themselves with the type of work the Gallery sells before submitting materials for jury. Due to the volume of jury submissions, we are unable to offer individual critiques of artwork submitted. Our jury members review work independently, and it can take 2-3 weeks for review.

Jury submissions can be delivered to the gallery up to one week before the submission deadline date. Expect to be notified by mail or email during the first week the following month. i.e. February submission, you will be notified during the first week of March. Work will be packaged for pick-up or delivery, at the artist expense, by Friday of the week notices are sent out.

Iowa Artisans Gallery criteria:

When reviewing your work, the jurors will be assessing your potential using the criteria below:

- Technical skill: craftsmanship, mastery of medium, attention to detail and finish
- Originality/Creativity: distinctive style, uniqueness, intention and aesthetic sensibility
- Design/Composition: clear understanding and skilled manipulation of color, form, texture, shape and design
- Marketability: Price point, written articulation of creative and technical processes, potential success in our customer demographic, presentation/packaging

Artists who have a consistent, time-tested wholesale production line will be considered separately from the jury process and may send catalogs, or online information for preliminary review.

SUBMISSION Dates: On or before the 15th of February, April, June, September & October

JURY SUBMISSION REQUIREMENTS

VISUAL REQUIREMENTS:

- **Wall Artwork:** 2-3 original pieces, framed or matted as for sale
- **Large Artwork** (*including oversized two dimensional work & sculptures*) No more than 2 original pieces
- **Small Artwork** Up to 5 original pieces
- **Jewelry** Up to 10 original pieces

AND digital images/photos of recent work, including small detail images

Submissions should be in protective packaging and clearly labeled with artist's name.

*****Artwork for the wall – please refer to our Framing Guidelines**

PAPERWORK REQUIREMENTS:

Please fill out and include the **Jury Submission Checklist**

- **Contact information** including address, email and phone
- **Itemized list/description** of pieces
Include dimensions, medium, materials used
- **Provide RETAIL price**
We can offer suggestions for retail prices.
Please remember the Gallery retains 50% commission on sales.
- **Resume**, biographical and technical information
Care or cleaning instructions if necessary
- **Return postage & packaging** if artwork is not being picked up.

SUBMISSION DEADLINES – by the 15th of the month

Work is reviewed in **February, April, June, September and October**

- Jury process takes 2-3 weeks to complete.
- Acceptance/Decline notifications will be mailed or emailed during the first week the month following submission deadline.
- Work can be returned by Friday, the week you are notified.

Although we are committed to presenting the very best selection of contemporary art, we are not able to accept many new artists due to limited display space. Additional possibilities for declining work include:

- Work is too similar to another artist we currently carry.
- Workmanship or style is not consistent with gallery expectations.
- Work is suited for exhibition, but not salable at the Gallery.

Upon Acceptance, you can expect

A Consignment Agreement will be included with your acceptance letter. It is your responsibility to return a signed copy to the gallery.

You will be contacted by our Gallery Manager or a staff member to schedule a time to meet. When we meet we will make selections from your work for our initial collection to display. You will want to bring additional pieces for selection. Your work will be displayed at the gallery for a trial of 6 months before becoming part of our ongoing consignment.

Iowa Artisans Gallery will:

- Provide an attractive environment for browsing and buying art.
- Promote each artist's work enthusiastically and professionally.
- Handle all work with care and respect.
- Provide payment the month following a sale.
- Provide artists with commissions and client referrals.
- In case of theft or breakages, reimburse the artist the contractual amount of the retail price.

We ask the artist to:

Offer high quality, original designs and craftsmanship

- Work delivered in person must be done so by appointment only.
Work mailed to the Gallery must arrive prepaid and will be returned at the artist's expense.
- Maintain consistent production and replenish/rotate existing work.

Maintain local exclusivity to Iowa Artisans Gallery in Iowa City/Coralville area (Exceptions made for notecards)

- You may participate in short term shows at other exhibit venues in the area; we ask that you publicize your affiliation with the Gallery. Gallery promotional cards are available upon request.
- If you are selling at craft shows, please honor consistent pricing with work you have on display at the Gallery.

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