

# Vermont State Craft Centers – Gallery Application Part I

Legal Name of Organization:		Primary contact person/title:	
Street:	Town:	Zip:	Federal Tax ID#:
Fax:	Tel:	Website:	
Email:		What year did organization start?	
# of full time employees:	# of part time employees:	# of teachers:	# of volunteers:
Days open:	Business hours:	Seasonal or regular closures:	

**Please provide the following materials as attachments to this application. Additional materials may be included in support of your application.**

- Copy of Brochure, Catalogue, Class Schedule, Press Release, Flier, Advertisement, etc
- List of Instructors including short bio and employment status (paid or volunteer)
- List of Administrators & staff, job titles, and employment status (paid or volunteer)
- Mission Statement (required from 501c3 non-profit organizations) **OR**
- Business Summary(required from for-profits): Please provide a detailed **one page** description including:
  - description of your business operations
  - description of your gallery's craft focus(style of craft, media specialties)
  - description of your promotion strategies
  - brief description of your goals for the future
- Other (please list): \_\_\_\_\_

**master exhibitor list of exhibitors.** This list will contain a list of exhibitor names along with their home state, exhibiting information, and medium based on the media list below, using the abbreviations supplied. See Instructions Sections C

**master list of classes** taught, or other educational events presented, such as “meet the crafts person”, demos, etc. See Instructions – Section E

**Media List with Abbreviations:**

baskets/plant products: <u>PP</u>	fiber art - non-wearable: <u>NWF</u>	glass: <u>GL</u>	paper: <u>P</u>	
clay: <u>CL</u>	fiber art - wearable: <u>WF</u>	jewelry: <u>J</u>	wood: <u>WO</u>	
commercially reproduced prints: <u>CRP</u>	fine art: <u>FA</u>	metal/stone: <u>MS</u>	Other: <u>O</u>	

**Gallery Application Part II** - See Page 3 for instructions on how to fill out this part of the application.

We will supply you with contact information for your Standards Group application manager when we receive your application. Until then contact Jennifer Boyer at 223-8926 or [vtspots@gmail.com](mailto:vtspots@gmail.com) with questions.

<b>Section A</b> <b>A professionally run institution that meets the needs of the public &amp; craftspeople through good organization &amp; display</b>  <b>Maximum Score:10</b>	<b>QUESTIONS: Please check the right hand boxes to answer yes or no to the following:</b>		<b>Check Off</b>
	1. Have you been in business at least 3 years (minimum of 3 is mandatory) ?		
	2. Are you open year round, observing usual holidays?		
	3. Do you have a jury process in place that uses more than one person to evaluate exhibitors?		
	4. Do you have a jury feedback system that allows craftspeople to contact you about the jury result?		
	5. Quality of displays - Sliding Scale		<b>To be filled in by jury</b>
	6. Quality of lighting - Sliding Scale		
7. Do you have a schedule of special exhibits in addition to your permanent displays?			

<b>Section B</b> <b>Marketing Plan reaches out to Vermont and beyond</b>  <b>Maximum Score: 11</b>	1. Do you have a brochure?		
	2. Do you put advertisements in newspapers or publications?		
	3. Do you put out press releases?		
	4. Do you have a Website?		
	5. Does your website offer online buying?		
	6. Other	Explain what this is on Application Part 1	

<b>Section C</b> <b>A gallery's array of crafts should have quality, variety and authenticity</b>  <b>Maximum Score: 30</b>	1. Overall quality of craft work based on site visit	Sliding Scale 0-20	<b>To be filled in by jury</b>	
	2. From the list below how many media do you exhibit? <b>glass, clay, wood, metal/stone, jewelry, fiber art - wearable, fiber art – nonwearable, paper (as in handmade books, paper or block prints, photography), baskets/plant fiber,</b>	8-9 media		
		5-7 media		
		3-4 media		
		1-2 media		
	<b>if you score 0 on #3, go on to 4 &amp; 5</b>			<b>To be filled in By jury</b>
	3. If you have 1-2 media how many exhibitors in 1 <sup>st</sup> medium?	20 or more		
		8-19		
		7 & under		
	4. If you have 1-2 media how many exhibitors in 2 <sup>nd</sup> medium?	20 or more		
8-19				
7 & under				

<b>QUESTIONS: Please check the right hand box to answer yes to the following:</b>		<b>Check Off</b>	
<p><b>Section D</b> The profile of the crafts exhibited should a high percentage of Vermont crafts, with the rest being largely from the neighboring regions.</p> <p><b>Maximum Score: 47</b></p>	<b>1. What % of your total exhibitors are Vermont Craftspeople? At least 80% is mandatory. Refer to the media list in Section C # 3 in defining craft. Refer to details in Application Instructions.</b>	95-100%	<b>To be filled in by Jury</b>
		85-94%	
		65-84%	
		64% & under	
	<b>2. How many of your craft exhibitors are from Vermont?</b>	Over 150	
		75-149	
		40-74	
		20-40	
		19 & under	
	<b>3. What % of your non-Vermont craft exhibitors from neighboring states or provinces of NY, NH, MA, and Quebec?</b>	Doesn't Apply: All craft exhibitors from VT	
		75-100%	
		50-74%	
		49% & under	
	<b>4. What % of your total exhibitors are from the US?</b>	100%	
		99% - 75%	
		74% & under	
	<b>5. How many total exhibitors do you have?</b>	Over 200	
100-199			
50-99			
49 & under			

<p><b>Section E</b> Education of the public about craft should be an essential part of a gallery's mission</p> <p><b>Maximum Score: 12</b></p>	<b>1. Do you have scheduled classes year round? – If yes, please provide a list for current year</b>	
	<b>2. Do you have classes on a casual schedule? – If yes, please provide a list for current year</b>	
	<b>3. Do you have gallery exhibits about craft processes? – If yes, please provide a list for current year</b>	
	<b>4. Do you have a relationship with an area craft education entity, such as displaying course a schedule or co-promotion? – If yes, please provide a list for current year</b>	
	<b>5. Do you maintain a resource list about area classes? –if so, please explain</b>	
	<b>6. Do you give out information about apprenticeship opportunities with exhibitors?</b>	
	<b>7. Do you host craftspeople demonstrations in your gallery– If yes, please provide a list for current year</b>	
	<b>8. Do you hold training sessions about craft processes for your staff?</b>	
	<b>9. Do you have a dialogue with local government officials about the craft community?</b>	

**Total Possible Score 110**

## Vermont State Craft Center Gallery Application Instructions

Part I of the Application is to be filled out by all applicants. Please attach relevant requested materials. Applicant will fill out either Part II for galleries or ed centers, or both.

Each section is set up so the applicant can check the boxes in the far right column, selecting the box that applies to that organization or business. The columns from left to right are: SECTION DESCRIPTION QUESTIONS, YES/NO COLUMN and POINT SYSTEM.

**The point system is shown so that the evaluation criteria are clear.**

### Gallery Applications Details:

#### Section A:

#1 – You will have noted how many years you have been open in Part I of the application. Three years is the minimum required.

#4 - We are interested in how you communicate with those attending a jury if you reject them.

Do you give them feedback, and allow communication after the jury?

#5 & #6 are to be filled in by the on-site jury group

#### Section B:

# 5 – include a website url in Part 1 of the application if you have one.

#6 – There is a section for this explanation on Part I of the application.

#### Sections C:

All parts will be filled in by the Jury based on the **master exhibitor list** you provide. This list will contain a list of exhibitor names along with their home state, exhibiting information and medium, based on the **media** list below. Include art and craft media in the list.

**Format for list:** Name, Town, State, Country, Medium, Months on display in last year, Reason for partial year: i.e. Seasonal, Holiday, Special Exhibit, etc.”

Mary Smith, Rutland, VT, CL, US, 12 months

John Smith, Williamstown, MA, US, J, 2 months, special exhibit

# 3- **CRAFT Media** - Examples:

**glass:** stained glass, blown glass, lampwork

**clay:** raku, earthenware, stoneware, tiles

**wood:** furniture, turned wood, spoons

**metal/stone:** wrought iron household items or sculpture, stone items, copperwork

**jewelry:** precious metal or nonmetal jewelry, dichroic glass

**fiber art - wearable:** silk, knitted, woven clothing and scarves, bags

**fiber art - non-wearable:** quilts, rugs, wall hangings, table runners

**paper:** handmade books, silk screen or block prints, photography

**baskets/plant products:** woven baskets, brooms, gourds

**fine art** such as oil, pastel or acrylic painting, monoprint, watercolor, pencil drawing ( all not considered “craft” by our definition) and commercially reproduced prints of these media. Also include sculpture not made of the craft media defined above.

**commercially reproduced copies of handmade prints:** We differentiate between handmade prints(block print, silk screen)and iris, giclee, etc reproduced copies of these media

**Other – Please Specify What:** food, CD’s of local musician, books by local authors, soaps/salves

If an exhibitor uses mixed craft media, define them with the medium that dominates the work. If you are not sure which medium to choose, add your own word and we will follow up with you if necessary.

If an exhibitor has 2 kind of media, list them in order of % of each in that collection of work.

#4 & #5 – These 2 are filled out by the jury **ONLY if you scored 0 on #3**. We use this to explore the variety of exhibitors you have if you are only carrying 1 or 2 media.

**Section D:**

In this section, to be filled out by the Jury based on the **master exhibitor list** you provided(See instructions – Section C), we explore how local your exhibitor base is and how much you concentrate on Vermont Craftspeople. We acknowledge that Vermont has long borders with other state (and provinces) and that a number of galleries are near those borders and carry work from other states.

**Section E:**

We feel that craft education in its broadest definition is a good marketing and promotion for a craft gallery. Please provide a list of the actual programs you have offered in the last year.

**Format for list:**

Education event name, Education event, presenter, description, duration

Examples:

Gallery Walk, woodworking demo, John Smith wood carver, wood carving demonstration and talk, one evening

Quilting for kids, quilting hands on class, Mary Smith quilter, 6 1 hour classes

Pottery making slideshow, in-gallery picture frame w/ pottery making, ongoing

Jewelry metals info for sales staff, background on metals, allergy info, etc. 1 hour info session

<p><b>Please send your application with supplementary materials to:</b> VSCC Standards Group PO Box 665 Montpelier, VT 05601</p>	<p><b>We will supply contact information for your application manager when we receive your application.</b> <b>Until then contact Jennifer Boyer at 223-8926 or <a href="mailto:vtpots@gmail.com">vtpots@gmail.com</a> with questions.</b></p>
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