



## **APPLICATION GUIDELINES FOR CLAY ART CENTER SHOP**

### **Mission of the Shop at Clay Art Center:**

*The mission of the Shop at Clay Art Center is to promote the work of both Clay Art Center artists and the work of guest artists whose work manifests a range of concepts, styles, and diversity of perspectives that informs and inspires our audience. The work available in Clay Art Center Shop aims to present the highest artistic aesthetics in handmade, non-commercial ceramics. In presenting the best we have to offer, our goal is to further not only the use and appreciation of fine handmade ceramics in the home, but the appreciation of ceramics in all forms. The goal of the Shop is to generate significant revenue that in turn supports artists and Clay Art Center, and upholds the mission of Clay Art Center. The Shop achieves this goal through providing an onsite and online shopping experience for ceramics enthusiasts and collectors alike.*

Clay Art Center encourages applications from diverse candidates. All applicants will receive consideration without regard to race, color, religion, sex, sexual orientation, gender identity, gender expression, transgender status, national origin, citizenship, age, disability or military or veteran status, or any other legally protected status.

### **Opportunities for Clay Art Center Shop Artists may include:**

- Representation in both the online and onsite Shop
- An exclusive Artists Page in the online Shop
- Representation at NCECA during an Expo year, and annually at the Clay Holiday Market
- Inclusion in Shop e-blasts and other social media campaigns and promotions
- Artist Talk and Demo opportunities

- Knowledgeable and supportive Shop staff who will promote artists work to customers
- Inventory Tracking Sheets that are dynamic and may be accessed remotely to track sales

### **Application Guidelines:**

Clay Art Center is committed to fostering the promotion of artists. The purpose of having an application process is to ensure each artist selected for the shop creates work that is consistent with the goals and mission of the Shop, and provide transparency in our selection process.

To this end, we have developed standards that the work must meet to be considered to sell, and a rubric to guide the Shop committee in consideration of an applicant's work.

### **Each applicant is asked to submit the following:**

- 10 – 12 Images no smaller than 2MB each, taken on a clean (preferably white) background. Image titles, object dimensions, details of process, materials and firing processes
- Artists are expected to submit *bodies* of work (eg. work that relates to each other in one way or another or is of a singular voice)

Works that obviously replicate other nationally recognized talents will not be accepted (i.e. works made in artist workshops).

- Contact information
- An Artist's Statement, bio and resume, link to website and / or social media
- Agrees to ship / drop off a minimum of 6 items for in person review by the Exhibitions Manager and / or Shop Committee if requested.

**Please submit all information to: [shop@clayartcenter.org](mailto:shop@clayartcenter.org)**

The Shop will consider ceramic jewelry.

**The Rubric below** will be used as a guide by the Shop Committee to review each application.

**The Shop Committee will hold the following standards to all new applications, in turn upheld by the Exhibitions Manager and reviewed regularly, as follows:** [L]  
[SEP]

- o Works should be technically sound - no cracks, glaze flaws, kiln shelving remnants, etc. [L]  
[SEP]
- o Work that looks like it should be functional should be functional
- o Raku vases need to be sealed inside, or have a disclaimer that the object does not hold water [L]  
[SEP]
- o Teapots should pour properly, etc. [L]  
[SEP]

**Shop Application Rubric on following page.**

Category	Details	Yes 4 - 5	Maybe 3	No 0 - 2
Craftsmanship	Work should be finished to the best technical standards while allowing the creative voice of the artist to be heard. Functional work should be truly functional and serve the purpose for which it was made while maintaining the style and aesthetics of the overall body of work. Obvious cracks or clearly poor craftsmanship that compromises the Standards of the Shop will not be accepted.	4 - 5	3	0 - 2
Creativity	The work displays elements that are totally the artist's own. Eg. unique in patterns / glazing / texture / details / design etc.	4 - 5	3	0 - 2
Consistency	The finish and style are carried through the same from piece to piece.	4 - 5	3	0 - 2
Originality	Within the field of each object produced, there is enough distinction from the same type of objects made by other artists in the Shop. No similarity to established artists.	4 - 5	3	0 - 2
Pricepoint	Within the price range for the Shop at Clay Art Center and comparable to other items of a similar standard. Below \$1,000*	N/A	N/A	N/A

*The Shop Committee will determine together if submitted works are considered suitable for the Shop, and will inform the artist if the work is not.*

**If selected, the applicant will sign the Shop a Consignment Agreement.**

*If you have not yet been accepted in the Shop and are interested in applying, we encourage you to reach out to the Exhibitions Manager by email (shop@clayartcenter.org) to have a preview of the work you would like to submit. The Exhibitions Manager will provide feedback and mentorship on your application ensuring that the work submitted Exhibitions Manager is your strongest body of work.*

*\*Please note, every shop, just like every craft fair, is different and has different overall criteria for the work they want to feature. Being accepted or not accepted at Clay Art Center Shop is not an indication of an artist's overall worth or ability to sell in other locations or markets.\**

The Shop includes artists from the Clay Art Center community, current and former artists in residence, and outside artists that have been established in the field.

The current Shop Committee at Clay Art Center is:

Doug Peltzman - <https://dougpeltzman.com>

Don Reynolds - <https://www.donreynoldsceramics.com>

Shanna Fliegel - <https://www.shannafiegel.com>

Patrick Hankin - <https://www.linkedin.com/in/patrickhankin>

Regina Farrell-Fagan, CAC Exhibitions Manager - <https://www.clayartcenter.org/staff>