



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.

The Shop upholds its mission by creating opportunities for artists through marketing and promotional strategies that lead to wide-ranging exposure and sales from a ceramic enthusiasts customer base. The Shop reaches potential customers through Clay Art Center's database, social media accounts and organization-wide events that lead potential shoppers to both the online and onsite Shops.

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 6 items for in person review by the Exhibitions Manager and / or Shop Committee if requested.

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:

- o Works should be technically sound - no cracks, glaze flaws, kiln shelving remnants, etc.
- 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
- o Teapots should pour properly, etc.

Shop Application Rubric follows:

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 this Consignment Agreement at the bottom of the document.

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 (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 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. Clay Art Center may also choose to include invited artists to diversify our artist roster, promote an upcoming artist talk or workshop, or add new products to the Shop.

Submitting Inventory & Display:

- Once an artist has been approved by the Shop Committee, inventory may be submitted for consideration in person to the Exhibition Manager, or by digital submission of photographs and item details. The items then get entered into our digital database.
- Accepted works will be entered into the inventory by the front desk staff or Exhibitions Manager.

- Works that are inappropriate for the Shop for any reason will be returned and accompanied by a note of explanation. Shipping costs for works being returned under this exception are the responsibility of the artist.
- Artists can submit up to 10 pieces at a time, except for solicited events like the Clay Holiday Market. Specific instructions will be given in advance of solicited events.
- Not all works will be on display at all times. Works will be rotated regularly (at least every exhibition cycle) or as pieces sell.
- The Exhibitions Manager will contact the artist if we need additional works.
- Works submitted to the Shop will remain in inventory for 3 months. After 6 months the Exhibitions Manager can determine whether or not it would be best to return the work to the artist.
- Works submitted will be displayed at least once in the 3-month period.
 - All wall works need to arrive prepared for hanging

Artists should not rearrange work once displayed or take things out of inventory without prior approval from the Exhibitions Manager.

The Exhibitions Manager will review all incoming work before it is put into circulation against the shop needs, as well as the standards outlined in the section above.

The Exhibitions Manager will regularly review the Shop inventory as a whole to determine which work is suitable for acceptance at a given time (e.g. if there are already 8 teapots in the Shop but no bowls, the bowls will be given preference).

Online Store:

- Items from the Shop that have already been accepted by the committee will be eligible for inclusion in CAC online store. [L] [SEP]
- The online store has a price point of items \$25 and above. Shipping and handling costs have made it unprofitable to sell items below that price point.
- Photographs for the Shop and ONLINE STORE should be taken by the artists or by professionals. Photographs should be taken adhering to Shop guidelines and aesthetics. [L] [SEP]
- Items for sale in the ONLINE STORE will be promoted through our weekly eblast, newsletter, Facebook page and CAC Instagram posts. Shopping tags and links built into social media posts take buyers straight to the item and store checkout. Shop posts are managed by the Exhibitions Manager.
- **Items listed online with CAC Shop are exclusive to the Shop for the time they are listed. If an item is listed on CAC Shop website for sale, it cannot not be listed with another seller, on ETSY, or on a personal artist shop page.** [L] [SEP]
- Artists may remove items from sale from the shop **with a 30-day advance notice**. Clay Art Center Artist Members may remove items from the shop **with a 15-day advance notice**. All artists may remove work at shorter notice by prior arrangement agreed with by the Exhibitions Manager for special circumstances. [L] [SEP]
- Artists with items listed online with CAC who do not observe these regulations may be removed from the Shop permanently. [L] [SEP]
- **Items listed online or onsite with CAC Shop that are sold by the artist in an offsite transaction are subject to the same commission as standard shop sales.** [L] [SEP]

Featured Artist:

- Artists' works represented in the weekly shop e-blast will be featured in the online Featured Artist block on the Shop By Artist Page.
- Featured Artists are selected by the Exhibitions Manager to promote upcoming artist talks, highlight themes, or share new works by an artist.

Sales/Commissions:

- CAC will take a 40% commission on all sales that occur through the Shop and Gallery, unless otherwise noted. This includes pieces that are "found" outside of the current Shop inventory. (eg. if a client comes and finds 2 mugs by artist x, and wants to know if there are any more, the Shop can ask artist x for more inventory, and hence retain the same commission on that sale of additional works.)
- All business transactions relating to sales of work must go through Clay Art Center as the Point of Sale:
 - o Works sold in onsite shop (60% commission to artists)
 - o Works sold in online shop (60% commission to artists)
 - o Works listed in online shop or in onsite shop but sold by the artist in an offsite transaction (60% commission to artists)
 - o Works sold from Clay Art Center Artist Members' onsite studio spaces (80% commission to artists)
 - o Commissions received through Clay Art Center (80% commission to artists)

All business transactions relating to sales of artwork will be recorded by Clay Art Center Shop front desk, including works sold outside Shop business hours.

- All sales checks will be written at the end of the following month of the sale. (eg. all August sales will be paid by the end of September) [SEP]
- Accounting of sales will be provided on a monthly basis with payment. If you would like accounting information in addition to your sales report, please email mail@clayartcenter.org first. Please do not ask that this be done in the shop during “open” hours. [SEP]

Shipping: [SEP]

- Artwork being submitted to the Shop is shipped to Clay Art Center at the artist’s own expense, and damages incurred in transit are the responsibility of the artist. [SEP]
- Items for sale must remain at Clay Art Center for a minimum of 6 months before being shipped back at Clay Art Center expense. Any requests for return before that time is at the artist’s own expense. [SEP]
- Items sold will be packed with the highest standards and adhere to carrier guidelines, including double boxing. [SEP]
- Shipping costs incurred by artists who ship* sold items directly from their studio to customers will be refunded by Clay Art Center **up to the amount calculated at the checkout time online and shown on the customer order. Any damages incurred in transit are the responsibility of the artist.** (*Drop Shipping) [SEP]
- Shipping costs are refunded after Clay Art Center receives receipts. [SEP]
- **Clay Art Center does not refund costs for boxes.** Where possible, Clay Art Center reuses clean and undamaged boxes and other packing materials. Artists should do [SEP]the same. [SEP]

- Clay Art Center and artists agree to use most presentable boxes, secure packing tape, and remove all previous shipping labels from boxes.

Returns:

- Clay Art Center has a 15-day return policy.
- Items being returned must be in their original condition, free from chips, cracks or damage.
- Customers who return items will be offered another artwork in exchange for the same value, a store credit, or a full refund.
- Customers will be encouraged to shop for items by the same artist first in the case of a return.
- Items being returned by shipping are at the customer's own expense.

Breakage/Theft:

- While every effort will be made to ensure that work is handled carefully and packed properly, occasional breakage is an unfortunate risk of having work publicly displayed. Please understand that work is submitted for sale at the artists' risk.
- As with breakage, all reasonable care will be taken to safeguard work against theft, but again, work will be displayed at the artists' risk.
- CAC does have an insurance policy for the Shop and gallery, but the deductible does not allow for work valued at less than \$1000 to be claimed.

Please sign and date this page and return it to: shop@clayartcenter.org



Agreement:

I have read and understand the Clay Art Center Shop standards and policies, and agree to the terms.

Consigner (Artist): _____ **Date:** _____

Exhibitions Manager: _____ **Date:** _____