



Cranbrook Arts Gallery Shop Adjudication Process and Considerations:

This Gallery Shop format is a new venture for Cranbrook Arts and it will evolve as we figure out what works in this space. Cranbrook Arts intends to support all local Artists - those who are adjudicated into the Gallery Shop, those that are not, as well as Artists who choose not to sell their work at all. Here are some ways Cranbrook Arts is planning to do this over the next year:

- *A member-Artist section on our website where Artists can have their own listing: Complete with a bio, photos and links to their own website (or contact info). (note that Cranbrook Arts will not be handling online sales).*
- *Business Card Wall: All Artists will be welcome to have their business cards at Cranbrook Arts on our card wall.*
- *Pop-up Art markets: watch for the opportunity to set up at these seasonal markets in the spring and winter.*
- *Rotating "new Artists" into the Gallery Shop for 3 month trial intervals.*
- *Open calls for one to two (or more) member/community Gallery exhibitions per year.*
- *Workshops and seminars that support Artist growth. These may be skill related, or "art-business" related.*

Cranbrook Arts Gallery Shop Goals and Objectives:

1. To provide community members and tourists with a variety of quality Art and Fine Craft at a variety of price points.
2. To provide a space for Artists to sell their work.
3. To adjudicate work in a fair and transparent manner according to the adjudication guidelines and points set forth in this document
4. To communicate with Artists in a timely manner regarding sales and inventory
5. To promote local art through advertising, partnerships and events
6. To be adaptable and flexible in responding to the needs of the customers and Artists
7. To keep the Gallery Shop fresh and exciting with new work by rotating artwork and Artists
8. To support Artists as outlined in the first paragraph of this document

Gallery Shop Adjudications General Information:

1. A Cranbrook Arts Membership is required to sell in the Gallery Shop.
2. The adjudication team meets four times a year or as needed to view selections. After submitting the adjudication form, a reply will be sent with the closest adjudication date. Work will be screened based on the photos you submit, however the adjudication team prefers to see pieces in-person; a range of dates will be provided for drop off samples of artwork prior to the



adjudication date. Adjudication dates will also be posted on the Gallery Shop section of the Cranbrook Arts website.

3. Cranbrook Arts Executive Director will contact applicants with results after the adjudication date. Please allow up to 3 weeks for results and feedback.

**Initial stocking of the Gallery Shop:

The initial stocking of the Gallery Shop will take place in a slightly different way than outlined above. The Gallery Shop will be stocked in two phases before November 4, 2023.

- 1) First batch of submissions will be selected/adjudicated and Artists will be contacted no later than October 13, 2023
- 2) Second batch of submissions will be selected/adjudicated (if there is space) and Artists will be contacted no later than October 20, 2023

Application Process:

Applicants are invited to fill out the adjudication form [here](#) or at the Gallery Shop tab on www.cranbrookarts.com

In addition to the form, applicants are to email 2-5 photos that represent the work. Please include pictures of the back to show the hanging hardware if applicable. Send photos to cdac@cranbrookarts.com. If possible, please submit all images bundled in a single document (*a MSWord document, PDF or other format...There are several options to create a PDF from images using free programs such as [canva](#), or a free PDF makers online*).

Adjudication:

The work will be evaluated based on the following criteria:

- a) The work is hand crafted locally (in the Kootenays) and original - no kits, molds, commercial patterns. Artwork created based on a source image other than the Artist's own should be credited on the label on the back of the piece.
- b) The work is well executed, shows technical skill, is proficiently composed and finished. It demonstrates consideration of the elements of design (form, line, colour and texture) and the principles of design (contrast, rhythm, repetition, transition, proportion and scale).
- c) The work is suitable for display, properly framed, and ready for hanging. The work has no flaws such as chips, cracks, rough bottoms, sharp edges, wobbly or tippy vessels, excessive glues, varnish drips, tarnish, dirt/fingerprints, pencil marks, loose threads, etc.



- d) Reproduction work (cards, postcards, stickers, magnets, reproduction prints on paper etc.) must be professionally printed, assembled and packaged (if applicable). Note that reproductions will be presented in racks and baskets and need to withstand minor handling.
- e) The work is properly identified - work should be signed, artwork should have the name of the pieces written on it, and a method of attaching a barcode sticker onto piece should be considered. Additionally, any care or usage instructions must be attached on a tag (washing directions, "this is not a toy, for display only", pottery is properly labelled in regard to washing/heating/food-safe, etc...)
- f) The work has strong appeal to purchasers – whether it be subject matter or format. The Gallery Shop is small, and its mandate is to be a shop – so work that sells well will be prioritized. For the initial adjudication process, we will look at sales records from the gift shop to assist with selecting work.
- g) Other considerations that pertain to that specific medium not listed here.

Successful applicants will be provided with a consignment agreement with complete details, however below is a summary of the agreement:

- Artwork presented to the Gallery Shop for sale must be reflective of the artwork selected by the adjudication team. (ie medium, theme etc). Artwork that is not reflective of what has been selected will need to be submitted for separate adjudication. (for example: an Artist selected for painting would not be able to bring in pottery unless the pottery had also been through the adjudication process).
- Space allotment is variable, and dependent on size of pieces. The Executive Director curates the shop: selects work to display from submissions, decides if and when pieces are moved or removed, and has the final say on whether dropped off work fits the original adjudication process for that Artist.
- Occasionally, Gallery Shop items may be stored when space is limited: this is standard practice and up to the Executive Director.
- Large artwork (especially wall work) may be subject to additional adjudication and/or a shorter display period depending on space availability.
- If a work does not sell in three months, it may be taken down and the Artist will be asked to pick up the work. They will be given the opportunity to replace the work.
- If an Artist has not sold work in six months, the Artist may be rotated out of the Gallery Shop for a period of up to one year to allow for space for other Artists to sell.
- Commission — Cranbrook Arts will take a 30% commission on works sold in the Gallery Shop. This rate may be reduced to 20% with a minimum of 6 hours per month of volunteering in the



Gallery Shop or other significant/regular volunteer contribution to Cranbrook Arts – please speak to the Executive Director for details.

- Artists are expected to standardize pricing and not sell privately or elsewhere for less. Exceptions are made for “special sales” at a one-time vendor market or sales to close friends and family. Work shall not be removed from the Gallery Shop to sell at a different venue/event unless discussed with the Executive Director.
- Seasonal/holiday items will be accepted after adjudication and will be rotated into the Gallery Shop no sooner than 6 weeks before the holiday. Items will be removed immediately after the holiday.

Unsuccessful Applications will be provided with feedback and suggestions. If the work shows potential or if there is not space at the current time for the applicant’s artwork, the adjudicators may invite the applicant to apply at the next adjudication date. If the work is not suited to the Gallery Shop (ie: something we are not carrying) suggestions may be given for other sales outlets.

Artwork that is currently being considered for the Gallery Shop as space allows:

(list is not exhaustive; please contact cdac@cranbrookarts.com with a proposal if not listed here)

- paintings (oil, acrylic, watercolour), drawings (pencil, pastel, ink), collage works, mixed media
- photography (framed, on canvas or metal), printmaking (lithography, block, etching...)
- pottery (handbuilt and wheel)
- glasswork (stained, fused)
- jewellery
- fiber arts (weaving, felting, crochet/knitting, mixed fiber)
- fine woodwork, metalwork
- reproduction work (High quality prints, cards, postcards, stickers)

The form that the adjudication committee will be using is included below for reference:

Adjudication Form

Date of Adjudication: _____

Name of Artist: _____



Medium: _____

Please assign a number from 0 to 5 based on the following value system, and then add the numbers in the numbers in the four categories to arrive at your total rating. (Refer to the adjudication criteria for additional information).

- 5 – excellent
- 4 – very good
- 3 – good
- 2 – adequate
- 1 – some evidence
- 0 – failure of evidence

(Points A&B) Strong, engaging, content (“eye-catching”): _____

(Points A&B,G) Composition, technical skill with medium: _____

(Points C,D&E) Quality of presentation (framing, mounting, packaging, labelling): _____

(Point F) Potential for sale (price point, appealing, relevant): _____

POINTS _____ 20

____ Accepted

____ Not Accepted

Comments, feedback, suggestions:
