



Dear Prospective Member:

Thank you for your interest in The Art Market Gallery. The Art Market Gallery is a member-owned and operated cooperative. It features original art and fine crafts from over 55 area artists. EVERY Art Market member is required to participate in and support the operation of the Gallery. Please read the information below carefully.

REQUIREMENTS OF ART MARKET MEMBERS:

- * Work at the sales desk 3 days per quarter (12 days per year) This includes wearing casual business attire, learning the styles and media of the other members, learning basic computer skills, and being willing to interact and help customers.
- * Pay an initial membership fee of \$100
- * Pay dues of \$55 each quarter (\$220 per year)
- * Pay \$40 per year to provide food for First Friday
- * Serve on the board and/or a committee
- * Allow the Gallery to retain a 30% commission on works sold
- * Regularly rotate out of the Gallery work not sold and replace with new work
- * Serve on the First Fridays Reception Committee at least once per year OR pay a \$50 assessment
- * Donate one piece of art work for the Spring Silent Auction fundraiser
- * Provide artist's statement and/or bio for member book
- * Provide business cards for customers interested in your work
- * Provide references if requested
- * Provide and maintain an Email address.

Our First Friday artist receptions are important sales nights for the Gallery. A large percentage of the month sales happen during this event and our customers often ask to meet the artists. Therefore, we ask that you make every effort to attend the First Friday events, attending a minimum of one a year is required. It is completely up to us to make this a successful event.

We rely on the commitment of our members to participate in the activities of the Gallery. Please keep this in mind when deciding if the Gallery is right for you.

Enclosed is an information packet about our jurying process. Please pay particular attention to the forms **STANDARDS FOR JURYING AND MEMBERSHIP** and the **GUIDELINES FOR SALES GALLERY EXHIBITING**.

Six APPLICANT ITEMS TO BE DELIVERED TO THE ART MARKET GALLERY ON THE DATES & TIMES ON "JURYING DATES FORM."

1. **SHORT ARTIST BIOGRAPHY:** No more than two paragraphs long. Briefly include education in your medium.
2. **ARTIST STATEMENT:** Explain your work--what inspires you.
3. **MEMBERSHIP APPLICATION AND WAIVER PARTS 1 and 2** completed in full and signed.
4. Non-refundable **JURY FEE** of \$30, check preferred payable to Art Market Gallery.
5. **SELF-ADDRESSED STAMPED ENVELOPE** for mailing jury results.
6. **FOUR PIECES OF ART** in your selected medium clearly labeled with: Artist name, address, phone number, artwork title, medium, and price.

ART MARKET GALLERY JURYING DATES

The next jury for Art Market Gallery membership will be held **Sunday, September 9th, 2018.**

Currently the gallery is accepting applications from artists in **2D & 3D media.** Applicants may submit work in: clay, porcelain, fiber, glass, metal, wood, natural materials, 3D mixed media, sculpture, 3D paper arts, jewelry, and 2D mixed media, painting, drawing, print makers and photography.

You may only apply in one medium per jury. All works must be the original work of the artist and should be representative of the quality and nature of the art the applicant intends to exhibit at the Gallery. You are encouraged to visit the Gallery to see the quality and presentation of the art.

Please deliver your application documents, fee and four artwork pieces in a single medium between the hours of 11 a.m. and 5:30 p.m. from Tuesday, September 4th through Saturday, September 8th.

Jurying will take place on Sunday, September 9th, and results will be mailed on Monday, September 10th. A panel of 6 active members of the Art Market Gallery will evaluate your work in each of four categories: technical skill, design, artistic style, and presentation. Consideration will also be given to the current needs of the Gallery. We have painters and clay, fiber, glass, jewelry, photography, and wood artists, so we are looking for art that will complement but not duplicate our current artists' work. Again, you are encouraged to visit the gallery to consider how your work would augment the Gallery.

If you are **not** juried into the gallery, please pick up your artwork **NO LATER** than Sunday, September 16th.

Applicants, whose work is accepted, will be contacted to schedule a compulsory interview by a panel of two to three active gallery members. This required interview offers an opportunity for the applicant, as well as, the panel to ask questions to ensure that the applicant understands the commitment of joining our cooperative gallery. These applicants may pick up their work after the jurying, during the interview, or may leave the pieces at the Gallery to be signed in during the orientation session. New members will be contacted to schedule an orientation session and additional work may be brought to orientation for processing. Work processed during orientation will be put on display.

THE ART MARKET GALLERY JURY PROCESS

The Jury Process includes two steps:

Evaluation of Artwork

Interview of Applicant

Determination of applicants to be assigned to wait list

If you have any questions or need additional information, we encourage you to contact: Mary Saylor, Vice President in Charge of Jurying, at mesaylor@gmail.com or 678-596-4696.

The Art Market Gallery. 422 South Gay Street. Knoxville, TN 37902. (865) 525-5265.

www.artmarketgallery.net

THE ART MARKET GALLERY JURY PROCESS

EVALUATION OF ARTWORK

The jury panel is composed of six active members of the Gallery, as balanced as possible between two-dimensional and three-dimensional artist members. One member of the display committee will be present to observe the quality of work submitted for jurying by accepted applicants to insure that work subsequently brought in for exhibit is of the same quality and nature. Every effort will be made to withhold the identity of the applicant from the jurors.

Each juror will use a scale of 1-5 to evaluate your work in EACH of four categories: **Technical Skill, Design, Artistic Style, and Presentation.** These categories are further explained in the STANDARDS FOR JURYING AND MEMBERSHIP (attached).

- 1 - Poor
- 2 - Fair
- 3 - Good
- 4 - Very Good
- 5 - Excellent

Each juror adds the scores awarded in the four categories to obtain an overall score (between 4 and 20). Adding these overall scores and dividing by six then obtain an average score for the six jurors. The following average scores are used to accept or reject membership into The Art Market Gallery.

- 16 -20 accepted into The Art Market Gallery
- 11 -15 additional review and further discussion by the jury members will determine if the artist is accepted. (In case of a tie vote, the decision will be made by a juror who shares the same media as the applicant.)
- 0 - 10 not accepted

You will be notified of the results by mail in the week following the jurying. Please note, each jury panel is different, consisting of different artists each time. If you aren't successful, you may apply again in the future.

INTERVIEW OF APPLICANT

The interview panel is composed of two to three active members of the Gallery. Applicants, whose work is accepted, will be contacted to schedule a compulsory interview to be conducted as soon as practical after the jury. This required interview offers an opportunity for the applicant, as well as, the panel to ask questions to ensure that the applicant understands the commitment of joining our cooperative gallery. Results of the interview will be communicated immediately. The panel will have access to the applicant's submitted materials.

PLACEMENT ON THE WAIT LIST

The Display Committee monitors the artwork needs of the gallery throughout the year. If you have been juried into the Art Market Gallery and there is not a need for your artwork at this time, you will be placed on the wait list and when Display Committee is ready for your work, you will begin to display it, and at that time you pay the initial membership dues and the quarterly membership dues. This is not a reflection of your work, but the space requirements to display it well. The wait list is active for one year.

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THE ART MARKET GALLERY STANDARDS FOR JURYING AND MEMBERSHIP

ALL WORKS must be the original work of the artist applying for membership and should be representative of the quality and nature of the art the applicant intends to exhibit at the Gallery. The work needs to have been completed within the last year.

The four categories by which all applicants are juried are delineated below:

TECHNICAL SKILL AND CRAFTSMANSHIP:

- The artist's handling of the medium and use of materials shows control, skill and experience
- The artist is adept at using the medium's characteristics

DESIGN AND LEVEL OF ACHIEVEMENT:

- The design and composition of the work exhibits knowledge of the principles of design (balance, rhythm, unity, etc.)
- * There is a design consistency with each piece and in the artist's body of work.
- The work shows that it has taken time, thought, knowledge and skill.

ARTISTIC STYLE:

- * The work is creative and shows the individual style of the artist.
- * The work expresses the artist's own feelings and thoughts and does not copy those of another artist.

PRESENTATION AND OVERALL IMPRESSION:

- The overall impression of the work is positive
- The work is presented in a manner that enhances the art.
- There should be a consistency in the work presented for evaluation

Submitted work must adhere to the GUIDELINES FOR SALES GALLERY EXHIBITING (attached).

Work made from commercial molds, kits or patterns is prohibited, as well as, foodstuffs and any item that violates copyright laws.

If your work is composed largely of commercially produced or purchased parts/ found objects, it will be at the discretion of the jury to accept or reject the work based on the jurying standards.

Photographic images submitted for jurying must be at least 8" x 10." It is the intent of The Art Market Gallery to emphasize original fine art. In this regard, please read the following guidelines pertaining to PHOTOGRAPHY AND COMPUTER GENERATED ART: Photographic images should be very limited with no more than 25 copies of any given image. Images should be numbered on the back. A particular photograph should be represented in the Gallery by no more than one framed and one matted work. Computer-generated art will be subject to evaluation on quality and originality. Source material can be used again, but the final image must be unique.

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THE ART MARKET GALLERY

GUIDELINES FOR SALES GALLERY EXHIBITING

GENERAL:

The (a) artist's name, (b) full address and telephone number, (c) name or title of work and (d) price must be firmly affixed to the back of each piece or, for three-dimensional works, on an attached tag. In addition, a business card can also be used.

Keep a duplicate list of works and prices in the gallery for your own records.

Please abide by these guidelines when bringing in your work for jurying or for display as a member. Poor presentation can result in disqualification from membership or can result in your works being rejected by the display committee.

FRAMED WORKS:

- * If a mat is used, the outside (top) must be a neutral color.
- * Use a sturdy frame appropriate to the size of the piece.
- * Picture-frame wire of ample strength to support the frame, glass, the art, and backing is to be securely attached 1/3 of the way down from the top with enough slack to permit hanging. (No centered saw-tooth hangers.)
- * Backing should be strong enough to protect the piece, prevent warping, and contribute to the rigidity of the frame.
- * Watercolors, pastel, photography and other works on paper and/or subject to damage should be protected by glass or plexiglass.
- * Unframed canvas work must have finished edges.

MATTED (UNFRAMED) WORKS:

- * All matted or unframed 2D works should be protected by shrink-wrap or clear acetate sleeves.
- * Use sturdy backing board (such as foam core) to prevent bending.

3-D WORKS:

- * 3-D works will be displayed on shelves, pedestals, racks, risers, cases and on the floor as appropriate.
- * 3-D works will not be displayed on the walls unless deemed by the display committee to enhance the look of the Gallery.
- * Care should be taken to avoid sharp or pointed edges as they pose a safety hazard to the public.

SALES

- * ALL work exhibited in The Art Market Gallery must be for sale with the price evident. Payment for a sale will be mailed to the artist within 30 days of the sale. The Gallery retains 30% of the proceeds from all works sold.
- * Sales procedures will be discussed in detail during the orientation meeting.
- * The Art Market Gallery will add sales tax to items sold and will remit sales taxes to the State of Tennessee.

NOTE: The Display Committee may reject any artwork it deems unfit for public display.

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ART MARKET GALLERY MEMBERSHIP APPLICATION AND WAIVER (Part 1)

Print the document and enclose it with your art to be juried.

Date _____

The undersigned agrees and promises to hold harmless the **ART MARKET GALLERY** from any and all liability resulting from and in any way connected with the display items and/or artwork exhibited in the Art market Gallery and/or any business or associate connected with the aforementioned.

Name (PRINTED) _____ Signature _____

Street Address _____ City _____

State _____ ZIP _____

Phone 1 _____ Phone 2 _____ Email _____

Jury Fee: \$30 (check preferred) One medium per jury. Indicate 2D ___ or 3D ___ and indicate your medium below:

Clay___ Fiber___ Glass___ Jewelry___ Metal___ Printmaking___ Wood___ Painting/Drawing___
Photography___ Natural Materials___ Mixed Media___ Computer-generated Art___ Sculpture___
Paper Arts___ Other (Explain)_____

	<i>Title</i>	<i>Medium</i>	<i>Year Executed</i>	<i>Price</i>
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____

Briefly describe the process used to create your art. Please include information about materials and techniques especially any that are unique or unusual.

If your work incorporates any commercially produced/purchased parts (e.g., frames, jewelry findings, lamp shades, etc.) or any elements produced by another artist, please list these parts/elements and explain how they are used.

ART MARKET MEMBERSHIP APPLICATION AND WAIVER (Part 2)

Art Market Gallery members are required to participate in and support the gallery. You can contribute in a number of ways. To help us use your abilities and interests in the best possible way, please check the areas below where you have experience or interest.

Display

Bookkeeping/Accounting

Gallery or Retail Sales

Publicity

Marketing

Database

Mailings

Housekeeping

Supplies

Fund Raising

Receptions

Computer Skills

Web Design

Newsletter

Organizational Skills

Telephone Calling

Other (Please list) _____

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