



# GCVA Artisan Cooperative Information

The purpose of the Girdwood Center for Visual Arts (GCVA) Artisan's Cooperative is to provide gallery space for artists to show and sell their art, to provide community awareness of resident artists and provide the artists with the learning experience of marketing their art.

## What is a co-op artist member?

As a co-op member you are responsible for both your own and shared responsibilities of our organization. This involves, but is not limited to:

- Price and inventory your artwork
- Set up and maintain your gallery display space
- Work approximately one day per month (95 hours a year) as the resident artist and cashier which includes:
  - Housekeeping (e.g., dust, vacuum, clean the bathroom, shovel sidewalk, replace light bulbs)
  - Tracking daily sales accurately on the computer
  - Being professional and polite with customers
  - Learning about the fellow artist's techniques and materials so you can be a knowledgeable salesperson
  - Refilling an artist's display after work has sold
- Assist with fundraising, marketing and special events
- Participate as a board or committee member to share in decision making

The benefits for co-op members are:

- Pay a lower commission rate than traditional galleries
- Opportunities to have a solo or group show in the front or side gallery spaces
- Gain exposure from the arts community while honing your craft and growing a reputation
- Learn about costs and logistics of running an art gallery
- Better understand the taste and expectations of local art buyers
- Build community as you collaborate with other artists and exchange thoughts on topics such as participation in upcoming art fairs
- Polish your art selling skills as you learn the fundamentals of the art business
- Get help marketing artwork within the community

Does this sound like it's for you? Then please apply!

## **Application Process for Prospective Artist**

1. Applications may be submitted via email or dropped off at the gallery.
2. All applications need to include
  - a. the attached application form
  - b. a minimum of five pieces of artwork in each medium you wish to have juried in
  - c. a brief biography and statement about your work that includes information about your training, education, influences and process
  - d. a brief statement on why you want to be a part of a cooperative art gallery
  - e. if you were referred by an existing co-op member
3. Applications submitted via email should be sent to [gcvamanager@gmail.com](mailto:gcvamanager@gmail.com). Our gallery director will contact you upon submission and may ask to arrange a meeting in person or over the phone with you.
4. Applications submitted at the gallery can be accepted during normal business hours.

## **Media**

Media accepted includes but is not limited to glass, clay, fiber, metal, wood, paintings, photography, digital imagery and mixed media.

## **Requirements of the Art**

1. The art must be the original work of the artist.
2. Commercially purchased objects that are minimally altered are generally not accepted.
3. Work must not be made from a kit or crafted from a published pattern not owned by the artist.
4. Overall presentation is expected to be of high quality.
5. All art exhibited must be of the same high quality approved by the jury.

## **Jury**

1. Applications will be juried by at least 5 current GCVA Cooperative Artists who will make a recommendation to the Board.
2. The Board will review the application and recommendations and make a final decision at a regularly scheduled GCVA Board meeting.
3. The Gallery Director will contact the artist regarding the jury decision within two months depending on schedule of GCVA Board meetings.

## **Judging Criteria**

- A. Craftsmanship:
  - Does the work show a degree of technical skill?
  - Is the design original, a unique and creative composition that shows an understanding of design principles?
- B. Materials
  - Is the work produced from materials well suited to its function and design?
  - Is the work a purchased object that has been minimally altered?
- C. Concept
  - How well does the work express a vivid communication of a mood, feeling or idea?
  - Is the work created from a commercially available kit or published pattern?
- D. Overall Impression
  - Is the work appropriate for the GCVA Artisan Cooperative?
  - Is there room for the work in the gallery?



# Application for GCVA Artisan Cooperative

Name: \_\_\_\_\_ Date of Application: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Referred by GCVA Artist: \_\_\_\_\_

Items Submitted with Application (circle one):      Original Artwork      Images of Artwork

Describe the items submitted include details about the media (paintings, watercolors, fiber arts, pottery, etc.)

Item #	Description	Retail Price
1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____

If accepted, I will sign the GCVA Artisan Cooperative Member Agreement that specifies the responsibilities of each artist to contribute to the success of GCVA. I will also relinquish 25% commission to the Art Center for facilities operation.

Signature of Applicant: \_\_\_\_\_

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Email application to Holly the Gallery Director at [gcvamanager@gmail.com](mailto:gcvamanager@gmail.com) or call her at (907) 748-1171 to schedule an appointment to submit your artwork and application in person. Include a biography and statements of work and/or process and why you would like to be a part of a co-op with this form.