



PREPARING A SUCCESSFUL INDIANA ARTISAN APPLICATION

ARTS

THE PROJECT

Indiana Artisan is developing a brand that gives meaning and recognition to high-quality Indiana-made art and food. To accomplish that, Indiana Artisan is:

- promoting art, hand-crafted and value-added food products made in Indiana, telling the stories of local artisans who produce them;
- encouraging artisans to leverage the Indiana Artisan logo and branding;
- providing access to entrepreneurial support and technical assistance;
- providing Internet representation via the Indiana Artisan website;
- helping artisans increase revenue and market growth through trade shows, retail displays and outlets, online representation, and collaborative statewide promotion efforts; and
- aiding and promoting local efforts to develop artisan-related, tourism-focused trail development throughout the state.

Launched in 2008 by the Office of Community and Rural Affairs, the Indiana Arts Commission, Indiana Office of Tourism Development, and the Indiana State Department of Agriculture, Indiana Artisan today is a non-profit corporation that continues its mission of helping Hoosier artisans who produce fine art, crafts and value-added foods expand their businesses. It does this by leveraging the resources of partners statewide, as well as the four state agency partners and their statewide networks.

THE PARTICIPANTS

For your work to be part of the organization, artisans need successfully complete the jurying process. Applicants can be for-profit or not-for-profit corporations, as well as unincorporated individual artisans. Participants will include any artisan who, or business that:

- produces a visual arts product, hand-crafted by the applicant, or under the direct supervision of the applicant, that can be purchased and taken by, or shipped to, the buyer (commissioned or made-to-order work, nor candles, nor soaps/bath/body products are eligible at this time);
- creates works that contribute to the positive reputation of the artisan's business and to the brand development of quality Indiana-made/produced arts and food;
- desires their art to be part of a set of locally produced goods branded as made in Indiana and carried in retail outlets, as well as sold via the Internet;
- creates their art in Indiana and has been located in Indiana for at least one year prior to the date of application;
- would benefit from entrepreneurial support – education, workshops, and on-site assessment;
- will participate in locally developed artisan trails promoted to in- and out-of-state travelers interested in place-based arts experiences; and
- seeks to reach the retail market through participation in trade shows/marketplaces.

THE DISCIPLINES

ARTWORK, including, but not limited to:

Folk Art/Crafts	Painting/Drawing	Metal/Ironwork	Toys/Games
Multi-Arts	Sculpture	Basketry	Fiber Art
Photography	Ceramics	Leatherwork	Furniture
Craftwork	Glasswork	Tinware	Pottery
Woodwork	Jewelry	Clothing	Papercraft
Graphics and Printmaking			
Home and Outdoor Accessories			
Musical Instruments			

THE PROCESS

The work of all participants in Indiana Artisan is juried by a panel of business development, retail, arts, agriculture, and tourism professionals. Application is only available online, at www.IndianaArtisan.org. The panel will meet:

- **ART & CRAFT ADJUDICATION**
May 8 and 9, 2012
The application deadline is noon April 25, 2012
The artwork sample deadline is noon on May 7. Artwork sample(s) required. Drop-off/shipping locale: 114 W. Church St., Alexandria, Ind. 46001.
Drop-off from 8 a.m. - 6 p.m.
- **FOOD ADJUDICATION**
May 17 and 18, 2012
Application deadline is noon April 25, 2012
Product sample(s) required by May 16, 2012
Drop-off/shipping locale: 114 W. Church St., Alexandria, Ind. 46001.
Drop-off from 8 a.m. - 6 p.m.

Selection is based on the expectations outlined in the next section – a unique link with Hoosier history or heritage, originality, quality, price/marketability, and technique. The piece(s), however, do not need to depict Indiana.

All applicants must submit a sample of their work so that the panel may review the quality. Samples must arrive no later than May 7 (see timeline for delivery/shipping location). Following the adjudication, all work may be picked up on Thursday, May 10. It must be picked up no later than 5 p.m. Work not picked up will be disposed of. Work will be returned immediately after adjudication via mail to those applicants submitting a postage-paid, self-addressed container (envelope, box, tube, etc.) with their work.

Arts applicants are required to include one, and as many as five, images of their work with their online application. Jurors review the images of each entry and the sample of work provided by the artisan, complete scoring sheets and write comments designed to explain why the submission was accepted into the organization, and, if not accepted, designed to be helpful in improving and/or marketing the artisan's work. Jurors' comments are compiled and e-mailed to artisan applicants who request comments. All applicants are notified of the jury results via email. The decision of the jury is final and may not be appealed; however applicants whose work is not selected for the organization are encouraged to reapply.

Application to Indiana Artisan **must be made online**. Paper/snail mail applications are not accepted.

THE EXPECTATIONS

Each art/craft entry will be reviewed using the following expectations.

- 1. Design/Quality (25 points max. Must score minimum of 15.)**
 - The design satisfies the intent/function of the piece (15 points max)
 - The components of the design relate to each other (10 points max)

- 2. Technique (25 points max. Must score minimum of 15.)**
 - There is evidence of skilled craftsmanship (i.e. finishing, joinery, construction, balance, etc.) (20 points max)
 - Materials relate to the original intent/function of the piece (5 points max)

- 3. Originality/Authenticity (25 points max. Must score minimum of 15.)**
 - Originality - Reflects a unique style, personal expression or interpretation that distinguishes it as superior within the medium/genre (15 points max)
 - Authenticity - Exhibits the tradition or heritage of Indiana communities and groups (10 points max)

- 4. Marketability (25 points max. Must score minimum of 15.)**
 - Appropriateness for marketing activities of Indiana Artisan and supportive of the Indiana Artisan brand development (15 points max)
 - Wholesale / Retail opportunity exists and pricing is appropriate (10 points max)

Applicants must be willing to create their work on a regular schedule, but need not be a full-time artist. Applicants must state whether they are willing to sell their work on consignment to both the wholesale and retail markets, however willingness is not a factor in adjudication. Artisans must produce the majority of their work in Indiana, and sales representatives are not eligible to apply on behalf of an artist's work.

Assemblage of commercially produced items is generally not considered to be handcrafted work and is discouraged; however, strong overall design, interpretation, and originality can affect the decision of the jury panel.

Artisans producing crafts identified as Native American will not be accepted into Indiana Artisan if their work is not made by a Native American. The Indian Arts and Crafts Act of 1990 makes it illegal to sell or display for sale, any product not made by Native American Indians in a way that falsely suggests it was. If submitting Native American work, please submit a copy of your membership card in a federally recognized Indian tribe, band, nation, or organized group or community, with your entry for authenticity purposes.

All artisans whose work adjudicates into Indiana Artisan must participate in the required workshop on Tuesday, June 19, 2012, in order to fully participate in this organization (see timeline below).

THE APPLICATION

Please complete the online application and submit your \$25 application fee no later than **noon, Wednesday, April 25, 2012**. Applications will be reviewed immediately for appropriateness. Every applicant will be contacted on or before **April 27** regarding whether the application meets the adjudication criteria.

Decisions on application appropriateness for the May adjudication will be final, however those applicants whose application does not meet the criteria will be told what precluded participation in the May adjudication, and they will be encouraged to reapply for the November 2012 adjudication.

You may enter as many art items as you wish. Artisan work samples must be a line of work made in the same medium/technique and must constitute a coherent body of work rather than a range. Sets (earrings, gloves, etc.) are considered one sample, as is a coherent body of work such as glass bead jewelry. Regardless of the variety of jewelry, if the artist creates only glass bead jewelry, that would be considered one body of work and one photo, or multiple photos showing the range and variety, should accompany the application.

Samples employing techniques, styles or materials that vary greatly should not be mixed within a single entry. Each should be submitted on a separate application. For example, turned wood vessels and wood jewelry would be two separate applications, as would watercolor paintings and notecards using those paintings as cover art. Work samples of entirely different mediums must be submitted as separate applications. There is no limit to the number of applications one applicant can submit.

A sample(s) of the artisan's work must arrive no later than **May 7, 2012**. Each application will be reviewed by the jury, and applicants will be notified by email/letter of their work's acceptance/non-acceptance into the organization on or before **May 23, 2012**.

Again, up to five images of the art as it might be displayed are required with the application. While professionally photographed images will represent the art better to the jury, professional photography is not required.

Again, there is no maximum number of applications per artisan, however artisans whose work juries into the organization via one product will be permitted to sell only that product through Indiana Artisan. For example, if your pottery juries into the organization, you only will be permitted to sell pottery through Indiana Artisan, not paintings, woodwork, nor any other product. However, artisans can apply for their Indiana-made pottery and any other art product to be juried into the organization separately and individually and, if accepted, those products can be sold through Indiana Artisan.

Once your work has juried into Indiana Artisan, it will not need to be juried again. However, at any time, and for any reason, Indiana Artisan reserves the right to remove a product from the organization or to ask the artisan to reapply for the adjudication process.

- Indiana Artisans are required to participate in developing the Indiana Artisan brand by purchasing and placing the organization's adhesive logo somewhere on their adjudicated work. Adhesive logos cost six cents each.
- Indiana Artisans are required to participate in the annual Indiana Artisan Marketplace, an event allowing participants to sell their work to both the retail/wholesale markets. The second Indiana Artisan Marketplace will take place in Indianapolis April 5 – 7, 2013.

CHECKLIST

1. Complete and submit the online application(s) to arrive on or before noon on April 25, 2012
 2. Upload up to five photos with the application (a minimum of one photo is required)
 3. Include copy of membership card in a federally recognized Indian tribe, band, nation, or organized group (if applicable)
- If you have questions*, contact Eric Freeman at:
T: (317) 607-8715
E: Eric@IndianaArtisan.org

TIMELINE

- **Wednesday, Jan. 25**
Online application goes live at www.IndianaArtisan.org.
- **Wednesday, April 25**
Deadline is noon for online applications to be submitted.
- **Friday, April 27**
By this date, applicants will learn of acceptance/non-acceptance (for incomplete applications or applications not addressing the goals of this program) into the May adjudication.
- **Monday, May 7**
Art samples must ship/deliver for arrival by this date.
Drop-off/shipping locale: 114 W. Church St., Alexandria, Ind. 46001.
Drop-off from 8 a.m. – 6 p.m.
- **Tuesday/Wednesday, May 8/9**
Art jury panel reviews submissions.
- **Thursday, May 10**
Art samples will be return shipped / may be picked up. Pick-up from 10 a.m. to 6 p.m.
- **Wednesday, May 16**
Food samples must ship/deliver for arrival by this date.
Drop-off/shipping locale: 114 W. Church St., Alexandria, Ind. 46001.
Drop-off from 8 a.m. – 6 p.m.
- **Wednesday/Thursday, May 17/18**
Food jury panels review submissions.
- **Wednesday, May 23**
By this date, art applicants will learn of acceptance/non-acceptance into Indiana Artisan.
- **Friday, May 25**
By this date, food applicants will learn of acceptance/non-acceptance into Indiana Artisan.
- **Tuesday, June 19: 6 – 8 p.m.**
Required workshop for all accepted applicants, providing time for Q&A and detailing the benefits of Indiana Artisan and how artisans can leverage the organization to expand their business. Locale: 114 W. Church St., Alexandria, Ind. 46001