



PREPARING A SUCCESSFUL INDIANA ARTISAN ART & FINE CRAFT APPLICATION

Indiana Artisan is an economic development organization accomplishing two things. It identifies, recognizes and promotes Indiana's high-quality art, fine craft and foods and the Artisans who make them, with the goal of helping each Artisan expand their business. At the same time, Indiana Artisan is building a brand that identifies Indiana by its high-quality art, fine craft and foods, defining that brand by the work of the state's highest-quality Artisans.

Indiana Artisan defines art, fine craft, foods, and beverages broadly. To provide clarity, the work reviewed includes, but is not limited to:

Basketry	Home Accessories	Musical	Pottery
Ceramics	Jewelry	Instruments	Printmaking
Fiber	Leatherwork	Outdoor Art	Sculpture
Folk Art	Metalwork	Painting/Drawing	Toys/Games
Furniture	Mixed Media	Papercraft	Woodwork
Glasswork		Photography	

Two important things to note:

- *Candles and soaps/bath/body products fall outside Indiana Artisan's definition of art and are not considered for adjudication.*
- *Work must be able to be sold at retail, so commissioned and made-to-order work also are not considered for adjudication.*

There is no limit to the number of applications an applicant can submit; however, applicants should consider submitting no more than two. Why?

- It saves you time, effort and expense to learn the outcome and receive feedback. If the application is successful, you have a winning formula. If not, you will know how to approach a reapplication.
- The jury panels are comprised of different people each time, and the outcomes for applicants submitting more than two applications at one time have been consistently unsuccessful.
- Can I submit more than two applications anyway? Absolutely.

Artisans whose work juries into the organization are permitted to sell only that work through Indiana Artisan. For example, if your pottery juries into the organization, you will be permitted to sell pottery through Indiana Artisan, not paintings, woodwork, nor any other work you create. You may, however, apply again so those different media are considered.

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 work from the organization or to ask the artisan to reapply.

Application to Indiana Artisan **must be made online**. Paper/snail mail applications are not accepted. Once the application is submitted online, the \$30 application fee should be sent via check, payable to Indiana Artisan, to: Indiana Artisan, 203 Surrey Hill, Noblesville, IN, 46062.

Before I begin, what is the best way to approach the application?

A couple thoughts: We assume you are reading this because you consider yourself among the very best at your craft in Indiana. Keep that in mind as you write because your audience, the review panel, needs to understand why you are among Indiana's best in order to make its decisions. Tell your story. Be clear you know you are the best at what you do, and explain why.

One other thought: The application has just four key questions, and you can see them all at one time. Open the application, copy the questions into a Word document, and answer them there. That lets spellcheck handle the typos. It lets you edit and make the points you want made. It lets you have a saved copy of your application. When you're happy with your responses, copy and paste them into the application, finish up the other quick-answer questions, upload five images of your work, and submit it.

Who reviews Indiana Artisan applications?

Increasingly, Indiana Artisans do. Indiana Artisans are at the top of their craft, and those who have reached that point recognize it in the work of others. Panels have included a mix of artists, fine craftspeople, art educators, gallery owners and directors, collectors, museum staff, and others with broad insight into art and fine craft. Panelists' names are not published so that they cannot be individually lobbied prior to a review or individually questioned afterward. We value the time and effort the review requires panelists to give you and the organization, and we thank them with an experience as hassle-free as possible.

What, specifically, is the review panel looking for?

Just four things. Each application is reviewed solely on the following:

- 1. Design/Quality (25 points maximum.)**
 - The design of the work must satisfy the intent/function of the piece.
 - The components of the design must relate to each other.

- 2. Technique (25 points maximum.)**
 - There must be evidence of skilled craftsmanship (finishing, joinery, construction, balance, etc.).
 - Materials must relate to the original intent/function of the piece.

- 3. Originality/Authenticity (25 points maximum.)**
 - The work must reflect a unique style, personal expression or interpretation that distinguishes it as superior within the medium/genre.
 - There must be an authenticity that reinforces or exhibits the tradition or heritage of Indiana communities and groups. The panel asks "What makes this work particular to Indiana?"

- 4. Marketability (25 points maximum.)**
 - For you to gain from this, the work must be appropriate for the marketing activities of Indiana Artisan and supportive of the Indiana Artisan brand development.
 - Similarly, wholesale and/or retail opportunity must exist for your work, and the pricing must be appropriate for Indiana Artisan to help you in expanding sales opportunities.

How does the review work, and what can I expect?

Before meeting in person, jury panelists review the application and images online, complete scoring sheets and write comments. When the full panel meets in person, it reviews your samples, and as a group reviews and discusses your application and images. At this point, each panelist completes a scoring sheet and writes comments designed to explain why the submission was accepted, and, if not accepted, designed to be helpful in improving and/or marketing the applicant's work. **Jurors' comments are compiled and e-mailed to applicants who request them.**

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 are oftentimes encouraged to reapply.

I have applied before. Is the review panel the same?

No panel is comprised of the same group of people, allowing applications to be reviewed with a fresh perspective each time.

May I submit a paper application?

Application is only available online, at www.IndianaArtisan.org, because this allows the jury panelists, who live around the state, to review your application in advance, with each noting strengths and questions. Your application speaks for you during this review, so it is important to tell your story well, explaining why you are the best at your art or craft, providing facts and thinking of, and answering, the questions panelists might ask. The application questions are open-ended and encourage you to tell your story.

PLEASE NOTE: The application questions sound repetitive, and to a degree they are. The one application serves potters, painters, glass artists, jewelry artists, paper and wood artists, and a large variety of media. For one application to meet all needs, there are subtle variations in the questions. PLEASE FEEL FREE to answer a question with “see my response to question #_;” however, be thoughtful about the intent of the question. ***Successful applicants take the time to tell their story, and the story of their work, to the jury panelists. One-sentence responses and quickly completed applications seldom are successful.***

How important are the images I upload?

Very. They answer questions about the design, the technique, and/or the marketability of the work. They answer questions the application and samples don't. Note this: Applications can be unsuccessful because of the images. Do they have to be professionally photographed images? No, but they need to be high-quality enough to reflect the high quality of your work. As you might guess, if the images are lousy, so is the impression of your application.

Applicants are required to upload one image of their work, and may upload as many as five, with their application. You are strongly encouraged to upload five images. Take full advantage of the opportunity to highlight the depth and breadth of your body of work. Also, you are encouraged to upload images of work OTHER THAN that of the sample(s) you intend to submit. That allows your sample(s) to further define the breadth and depth of your work.

- Is there a size limit for the uploaded images? Yes. Each cannot exceed 1MB. If any image exceeds that maximum, the software will clear your entire application when you attempt to submit it, and it will not be received. This is another reason to first write it in a Word document.
- What if I have trouble uploading images? We are happy to help. Let us know if you have questions. We can walk through it with you over the phone.

I make several things, and I wonder if it makes sense to include everything in one application.

Work employing techniques, styles or materials that vary greatly should not be submitted as one application. Feel free to submit two different applications to allow yourself the opportunity to explain different processes, materials, wholesale/retail prices, etc. For example, turned wood vessels and wood jewelry would be two separate applications because the panel is interested in the process to make the work, the material involved, the pricing, sizes, etc., and answers would be too different to include wood vessels and wood jewelry in one application.

The same would be true for watercolor paintings and notecards using those paintings as cover art. There is a lot of overlap, but the material, time involved, prices, and descriptions are too different to adequately explain each in one application.

Do I have to submit a sample of my work?

Yes. Applicants must submit at least one sample, and maybe submit up to three. To make an informed and fair decision about high quality work, it is essential to evaluate its visual and tactile nature. The panel will not review an application without samples.

Sometimes as many as half of the unsuccessful applications are unsuccessful because they fail to follow this advice: 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.

Said more clearly: it is better to submit samples that demonstrate consistency in high quality, design, technique, and originality versus different, unique pieces intended to reflect a wide range of work. Sets (earrings, dinnerware, gloves, etc.) are considered one sample.

Following the review, work may be picked up. **It 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.** We hold onto the container the work arrives in, and we are happy to pack samples in the same material/container for their return trip to you.

My work is large, heavy, of an awkward shape, and/or I live far from Indianapolis. What happens if I do not provide samples?

We truly understand this requirement can be difficult, and **we recommend submitting three samples** in order to demonstrate consistency across a body of work. Again, the panel will not review an application without samples. To make an informed and fair decision about high quality work, it is essential to evaluate its visual and tactile nature.

My work is very expensive, and I would prefer to send less expensive pieces to avoid loss or damage.

Your objective in applying to Indiana Artisan is to demonstrate your work is among the very best coming from Indiana today. Successful applicants do not submit “under the bed” samples.

Send your best work; otherwise the panel cannot evaluate how exceptional it is. Your goal is to demonstrate its high quality, and the jury panel’s goal is to identify it – which it cannot do if it is looking at second-rate samples.

- To further demonstrate consistent high quality across your body of work, submit samples that are different from the images uploaded with the application.
- Does the sample(s) have to be for sale? No. It can be part of your collection or a piece already sold.
- Should the sample(s) be something sitting around the studio, or should it be a very high-quality piece (that I’m concerned about shipping)? Again, your goal is to make a positive impression on the panel. Keep in mind that your application and samples are speaking for you.
- Can more than three samples be submitted? The exact number is flexible, but three samples and five images uploaded with the application reflect a wide enough body of work for the panel to make an informed decision.

What kind of work is Indiana Artisan looking for?

Applicants may 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;
- creates work that contributes 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 work branded as the highest quality coming from Indiana today;
- creates their art or fine craft in Indiana and has been located in-state for at least one year prior to application;
- would benefit from entrepreneurial support – education, workshops, and on-site assessment;
- is interested in participation in locally developed artisan trails promoted to in- and out-of-state travelers interested in place-based arts experiences; and
- seeks to expand their business through a broader reach into retail markets.

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 American Indian-made will not be accepted into Indiana Artisan if their work is not made by an American Indian. 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.

I am not a full-time artist. Is that an issue?

No. 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 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.

Once my work juries in, what's in this for me?

- Recognition by the State as, and the opportunity to call yourself, an Indiana Artisan.
- Use of the Indiana Artisan logo.
- You and your work promoted as part of the ongoing development of the Indiana Artisan brand, defining the highest-quality work in foods, art and fine craft coming from Indiana today.
- Promotion to media, retailers and the public.
- The opportunity to be part of 10 Artisan Trails that promote individual Artisans and leverage tourism to attract visitors to studios, galleries, stores, and artisan-related venues in 44 counties.
- Opportunity to sell your work in the Indiana Artisan store inside the French Lick Resort Hotel.
- Individual web page, searchable because the URL includes your name, and bio on the Indiana Artisan website.
- Opportunity to participate in the annual Indiana Artisan Marketplace, a showcase of the best work coming from Indiana today.
- A listing (name, company, city, URL) in the 48-page Viewbook, the annual print catalog promoting Indiana Artisans and their work.
- Opportunity for a larger presence in the Viewbook (images and biography).
- Participation in the private Facebook group page, where Artisans collaborate and share successes, advice and opportunities.
- Educational and networking opportunities.

This is highlighted because it's so important. All Artisans whose work adjudicates into Indiana Artisan must participate in the required workshop on Thursday, October 26, 2017, from 6 – 8 p.m. in order to fully participate in this organization. Attendance is required at this enjoyable event where you will meet the other new art and food Artisans and learn the benefits of the organization. Applicants whose work juries in, but who are unable to attend, are not considered to have completed the application process.

More clearly: You will need to apply again. This workshop is held in the Indianapolis area, and the locale will be posted under the "Timeline" tab on the website.

Once my work juries in, is there any cost?

You get what you pay for, and in Indiana Artisan's case you get much more. In 2016, the Artisan Advisory Board of 25 Indiana Artisans recommended annual dues as a way to help the organization provide more. As the organization pursues grant funding, in particular, grantors ask about the financial commitment of the Artisans and the board members. So to provide more services to Artisans, and to secure funding to provide even more, Artisan dues in 2017 is \$100. As the organization moves into its second decade and beyond, the Artisan Advisory Board will continue to communicate with all Artisans about what they want and need, and it may suggest a change in dues. For now, the dues is \$100 for the benefits outlined above.

I have a couple more questions. Where do I get answers?

Indiana Artisan is about building a community of high-quality Artisans. No nameless, faceless people here. Eric Freeman oversees the jurying process and is available any time. His email is Eric@IndianaArtisan.org, and his cell number is (317) 607-5243. He is happy to help!

CHECKLIST in six easy steps:

1. Check your schedule to confirm you can attend the October 26 new Artisan workshop from 6 – 8 p.m.
2. Copy the four primary application questions into a Word document and answer them.
3. Copy and paste your responses into the application and submit the online application(s) to arrive prior to the deadline included on the “Timeline” posted on the Indiana Artisan website.
 - a. Upload up to five photos with the application (a minimum of one photo is required)
 - b. Include a copy of your membership card in a federally recognized Indian tribe, band, nation, or organized group (if applicable)
4. Once your application is submitted, the “Timeline” is your one-stop shop for every detail you will need. Review the timeline posted on the Indiana Artisan website to remain up-to-date on the process.
5. Prior to the app deadline, submit the \$30 application fee via check, payable and mailed to:
Indiana Artisan
203 Surrey Hill
Noblesville, IN 46062
6. Contact Indiana Artisan at any time if you have questions.
Eric Freeman can be reached via phone at (317) 607-5243, and via email at Eric@IndianaArtisan.org