



The Art Shop (TAS) is a cooperative consisting of volunteer member artists at the Huron Valley Council for the Arts (HVCA) and is constantly evolving.

RESPONSIBILITIES:

Active members take turns working in TAS (minimum 4 hours per month as a cashier) in addition to contributing 4 or more hours monthly to one of the support committees that manage day-to-day operations;
Committees include: Membership, Outreach/Marketing, Sales/Inventory, Internal Operations and Jury
Duties as an active member also include meeting attendance as announced (minimally once per quarter), and payment of dues/fees as voted by the membership (currently \$20 annually in addition to HVCA membership at your preferred rate). Additionally, members proactively foster a strong arts community in the Huron Valley area by engaging in activities such as art openings and offering classes, if so desired. In addition to supplying a venue for members to display and sell their work, TAS provides many other benefits (see the back of this trifold.) Artists set their prices; all sales benefit HVCA, which retains 25% of all sales and commissioned works generated at TAS by active members. Artists who fail to comply with the responsibilities outlined above convert to Guest status.

To provide opportunities for artists and deliver a wider selection of products for shoppers, TAS also allows a limited number of **Guest Artists**, selected by application or invitation when space is available. Guest Artists retain 60% of all sales, with 40% benefitting HVCA. The term for guest participation is generally three months unless extended by a special arrangement.

The cooperative seeks to represent 20–24 artists at any given time. When it dips below twenty members, a call for new members will go out. Applicants should possess high artistic merit and commitment to the creative and administrative aspects of running a non-profit cooperative alternative art venue.

Are you interested in becoming a member? Read the following Gallery Standards, Membership Request & Conditions of Co-op Participation, and complete the online Juried Membership Request Form found on the website under the Gallery drop down menu for "Artist Opportunities".

GALLERY STANDARDS:

The Cooperative established the following guidelines and criteria for TAS to reflect positively on the organization and demonstrate excellence in the artwork.. TAS herein defines the type of juried work to be displayed in the gallery:

Fine Arts – painting, drawing, sculpture and assemblage, collage, photography, digital media, printmaking, calligraphy, fine art prints of original art done by juried members. Artistic ability must reflect mastery of the skills to produce fine art of high quality. Work should display an understanding of the elements and principles of design and composition. Materials must be original, of high quality, and suited to the medium. Presentation (including frames, mats, glass, hanging devices) is an extension of the work. It should be considered as carefully as the paint, surface, or camera filter used to create the artwork. All work should be finished and display-ready.

Fine Craft – ceramics, furniture, woodworking and carving, art clothing, jewelry, metalsmithing, enameling, weaving and other fibers, mosaic, quilting, basketry, glass art in stained glass, kiln-formed, and blown glass methods. All objects must be designed and handmade by the juried member. Handmade objects include those created with hand tools or hand-directed machines. The handmade classification also requires that the juried member design and produce at least 80% of the perceived value as "artistic content value." Purchased or found items should be used with great care and incorporated into the artwork to be less than 20% of its overall value. Jewelry must be handmade by the artist; assembly of kits, pre-strung beads, or other mass-produced factory work will not be accepted. Manufactured chains and findings will be allowed if a minor part of the total work.

Other items: Some items will be juried and admitted on an individual basis. This may include, but is not limited to: knitting, crochet, dried plant material, heritage/traditional/folk/ethnic craft. Items that will **not** be considered include, but are not limited to: kits, pre-printed fabric that is sold to be cut out and sewn together, cut bottles, unadulterated raw materials, manufactured items, unfinished work, bread dough sculpture, artificial/plastic flowers (unless constructed by the artist), items made of highly combustible, biologic waste, or other hazardous or toxic materials that may present a danger to the gallery or its patrons. TAS reserves the right to remove any item contradictory with Art Shop Standards or inconsistent with artists' juried work.

JURY CRITERIA:

Artwork submitted for the jury process will be evaluated by **four** criteria.

1. Quality of Craftsmanship – demonstrates understanding and competence in the chosen medium.
2. Design – composition, elements and principles art: does it "work."
3. Presentation – framing, matting, appearance. While issues of craftsmanship, design, and presentation are the prime consideration for selecting work into TAS, marketability is also considered.
4. Originality – will be considered foremost; however, there are cases where craftsmanship outweighs originality (i.e., quilts and other soft items, musical instruments, baskets.) No unauthorized use of logos as they pose a potential violation of copyright laws (i.e., Disney characters or logos such as the Nike "swoosh" or the Detroit Tigers "D").

NOTE: Jurying is scheduled on an ongoing basis and is typically convened within a month of receiving all required materials outlined in the application. Please contact us at ArtShop@huronvalleyarts.org if you wish to check on the status of your application.

MEMBERSHIP REQUEST & CONDITIONS OF CO-OP PARTICIPATION:

Please review RESPONSIBILITIES, GALLERY STANDARDS, AND JURY CRITERIA. Each artist must be juried in each medium they wish to display in the gallery, with a separate jury fee paid for each category requested. The only exception to this rule is work submitted for special events as determined by the TAS Outreach/Marketing committee. Since you will not be present during the jury process, this is your opportunity to explain your work.



To apply, you will need to submit:

- Your contact information
- An artist's statement explaining your work
- A personal or professional resume, or similar biographical information
- 10 good quality digital images, 4"x4", in jpeg format. Please do not submit original works for jurying. Exceptions to this rule may be requested.
- Jury fee of \$20.00 for each medium or category to be juried. Payment options:
 - Check payable to The Art Shop/ HVCA mailed to HVCA, 205 W Livingston Rd., Highland, MI 48357
 - Stop by HVCA/TAS with your cash, check, or charge
 - Pay online with the link in the application. Earmark your entry as Art Shop Jury.

Following the review, the Jury Team may request additional images, information or an in-person interview. Review of your application does not assure acceptance.

<https://forms.gle/PSrwdhV9xwBoQT9o8>

Please direct all questions to ArtShop@huronvalleyarts.org. Office staff are not part of the jury process. Directing questions to them will only delay your application.

The Art Shop (TAS) at the Huron Valley Council for the Arts (HVCA), and Highland Township, shall not be liable for any loss, injuries, or damages sustained by any participants, their heirs, or any person or organization arising out of any event. By signing the Juried Membership Request Form, participants hereby fully and forever release TAS, HVCA, Highland Township and volunteers from any and all causes of action, claims, and demands of any nature that arise out of any event. All work exhibited must be original and handcrafted by the artist. Certain exceptions may apply, such as works published. TAS reserves the right to decline any applicant, and all memberships are subject to a 6-month trial period. Failure to comply with all rules may result in expulsion from the co-op and loss of fees paid, at the discretion of TAS and the HVCA. Returned checks received from participants will be assessed a \$50.00 fee. 25% (active members) or 40% (guest artists) of all sales benefit HVCA. Outside sales resulting from HVCA or TAS activities or promotion may be subject to commission.

If accepted, the applicant permits the use of name & images for publicity purposes and agrees to responsibilities, gallery standards, and other conditions.

WHY JOIN?

Some Benefits of Active Membership:

- 75/25% split with HVCA
- Networking and camaraderie with other artists.
- Square Point of Sale system
- Online catalog of your work in TAS posted to the HVCA website
- Entitled to vote on issues facing the cooperative
- Free admission to certain HVCA events in your role as TAS cashier (concerts, gallery openings)
- Participation in the TAS and HVCA social media (currently Facebook and Instagram.)
- Optional video interview to go on social media
- Bio and photos are featured on the HVCA website under The Art Shop tab
- As an HVCA member, you can exhibit work in the annual Member Show and Sale with no registration fees
- Be compensated for teaching classes and workshops for the HVCA
- Opportunities to do demos or teach classes
- Participate in off-site group shows such as Arts & Greens at no cost to the artist except for the 25% to HVCA. Eligibility is based on maintaining active status and may be affected by the number of slots available in the booth
- Cross-promotion of your website with HVCA's
- Be part of HVCA's mission to bring the arts and culture to our community.



the
art
shop

JURIED ARTIST MEMBER INFORMATION

HVCA
HURON VALLEY COUNCIL *for the* ARTS

205 W. Livingston Road
Highland, Michigan 48357
248-889-8660