

How to apply to be a Retail Gallery Artist

Thank you for your interest in becoming a gallery artist. Application forms are on our website at <https://floridacraftart.org/artist-opportunities/how-to-become-a-retail-gallery-artist/>

Please note: Artists must be Florida residents six months out of the year to submit work for consideration. Once accepted, artists are required to become members of Florida CraftArt.

HOW THE GALLERY WORKS:

After acceptance, artists make an appointment to bring in artwork taken on consignment. The Artist receives a 55% commission from sales and receives payment in the month following the sale. If an Artist is commissioned to create work, the Gallery receives the commission amount of 30%. The Gallery will never change prices without the artist's consent.

GALLERY REVIEW PROCESS:

The Florida CraftArt Review Committee accepts work based on the following criteria:

- **Design:** Must show aesthetic individuality, compositional quality, and reflect a unified body of work.
- **Craftsmanship:** Must show a high degree of accomplished craftsmanship and experience with materials, tools of the medium, and its function.
- **Marketability:** Must be priced at a realistic ratio between the value of time and materials to the artist, and the value of the artwork to the customer.
- **Originality:** Must be an originally conceived and constructed idea. If an artists' work is too similar to another's, this may affect being accepted.

TYPES OF WORK CONSIDERED:

The following categories of craft **MAY** be submitted to the retail gallery:

- Ceramics, fiber, glass, jewelry, metal, mixed media, and wood.
- Crafts using manufactured parts, pieces, or fabrics, if these materials are secondary to the total design and production of the artwork.

The following categories are **NOT** eligible:

- Two-dimensional artwork including paintings, drawings, giclees, prints, photographs, posters, etc., not incorporated into the aforementioned craft media.
- Works executed from commercial patterns, molds, stencils, or kits of any description.
- Products made solely by assemblage of purchased commercial objects, or solely by decoration of commercially produced products.

In the event that you are not accepted as a Gallery Artist, if you become a member of Florida CraftArt, you are eligible to show your work during our lightly-juried Members' Holiday Boutique, which runs from November through January, and is our busiest season of the year.

Florida CraftArt
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