



12-Step Guide to Gallery Etiquette

1. Visit the gallery in advance of approaching the staff to understand the type of work it carries.
2. Visit its website and familiarize yourself with the staff, as well as its application procedures.
3. Always introduce yourself to those who work in the gallery. Relationships are important.
4. Honor your time commitment with the gallery. If running late, call to check in with the staff. If you are early, take advantage of the extra time by looking around the gallery to become more familiar with the overall business!
5. Don't be overly persistent. If waitlisted, kindly wait for the gallery to contact you if a space opens up.
6. Do not pop in to the gallery unannounced with new works. Establish the preferred way of communicating with the staff to set up an appointment. Do not bring your portfolio or ask to show the staff or director images on your phone to an opening.
7. Be sure to review the contract prior to the meeting to understand display methods, entry and exiting of artwork, and commission payment schedule.
8. Take deadlines seriously. This includes prepping all materials needed at least a week prior to deadline submissions.
9. Respond promptly when the gallery requests work, headshot, bio, photos of your work, etc.
10. Attend all gallery openings that you can! When attending an opening, be respectful of the gallery workers' time as they are busy trying to sell as much art as possible!
11. Openings are not the time to conduct your gallery business including bringing in artwork, taking out artwork, moving your items, etc. Please call the Monday after an opening and make an appointment to work with the staff to take care of business.
12. Be respectful. Never be rude. It comes back to bite you!

P.S. Good photography is very important. Either pay a professional to shoot your work or learn to take high-quality photos with excellent lighting and plain, simple backgrounds.

To apply to be a Florida CraftArt Gallery artist:

<https://floridacraftart.org/artist-opportunities/how-to-become-a-retail-gallery-artist/>



501 Central Ave. St. Petersburg, FL 33701 (727) 821-7391 www.floridacraftart.org Liz@FloridaCraftArt.org

Are you interested in becoming a retail gallery artist? We are always looking for fine craft artists living and working in Florida who are producing outstanding artwork. We do NOT review artist's artwork in the gallery or by independent emails. If you are interested in becoming a Florida CraftArt Gallery Artist, please click on the link below for information and the application for jurying.

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To submit work for consideration to be a Gallery Artist, the artist **must be a Florida resident at least six months out of the year**. Once accepted, the artist are required to **become a member of Florida CraftArt**.

HOW THE FLORIDA CRAFTART GALLERY WORKS:

Artwork is accepted on consignment. The month after the work is sold, the artist will receive 55% of the sale and the Gallery will retain 45%. 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.

FLORIDA CRAFTART GALLERY REVIEW PROCESS:

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

1. Design: Must show aesthetic individuality, compositional quality, and reflect a unified body of work.
2. Craftsmanship: Must show a high degree of accomplished craftsmanship and experience with materials, tools of the medium, and its function.
3. 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.
4. Originality: Must be an originally conceived and constructed idea. If an artist's work is too similar to another's, this may affect being accepted.

TYPES OF WORK CONSIDERED:

The following categories of fine craft MAY be submitted to the Florida CraftArt Retail Gallery:

- Clay, fiber, glass, jewelry, metal, mixed media, and wood.
- Crafts using manufactured parts, pieces, or fabrics, only 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 are not eligible.
- 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. These are not eligible.

In the event that you are not accepted as a Gallery Artist but are 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. You can also apply to our call-to-artists.