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Florida CraftArt Retail Gallery FAQs

We are always looking for fine craft artists living and working in Florida who are producing outstanding artwork. Please read the frequently asked questions below prior to applying.

Frequently Asked Questions:

What media do you accept into the retail gallery?

Florida CraftArt (FCA) represents artists working in clay, jewelry, glass, fiber, wood, metal, mixed media (including collage), and printmaking. Works that are strictly painting, drawing, digital prints, photographs, posters, giclees, etc. are not eligible.

Can I bring my portfolio or my artwork into the gallery to be reviewed by staff?

No, we cannot review artwork in the gallery. Please submit via the application noted below.

How do I include my artwork in the retail gallery?

Fill out and submit the application linked here: https://floridacraftart.org/artist-opportunities/how-to-become-a-retail-gallery-artist/. You can submit an application at any time.

A couple tips: 1. Photography is important! Take high resolution photos in natural light with a simple background for best results. 2. Choose a selection of work that is visually cohesive while representing a range of designs, price points, etc. Variety is welcome, but it should all look like it was made by the same artist.

What is the jurying process for the retail gallery?

FCA's retail gallery jury reviews applications three times per year, as outlined below. The jury reviews applications based on the following criteria:

- **Design**: Artwork reflects a clear and unique artistic voice belonging to a cohesive body of work.
- **Craftsmanship**: Artwork reflects a mastery of medium and discipline. The artist has moved past the student/development phase.
- **Marketability**: Artwork will appeal specifically to the FCA customer (a customer profile determined by the jury). Artwork price reflects the value of time and materials put into it.
- **Uniqueness**: Artwork stands apart from artwork currently represented in the retail gallery in regards to theme, aesthetic, subject, material quality, etc. Artwork does not plagiarize the work of any other artist – local, historical, or otherwise.

When will I find out if my application was accepted?

We have three rounds of jurying each year, as follows: **February 1 – May 31**, with notifications sent out at the end of June; **June 1 – August 31**, with notifications sent out at the end of September; and **September 1 – January 31**, with notifications sent out at the end of February.

What is the sales agreement for retail artists at FCA?

Artwork is sold on consignment, meaning it remains the property of the artist until it is sold. When sold, artists receive 55% of the retail price of the work. FCA retains 45% of the retail price, which helps to cover transaction fees, gallery facilities, staffing, marketing, packaging, etc.

If a customer commissions a custom piece through FCA, the artist receives 70% of the sale. In cases where an FCA customer learns about the work of an artist through FCA and contacts the artist to make a purchase, the artist is expected to pay a 10% commission to FCA.

Do I need to be an FCA member in order to be represented in the retail gallery?

Yes, all retail gallery artists must also be FCA members. Memberships starts at $60 per year.

If my work is accepted, will I be able to decide where it is displayed in the gallery?

No. We represent the work of over 200 artists and the gallery staff determines the appearance, placement, and quantity of work on display.

My work wasn't accepted into the retail gallery. Are there other opportunities to get involved at FCA?

Yes! The retail gallery is just one of our programs and is typically our most competitive. Other opportunities include open-call exhibitions throughout the year, our holiday market in November/December, volunteering, and more. Head to our Artist Opportunities page to learn more: https://floridacraftart.org/category/artist-opportunities/.