

# Frog Hollow Vermont State Craft Center

## JURY APPLICATION GUIDELINES

### **Jury and Exhibiting at Frog Hollow**

Thank you for your interest in exhibiting at Frog Hollow. We hope the jury process will be helpful to your development as an artisan regardless of the outcome. Our goal is to continue the standards of excellence for which Frog Hollow has been known since 1971.

### **Exhibitor Benefits**

- Affiliation with our nationally recognized gallery and inclusion on our website
- Exposure to thousands of visitors annually
- Professional sales staff to promote and display your work
- Opportunities to teach and demonstrate
- Exhibitor and member newsletters
- Member discounts on classes, workshops, and gallery purchases

**Residency:** Before you are eligible to jury, you must fulfill our residency requirement and complete the pre-screening process. Artisans represented by Frog Hollow must reside and produce their craft in Vermont for at least six months of the year.

### **The Application Process**

We strongly encourage you to visit the gallery to see what we currently exhibit before you apply!

### **The following items must be included with your completed application:**

- 4 – 6 digital images in .jpg form which represent your work
  - \$20.00 non-refundable application fee
  - Stamped, self-addressed envelope for the return of your images
- \*\*Frog Hollow is unable to keep images if a return envelope is not included\*\***

### **Criteria**

The jurors are looking for work which has a high level of craftsmanship. Work should express the artist's spirit, display individuality in design and show special attention to detail, finish and presentation. The jury standards by medium are available on our website [www.froghollow.org](http://www.froghollow.org) under the About tab in the Become an Artist section. Frog Hollow recognizes the competitive nature of sales within any given medium. We view this as not only necessary, but healthy for the craft industry. Therefore, a pre-screening process is in place to fill a maximum of twenty jury slots per year. Our decision to accept work to be juried is strongly dependent on a unique expression by artists; one that embodies quality craftsmanship. In addition, we are looking for work which is a departure from our current inventory; something that excels beyond what we already exhibit.

### **Work must meet the following conditions:**

**Aesthetic:** Clear integration of form, color, texture, and design

**Technical:** Command of the medium and consistency of quality

**Expressive:** Clear personal vision and unique, distinctive style

**Marketability:** Although not a condition of acceptance, it is a condition of placement within the gallery

## **The Jury Process**

This process takes place in several stages:

**Pre-screening:** The purpose of this stage is to determine whether work submitted is appropriate for Frog Hollow. The pre-screening process is performed by a panel consisting of Frog Hollow's Director and Artisan Committee, as well as artisans chosen for their experience in craft and whose work demonstrates high standards of craftsmanship. Due to the volume of applications we receive, the pre-screening process is necessary to facilitate the next stage of the jury process.

**Exhibit:** Once past the pre-screening process, you will be invited to meet with the Operations Manager to schedule and select work to be featured in a small gallery exhibit for a one month period of time. During this month-long exhibit, Frog Hollow will invite all of its juried members to view your work. They will be given a ballot to critique your work, provide feedback and vote on its acceptance into the gallery.

**Conclusion:** With the completion of your exhibit, you will be asked to pick up your work on a pre-specified date. Within 30 days of the end of your show, Frog Hollow will make the final decision regarding your acceptance as a juried member. We will meet with you again to discuss the decision and review all the artisan feedback. Our goal is to make this process a positive experience for both the artist and the organization. Regardless of acceptance, we hope the feedback provided is seen as the resource it is, aiding in the growth of all artists, regardless of their level of expertise.

### **What to bring to your Operations Manager Meeting:**

- A sample of your work as determined by your conversation with the Operations Manager.
- All applicants are encouraged to bring images of other examples of work to supplement their presentation.

### **What to bring to the Jury Exhibit:**

The jury exhibit should be a fair representation of your work. The number of pieces to bring to the jury exhibit will be discussed during your Operations Manager meeting. It is dependent on the size and nature of your work. Furniture makers, for example, may only be able to bring one or two pieces, but should supplement their presentation with a portfolio. Jewelers and potters, on the other hand, may find they need to bring one to two dozen pieces. The jury does not expect to see the entire range of your work. It is preferable to show a cohesive group of work.

- All work presented to the jury exhibit must be in its finished form, presented for sale in our gallery.
- Unframed prints or other two-dimensional works are acceptable as long as an example of how you would frame them or hang them is also presented.
- **Be sure to bring a retail price list for the pieces you will be presenting and any supplementary written material about your work. Pricing should be consistent with other regional venues selling your work, including your personal gallery or craft shows.**

### **Consignment Terms**

Work is sold on a consignment basis. Exhibitor members are required to sign a consignment contract with Frog Hollow. When an item is sold, Frog Hollow retains a commission of 50%. Special orders or reorders of items placed by Frog Hollow staff for our customers will also be sold at this rate. Payment for sold work is mailed on the 15<sup>th</sup> of the month following the sale (i.e. items sold on May 1<sup>st</sup> would be paid to the artist on June 15<sup>th</sup>), along with a statement indicating what items have sold. Frog Hollow retains a commission of 40% for items sold on our website. An annual exhibitor membership fee of \$50 will be assessed each year and entitles you to all the benefits of regular Frog Hollow membership. This fee will be automatically deducted from December consignment checks, which are mailed in January. In March, statements will be mailed to all artists who have not had sales from which the dues could be deducted. All consignment work is insured once received by Frog Hollow. Frog Hollow is not responsible for damage resulting from poor workmanship, defects or lack of quality by the exhibitor. Work is regularly assessed for marketability and quality. It may be removed from the gallery at Frog Hollow's discretion if it fails to meet these standards.

### **MISSION STATEMENT**

Frog Hollow is dedicated to the exposure and appreciation of Vermont Fine Art and Craft. Through sales, exhibitions, and education, it exists to support the local community and to promote the awareness of the essential importance of the handcrafted.

# Frog Hollow Vermont State Craft Center

## JURY APPLICATION

Please mail the following items to: Frog Hollow 85 Church Street, Burlington, VT 05401

- Completed Application
  - 4 – 6 digital images representative of your work
  - \$20.00 application fee
  - A stamped, self-addressed envelope for the return of your images
- \*\*Frog Hollow is unable to keep images if a return envelope is not included\*\*

Name: \_\_\_\_\_  
Date: \_\_\_\_\_  
Address: \_\_\_\_\_  
Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

1. What is your craft/medium? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Please describe the techniques and materials used, as well as your design sources. Be as specific as possible.  
Separate sheets may be included.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Are there components in your work that you do not make (purchase/outsource)? If so, please explain.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Do you make your work yourself? If not, please explain your involvement and that of your employees.  
\_\_\_\_\_  
\_\_\_\_\_

5. What is your education in your craft? Include schools, private study, self-taught, etc.  
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6. List relevant exhibits and awards.

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7. Where do you market your work? Include types of direct marketing, names of retailers, craft shows, etc.

Enclose samples of hang tags and/or brochures.

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8. Use this space to describe briefly each of your images. Include information such as retail price, size, materials, color, and titles.

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9. Do you want feedback on your work in either the pre-screening or jury letters?

\_\_\_ yes \_\_\_ no