



The Frog Hollow Spring 2024 Jury Application will open March 1st - March 31st. Frog Hollow Gallery will be accepting applications for all mediums to be shown in the gallery before the spring/summer season.. Frog Hollow Craft Gallery is focused on displaying contemporary works rooted in a history of Vermont craftsmanship. We recognize that there is a continuous history of craft traditions that predate this on the Abenaki land where our artists are making work today. We are committed to representing all craftspeople and artists. Those from traditionally underrepresented communities are strongly encouraged to apply.

Exhibiting at Frog Hollow Spring 2024 Application Guidelines

Founded in 1971, Frog Hollow has provided educational programs for the community and helped support practicing artisans. In 1975 we were named the first state craft center in the nation.

Today we display and sell the work of over 100 Vermont artists in our gallery in downtown Burlington, Vermont, which boasts a unique collection of fine traditional and contemporary art and craft. We work statewide with a variety of organizations in arts education programming and the promotion of art and craft.

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

General Standards for Work

- Work should be made by hand with high-quality materials and demonstrate a high level of craftsmanship and technical proficiency.
- Work should express the artist's personal vision, display individuality in design, and show special attention to detail, finish, and presentation.



- The Gallery is especially interested in artists who can add something new to our current inventory with original work that demonstrates a unique vision or innovative processes. *Note:* Our mission is to exhibit original, exclusive work. If you are currently exhibiting your work on Church Street or in the downtown area, an agreement shall be made that the work shown in our gallery is exclusive to Frog Hollow.)
- Although not a condition of acceptance, the response of the public in terms of sales of an item does enter into considerations of the placement and display of work in the Gallery.
- Artisans must be knowledgeable about toxicity of materials used and the durability and proper cleaning of these items. Federal standards must be met for all items used in food service. Appropriate labeling of material content and cleaning procedures are required for these items.
- Frog Hollow encourages work made by hand by individual craftspeople or artists. Commercial production methods used solely for speed or volume may not be accepted by the jury, however, exceptions may be made. Artisans who utilize machine-assisted production methods must maintain an extremely high level of originality and expressiveness of design. The artisan must personally create the imagery, color choices, and design and production techniques.
- Work that is for sale on Frog Hollow's website is held to all the conditions stated above. High-quality images of the work on the website is the responsibility of the artist. Selecting work to include on the website is the choice and responsibility of the Gallery Manager.

The Jury Process

Jury Review

The Jury Committee will include a member from the Frog Hollow Board of Directors, current exhibitors in your field, and staff of the Frog Hollow Gallery. We strive to select the best work being created in our region. Submitted work will be judged for originality, quality of craftsmanship, creativity of design, and judged by whether it adds a different element to work currently exhibited in the gallery. The consistency of design style and quality of workmanship is imperative. The sale of your work will be monitored for the first year. The gallery has set sales standards for incoming artists. In the event that your work does not reach that standard we will release you from your contract.

Timeline

Jury Round 1 - Gallery Management Team will review the work and notify the artist.

Jury Round 2 - Interviews will be set up with artists. Artists will have the opportunity to bring work into the gallery for management, the board of directors, and other Artist members to review.

Notification - Artists will be notified of acceptance. Contracts will be sent, and once signed, new work can be displayed in the gallery.



Gallery Policies

- If your work is selected by the Jury, a Gallery Employee will contact you to schedule an appointment to review the work you plan to show in the gallery and go over the Gallery policies. As a new artist, your collection will be highlighted upon its initial presentation in the Gallery.
- The Gallery Staff will suggest the number of pieces to bring to this meeting, dependent on your medium. All work presented to the Jury must be in its finished form, presented for sale in our gallery.
- Unframed prints or other two-dimensional works are acceptable in plastic sleeves as long as an example of how you would frame them or hang them is also represented.
- Be sure to bring a **retail price list** for the pieces you will be presenting and any 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 15th of the month following the sale (i.e., items sold on May 1st would be paid to the artist on June 15th), along with a statement indicating what items have sold.
- Frog Hollow retains a commission of 50% for items sold on our website. If the artist handles shipping, other arrangements may be made.
- An annual **exhibitor membership fee** of \$100 will be prorated for the year of 2024 and it entitles you to all the benefits of regular Frog Hollow membership. This fee must be paid by check to Frog Hollow. Membership Fees for Spring and Fall Jurys will be prorated.
- 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.

[Apply](#)



Standards and Criteria

Clay:

Frog Hollow standards for work in clay require that the ceramic be fundamentally transformed by the ceramist/potter, resulting in finished objects that demonstrate technical fluency, integrity of intent and result, and a spirited sense of personal vision. The ceramic object may be sculptural or decorative, rather than strictly utilitarian. The work must demonstrate technical proficiency and should express the personal vision and aesthetic of the maker, containing a coherent stylistic development, with every attention to detail, design, function, and finish.

Technical Guidelines

- Thrown and Hand-Built Work
- Glazing and decoration should fit and enhance the form in a way that is integral to the function and expression of the piece.
- Clay thickness should be in proportion and harmony with the piece's form and function.
- Pieces requiring special care or having use restrictions should have information cards available. Examples are garden sculptures that need winter protection, or raku vases that are not waterproof.

Functional Work

- On surfaces that come into contact with food, the clay and glaze should be fired to maturity and fit each other without excessive crazing, pitting, crawling, or shivering.
- Handles and surfaces that come into contact with food or furniture should be without sharp edges.
- Attachments should be strong. Handles, spouts, and lids should function well.
- Any purchased parts must be of high quality and not dominate the work (i.e. lamp parts, bamboo handles, clockworks, etc.).
- For health and safety reasons, all glazes on food containers must be lead free and comply with Federal standards. A food-safe liner glaze should be used on all food service work. Note that some matte glazes, although said to be nontoxic, should also pass the vinegar or lemon juice test. If the surface is in any way changed after having these liquids applied for several days, the piece should not be used for food service.



Commercial Production Techniques

Frog Hollow's focus is on work made by hand by individual craftspeople. Commercial production methods used by the maker solely for high volume are not acceptable. Exceptions may be made if the following criteria are met.

- The finished product is best made by this particular method producing a higher aesthetic, with more practical and technical quality than if made by hand.
 - The model for the master mold is made by the ceramist/potter.
 - The work has an extremely high level of originality and expressiveness in design.
 - All guidelines for thrown and hand-built work apply.
 - The maker must produce each clay piece from raw materials.
 - If these guidelines are not adopted the Gallery will be charged with evaluating any work that does not meet the approved standards. The Gallery reserves the right to make a site visit to witness the production methods and materials used by the ceramist/potter.
-

Fiber:

Frog Hollow's standards for work in fiber require that the fiber materials be fundamentally transformed by the artisan, resulting in finished work that demonstrates technical fluency, integrity of intent, and a spirited sense of vision. Media created from fiber may vary from wool to silk with the finished product being woven, felted, brinted, or sown.

Frog Hollow standards look for originality in all craft media. The work must demonstrate more than technical proficiency, more than reproduction of a recognized style; it should express the personal aesthetic and vision of the maker, demonstrate a coherent stylistic development, with every attention to color, detail, design, function and finish. A harmony of intent, process and result is the measure of successful work. Exceptions to standards will be considered for artistic measure.

Technical Guidelines:

- Standards for fiber arts were used with the resources of the New Hampshire League of Craftsman and Appalachian Arts Crafts Center.
- Material chosen for a fiber piece, whether intended for hanging or everyday use, should be of good quality and appropriate for the purpose.
- To ensure long wearing quality, edges of the piece must be finished.
- All dyes and colors must be fixed
- Labels for each item should include care instructions and list materials produced or purchased



Mark of the Artist:

Artisans are encouraged to permanently sign, stamp, or attach a label to their work. A list of materials produced or purchased must be listed on the label as well as care instructions. Labeling must comply with Frog Hollow juried standards.

Aesthetic Considerations:

The work must demonstrate more than technical proficiency and more than the reproduction of a recognized style. Products should express the personal aesthetic and vision of the artisan and demonstrate a coherent stylistic development, with every attention to detail, design, function, and finish. A harmony of intent, process, and result is the measure of successful work.

Health and Safety Guidelines:

The artisan is responsible for assurance that the work meets all federal, state, and local health and safety requirements.

Baskets

- Should be tightly woven, with strong bottoms, and strong handles securely attached.
- Should be carefully finished, edges tucked in neatly, hairs removed. If reed is used, it should not be split, rough, or hairy.
- Any added decorations must be consistent with the design of the object.

Leather

- Good quality hides should be used
- Edges must be appropriately finished
- Glue, if used, must be secure and concealed

Embroidery

- Stitches should be even, with starting and ending threads finished and loose threads clipped
- Embroidery thread should not show through from underneath
- When work is mounted, puckers should not be visible
- The finished article should be well pressed and clean, and if to be hung ready to be presented.
- Sewing standards apply to all embroidery items.



Quilting and Sewing

- Articles must be original designs or adaptations of traditional patterns. Copyrighted patterns may not be used, unless a letter of release from the original holder is presented and filed with the Gallery.
- All items must be clean and entirely the works of the artisan.
- Fabrics must be washed before the project is cut out.
- Piecing the fabric must be neatly and accurately done with consistent use of fabric grain lines. Blocks must be true in square and consistent in size. Press seams toward the darker or more dense fabric to avoid shadowing.
- Quilting designs should be spaced to adequately hold the layers together, 3-4 inches apart maximum for polyester batting, and 1.5-2 inches for cotton.
- Marking lines and basting should not be visible in the finished item.
- Knots or tails of threads should not be visible
- Stitches should be regular and evenly done with good quality thread.
- Edges and corners should be neatly finished unless part of the design.
- The use of polyester batting is discouraged in items intended to handle or hold hot objects. If used, it must be sandwiched between cotton batting.
- Hand or machine applique must be secured to the backing fabric. A bonding material may be used to secure the pieces but must also be sewn around the outside edges of the applique, unless part of the overall design.
- Pre-printed panels can be used as a base and should be substantially supplemented by additional techniques.

Weaving

- Tags must include fiber contents and care instructions.
- Good quality yarns must be used and woven items treated with color fixative as needed to prevent colors from bleeding when cared for.
- Kitchen/Dining products should be pre-washed.
- Warp and weft tension should be consistent and appropriate for the weave structure and use of the woven item, unless part of the artistic intent.
- Fiber content must be appropriate for the intended use of the woven item.
- Salvage edges should be even, and ends neatly finished with hems, knots, fringe, or hem stitching to fringe.
- Woven rugs must be tight and safe.
- Hand woven clothing, handbags, or other items constructed from hand woven cloth must meet the standards for wearing, as well as weaving.

Toys



- Glue must not show. Embellishments must be secured.
 - Stuffing must be even and adequate.
-

Glass:

Frog Hollow standards for work in glass require that the materials be fundamentally transformed by the glass artist, resulting in finished objects that demonstrate technical fluency, integrity of intent and result, and a clear sense of personal vision. Frog Hollow accepts both utilitarian and nonfunctional art glass.

Technical Guidelines - Hot and Cold Working Techniques

- Unless done for a specific aesthetic or functional intent, all sharp edges (including sharp pontil marks) must be removed.
 - Structural integrity must match the intent of use. Fused glass must be compatible and all glass properly annealed.
 - Freestanding panels should have zinc, wood, or other structural borders.
 - Glass must be properly cleaned and polished.
 - Use of solder and/or adhesives should be well-controlled and appropriate to the design and function of the piece.
 - The use of color, pattern, cuts, carving, leading, and surface treatments should be in harmony with the form and function of the piece.
 - All materials used must be of high quality for durability and aesthetic considerations, and must not dominate the work.
 - Commercial stained-glass patterns may not be used.
-

Metal:

Frog Hollow standards for work in metal require that the metal be fundamentally transformed by the artists, resulting in finished objects that demonstrate technical fluency, integrity of intent and result, and a clear sense of personal vision Frog Hollow accepts both utilitarian and non-functional art. The work must demonstrate technical proficiency, and should express the personal vision and aesthetic of the maker, containing a coherent stylistic development, with every attention to detail, design, function, and finish.



Forged works, traditional blacksmithing

- Material is brought to heat using a forge or torch and hammered to manipulate the surface and the shape. Unless it is the artistic intent, hammered marks should be symmetrical and forged components well balanced. Work should be uniform in surface texture, free of sharp edges and corners. Joints are generally clean and free of weld platter. Bands should be tight fitting and ends meet, or should be welded and finished. The work should not rely on the use of purchased and found parts.*

Metal Sculpture

- Includes casting of various metal, cutting shapes and joining. May use fabrication techniques, which include torch cutting, welding, and grinding. Use of patinas, paints, and other surface applications that are appropriate for the piece. If pieces are rough and unfinished, this must be the intention of the artist. Seams must be a quality weld, free of weld platter. Joints must be strong and well made. Materials must be welded with the appropriate welding rod. Finishes used by the artist or blacksmith must add to the artisting design and function of the piece, and be appropriate for the conditions of its use. The work should not rely on the use of purchased and found parts.*

Cast Iron

- Cast Iron shall not be acceptable unless designed by the artist and made in Vermont. Castings of sculpture should be done by the artist or in the cast of larger pieces, overseen by them in every step. The artist shall understand and be able to explain the casting process and why they chose the specific materials and method for their piece. In the case of a casting method not available in a facility in Vermont, the artist must inform Frog Hollow and clearly state where and how it was made for them. The work should not rely on the use of purchased and found parts.*

**excluding electrical parts for lamps, finials, and shades (which should be of good quality and appropriate to the work.) Natural elements used as added decoration, such as rocks, wood, glass, and wire. Added features made by another artist may have to be reviewed by the artisans on the committee for acceptability.*



Painting & Drawing:

Frog Hollow jury standards for two-dimensional fine arts require finished work that demonstrates technical fluency and a sense of personal vision. A juror's consideration of an application should be open to include a range of painting approaches from innovative to traditional in processes, material, and content. One should see in an artist's body of work, an individual style and unified videos that is clearly theirs. The work presented should be consistent in styles.

Standard Criteria for Painting and Drawing

- The artist's handling of paint should exhibit confidence and expertise with the painting media. This includes standard paints, mixed media, drawing, and collage.
- Paintings should be on a support that is intended to last and is in good condition. Stretched canvas and linen should be taught without puckers. stretcher pars and wood supports should not be warped so that the paintings hang flat against the wall. Gesso board and Masonite panels are acceptable, while canvas board is a questionable support. Watercolor and quiche should be on ph neutral paper or board. Paper stock should be archival or museum quality.
- Oil and acrylic, unless used as a stain, on canvas linen, wood, or masonite should have a gesso or traditional ground.
- In the jury process, not all pieces need to be framed, however a good representation of the artist's work should be framed to demonstrate the type of frames the artist will choose and how the pieces will look. Frames should be of high quality and appropriate to the piece. Charcoal and pastel drawings should be framed so that there is a separation that prevents chalks from touching the glass. Metal frames should be sturdy and of good quality. There should be no seams or gaps in the joined pieces of frames and no scratches. Matting should be done on acid free, museum quality, professionally cut stock. Glass or Plexiglas should have no scratches and be clean.

Labeling Prints from Originals

- Prints made from originals should be labeled with a sticker on the back. The label should clearly state the printing process used, edition information, and any pertinent information that would inform the viewer as to the longevity of the inks used and the effects of exposure to sunlight.

Aesthetic Considerations

- Paintings being juried should represent a realization of stylistic development and demonstrate a harmony of intent, process, and result. A juror should be able to recognize a cohesive thread



through the individual's work as well as seeing the strength and completeness in each piece shown. The personal vision of the artist should engage the viewer beyond a response of acknowledging technical proficiency.

Photography:

Frog Hollow standards for work in Photography require that the photographer maintains complete control over the work. They must be the sole creator of images produced, whether by traditional film materials or digital methods. The photograph must not only show a high proficiency and knowledge of processes but also a unique vision and style of a significant body of work. At least two of the pieces submitted for jury should be framed. The juried photographer must be able to reproduce images as presented.

Frog Hollow standards look for originality in all craft media. The work must demonstrate more than technical proficiency, more than reproduction of a recognized style; it should express the personal aesthetic and vision of the maker, demonstrate a coherent stylistic development, with every attention to color, detail, design, function and finish. Guidelines are a benchmark of the work we are accepting, but artisans should not be discouraged from applying if they do not meet all requirements. A harmony of intent, process and result is the measure of successful work. Exceptions to standards will be considered for artistic measure.

Standard Criteria for Photography:

Frog Hollow juried photographers must maintain full control over their images. They can use traditional film and chemical darkroom or digital processes. The photographer must be proficient in all aspects of image capture, process and presentation, and be able to reproduce work as presented. Specialty processes and alterations made to original images to include photo collages, composites, toning, tinting, and hard coloring are acceptable as long as the photographer owns the copyright to all images used to produce the work. Professional commercial labs can be used for printing in cases where specialty equipment, unique processes, or large scale sizes are required. Original film or digital files must be generated and managed by the photographer and used as masters.

- All photographic prints from conventional and digital processes must be produced using acid free archival materials. Prints should be presented with archival materials by mounting, matting, and or protected with clear bags, shrink wrapping, or framing.
- Frames should be quality metal or wood construction and complement the work. Alternative display methods will be considered on an individual basis as new methods evolve.



- Photographers are expected to sign photographs and label all work with current information about themselves, materials used, processes, archival qualities, and edition.
 - Open or limited edition prints should be specified and if the later, numbered by traditional standards.
 - Frog Hollow photographers can produce offset printed cards of their work, to be sold in the galleries as long as the image quality is consistent with their archival prints.
 - Frog Hollow photographers' work must demonstrate high technical proficiency with attention to composition, design, aesthetics, and presentation. The work must show more than technical proficiency or reproduction of recognized style. Photographic images should express the creator's personal style and demonstrate that they can pre-visualize, process to state of the art standards, and complete lasting work with exhibition quality and visual impact.
-

Wood:

Frog Hollow standards for work in wood require that the wood be fundamentally transformed by the craftsman, resulting in finished work that demonstrates technical fluency, integrity of intent, and a spirited sense of personal vision. Frog Hollow does not draw a hard and fast line between “utility” and “art.” Wood is a craft material of great expressive power, and the primary function of a piece may be expressive or decorative, rather than utilitarian.

Frog Hollow standards look for originality in all craft media. The work must demonstrate more than technical proficiency, more than reproduction of a recognized style; it should express the personal aesthetic and vision of the maker, demonstrate a coherent stylistic development, with every attention to color, detail, design, function and finish. Guidelines are a benchmark of the work we are accepting, but artisans should not be discouraged from applying if they do not meet all requirements. A harmony of intent, process and result is the measure of successful work. Exceptions to standards will be considered for artistic measure.

Technical Guidelines

- A finished product appropriate to the intention of the piece with a cohesive overall feeling of quality.
- Attention to all areas of the piece, including the back, bottom, and inside.
- Any purchased parts must be of high quality, well-integrated and well-installed within the work.
- The piece should show the maker's spirit and individuality of design. This includes toys and small tabletop objects.



- Painting and decoration should fit and enhance the form in a way that is integral to the function and expression of the piece.
- All furniture pieces, regardless of whether they are of traditional or contemporary design, must be of proper design and construction that allow for seasonal wood movement (expansion/contraction). If pieces are designed properly, they should not crack and joints should not split or separate.

Wood Carving

Frog Hollow accepts abstract, realistic, interpretive, and folk carving. Finished work should demonstrate technical fluency, integrity of intent and result, and a spirited sense of personal vision. Craftsmanship refers to the technical skills involved in carving, including joinery, sculpting, painting, and finishing techniques and their execution. Craftsmanship should be consistent throughout the entire piece.

Aesthetic Criteria

The work should express the personal aesthetic and vision of the maker, and demonstrate a coherent stylistic development, with every attention to detail, design, function, and finish.

Components and Accessories

Components or accessories are parts that are not made in the studio of the juried Frog Hollow member, which are incorporated into craft objects. Such components and/or accessories are acceptable and appropriate only if: they are of high quality construction and materials; they do not visually dominate the finished object; and they would not be reasonably interpreted, based upon appearance, as objects created by juried members.

Truth in Labeling

Craftspeople are requested to provide supplemental materials that educate the public on the product material. The object must be labeled as to what kind of wood is used and surface finish applied. If additional materials are present, i.e. recycled wood, this must also be included.

