



## Spring Show & Sale at the Craft Guild of Dallas April 24<sup>th</sup> - April 26<sup>th</sup>

### Important: Changes to the Craft Guild Show Application Process

- A \$15 nonrefundable application fee must be paid with your application. (The regular \$30/\$60 table fee will be due after your work is accepted by the jury.)
- All participating artists will be chosen by a blind jury who will see only the photos you submit. Good photos of your work will be essential, and should represent your best work.
- An application with digital photos **MUST** be turned in by everyone (including teachers, board members, etc.) **by the February 13 deadline** or you will not be considered for the show. **No late applications will be accepted.**
- There will be an *Emerging Artists* area.

***Emerging Artists Area.*** As part of our commitment to help nurture new talent, the Craft Guild of Dallas is again offering an opportunity to be part of a collective Emerging Artists area at the 2015 Spring Show to artists who are not yet ready for a full table. Emerging Artists are not required to pay a table fee and your work will be available for sale at the same 70/30 fee structure. The number of works you can display will be limited.

You may choose to be a part of this group in two ways:

*Option 1:* If your work is not accepted during the jury review, you may be invited to be part of the Emerging Artists group.

*Option 2:* You can apply *only* to be part of the Emerging Artists group. Your work will be judged on suitability for this area.



## Spring Show & Sale at the Craft Guild of Dallas

April 24<sup>th</sup> – April 26<sup>th</sup>

The Spring Show & Sale is a highly anticipated annual event celebrating Craft Guild artists and fine art and craft. Prospective applicants are encouraged to carefully review all information.

*Questions? Read our FAQs on page 4.*

### General Information

- This is a popular juried showcase for Craft Guild Members to sell their handcrafted work. Members are encouraged to apply.
- 30% of sales from the Spring Show and Sale will be retained to support programming and future special events at the Craft Guild. Signage during the sale will inform customers of the percentage retained by the Craft Guild.
- All participants will be expected to follow the rules as presented here. By signing this application, you acknowledge that you understand the terms of the contract and agree to abide by the rules.

### Application Process & Criteria

- This is a juried show. All applicants are required to submit three (3) examples of the type of work they plan to sell in the form of high quality digital photographs. All participants will be chosen by a blind jury.
- Only original works of art and craft created by the individual Craft Guild Member will be accepted. Submitted examples must meet the standard of quality for each subject that is traditionally taught at the Craft Guild of Dallas. The jury will consider the following in their selection of participants: level of craftsmanship, use of materials, and uniqueness. If not chosen by the jury, applicants may have the option to display a select number of pieces in the “Emerging Artists” section.
- The non-refundable application fee is used to cover expenses for the event including advertising, signage, and wrapping materials. In case an applicant withdraws from the show, the application fee cannot be refunded.

<b>January 12</b>	Applications Available
<b>February 13</b>	Application Deadline
<b>March 2</b>	Participants Notified
<b>March 11</b>	Artist Packet Pick-up
<b>April 3</b>	Table Fee Payment Deadline
<b>April 23</b>	Set-up: 12 Noon - 8 p.m.
<b>April 24</b>	Preview Sale: 10 a.m. - 5 p.m. Reception: 6 p.m. - 10 p.m.
<b>April 25</b>	Show & Sale: 10 a.m. - 5 p.m.
<b>April 26</b>	Show & Sale: 11 a.m. - 5 p.m. Clean-up: 5:15 p.m. - 6 p.m.

### To apply, please submit:

- ☐ Pages 5 and 6 of this application
- ☐ A completed W9
- ☐ Application fee of \$15.00
- ☐ 3 digital photos of artwork examples

**Please note: Actual samples, printouts, or photo CDs will not be accepted.**

Applications must be received by:

**Saturday, February 13th, 6 p.m.**

No partial or late applications will be accepted.

Due to space restrictions, all media types will have a limited number of spaces available. You will be notified no later than **March 2<sup>nd</sup>** regarding your acceptance into the show.

### Submit your application:

In person: Mon.-Fri. 10-6, Sat. 10-5

Email: [coordinator@craftguildofdallas.com](mailto:coordinator@craftguildofdallas.com)

Mail: 5100 Belt Line Rd. #400, Dallas, 75254

Questions? 972-490-0303

### Volunteer for this event!

Email: [coordinator@craftguildofdallas.com](mailto:coordinator@craftguildofdallas.com)

**The Set-up** Artwork will be exhibited on tables and walls in the Craft Guild/Visit Addison facility in the spacious Gallery space and in The Store. Each display table space is a **2'x6' table**. Each wall space is approximately **10'x10'**. Following acceptance into the show, the table/wall fee of **\$60** purchases one of these spaces. An artist may purchase one half space for a table/wall fee of **\$30**. Display spaces will be assigned to artists at random and in advance by the Show Committee. Each artist will arrange his or her space to best show off the work, while maintaining a professional look that customers expect in a fine gallery, with a neutral color palette that focuses on the artwork. Tables will be covered in black cloth, but artists can bring their own. *We ask that you please be considerate of your fellow artists when setting up your table and signs so that it does not pointedly affect any adjoining product or display area.*

The Craft Guild collects all monies during the Sale through a central point of sale set-up. Commission checks, 70% of the artist's sales, are mailed to the artist shortly after the show. All purchases are wrapped in the check-out area with materials provided by the Craft Guild.

The building is secured each day by an alarm before and after Show hours. The Craft Guild is not responsible for lost or stolen merchandise or personal belongings.

**"Best In Show" Award** For the Spring 2015 Show, we are introducing our "Best in Show" table display award which will be judged by an outside source the morning the Show opens. We would like to encourage you to put your best foot forward in creating a display that shows your product in its best, most professional light. We will have one "Best in Show" winner who will be awarded a \$50 gift card and 4 runner ups.

**Work Shifts** The Show & Sale is successful due to the excellent artwork presented by the artists as well as their efforts put forth during the sale. Exhibition Artists are required to work two shifts during the event and Emerging Artists are required to work one shift during the event. Jobs include wrapping purchases, greeting customers, writing sales tickets, etc. Shifts are assigned ahead of time, and we make every effort to meet your first choices (page 5). *Failure to work assigned shifts will result in the Craft Guild retaining 50% of sales instead of 30%. We thank you in advance for your time and effort!*

**Publicity** The Show Committee makes every effort to get the word out about this special Craft Guild event. Press releases will be sent to local magazines and newspapers, area arts councils and organizations, online event calendars, etc. We will also have a robust distribution of Show & Sale postcards.

**Demonstrations** During the show, the studios will be open to the public for demonstrations. The schedule will be managed by Department Chairs and Instructors, who will be enlisting volunteers.

### **The Artist Packet**

Upon acceptance into the show, participants will be required to make payment of their table fee **no later than Friday, April 3<sup>rd</sup>**. Artist packets will be available at the Front Desk starting **Wednesday, March 11<sup>th</sup>** and will contain the following materials:

- Postcards: We hope you will hand these out to your friends and family to spread the word!
- Inventory Sheets: These must be filled out and submitted to the office during set-up, **Friday, April 23<sup>rd</sup>**
- Price stickers: We will print these for each artist, unless we are otherwise notified. Each will include an assigned artist code, an item number, and price. Artists may make their own.
- Jewelry tags: Artists may request these at the Front Desk when picking up their packet.
- Volunteer work shift assignment and position descriptions.

## FAQs

### 1. Is the Opening Reception open to the public?

Yes! All hours of the Show & Sale are open to the public and free. Items can be purchased during all hours of the Show & Sale.

### 2. Can I have more than one display space (more than one 2'x6' table or 10'x10' wall space)?

Due to the large number of applicants to the Craft Guild Show & Sales, we cannot always accommodate requests for additional display spaces. However, if you would like to be considered, please check the box in the "Display Space" category requesting an additional space on a first come, first serve basis.

### 3. I make 3D pieces and 2D pieces. Can I have wall space and table space?

A limited number of table spaces against a wall may be available, but not guaranteed. Additional smaller wall spaces may be available as space permits, please inquire by emailing: [coordinator@craftguildofdallas.com](mailto:coordinator@craftguildofdallas.com)

### 4. Can two people split one space?

Yes. Two participants may split one 2'x6' table space or one 10'x10' wall space for \$30 each. Please note on your application the full name of the person who you will split your space with.

### 5. As an exhibiting artist, do I need to be set up to take purchases?

No. The Craft Guild collects all monies during the Show and Sale through a central point of sale set-up. Commission checks, 70% of the artist's sales, are mailed to the artist shortly after the show.

### 6. Can I stand with my display during the duration of the Show and Sale?

Due to the number of artists participating, we do not have room for each artist to stand with their display through the duration of the show as is common in traditional craft show venues. We recommend leaving a stack of business cards so your customers can get in touch.

### 7. Can I display an item that is different from what I submitted to the jury?

Items on display should be of the same quality, media, and type as the photos or samples that are submitted to the jury. If they are not, you may be asked by the jury or Show Committee to remove these items from your display.

### 8. Can I mark down my prices during the Show and Sale?

Please do not make a noticeable change in price of your items. If you wish to change the price for an item during the event, please replace the whole label.

### 9. Can I print my own price stickers?

Yes - Each must include your assigned artist code, price, and item number to correspond with your inventory list. Please inquire about your assigned artist code.

### 10. What is the Emerging Artists Area?

If your work is not accepted during the jury review, you may be invited to be part of the Emerging Artists group OR you can apply *only* to be part of the Emerging Artists group and your work will be judged on suitability for this area. If your work is juried into the Emerging Artist Area, you will not be required to pay a table fee and your work will be available for sale at the same 70/30 fee structure. The number of works you can display will be limited.

Name:

☐ My contact info changed within the last year

Address:

City:

Zip:

Phone 1:

Phone 2:

Email:

**Media Category & Jury Submission**

- ☐ Clay      ☐ Book & Paper Arts  
☐ Glass      ☐ Drawing, Painting, Mixed Media, Photography  
☐ Textiles      ☐ Metals, Jewelry, Beading

☐ I emailed my submission photos

Please Note: Actual samples, printouts, or photo CD's will not be accepted.

**Work Shift Selection**

Please select your first three (1,2,3) choices. We make every effort to meet these. More information on page 3.

Fri. Apr 24	<input type="checkbox"/> 9:45 a.m. – 1:00 p.m.	<input type="checkbox"/> 1:00 p.m. – 4:15 p.m.	<input type="checkbox"/> 4:00 p.m. – 7:15 p.m.	<input type="checkbox"/> 7:00 p.m. – 10:15 p.m.
Sat. Apr 25	<input type="checkbox"/> 9:45 a.m. – 12:30 p.m.	<input type="checkbox"/> 12:15 p.m. – 2:45 p.m.	<input type="checkbox"/> 2:30 p.m. – 5:15 p.m.	
Sun. Apr 26	<input type="checkbox"/> 10:45 a.m. – 2:15 p.m.	<input type="checkbox"/> 2:00 p.m. – 5:15 p.m.		
<input type="checkbox"/> I would prefer my shifts back-to-back <input type="checkbox"/> I am flexible to work any 2 shifts <input type="checkbox"/> I can work more than 2 shifts!				

*Application continued on following page***APPLICATION FEES: must accompany your application**You must be a current member of the Craft Guild in order to apply. Membership is nonrefundable.

- ☐ New Member. - \$60     
 ☐ New Member in Feb - \$55     
 ☐ Renewing Member - \$60     
 ☐ Current Member
- ☐ Non-refundable application fee - \$15

**Payment 1: Application and Membership Fee(s) Payment**

Total: \$\_\_\_\_\_

☐ Payment collected at Front Desk☐ Check enclosed

**DISPLAY SPACE: payable after acceptance by the jury and due no later than April 3, 2015**

<b>Full Space Table/ W all Fee - \$60</b>	<input type="checkbox"/> Table, 2'x6'	<input type="checkbox"/> Wall, approximately 10'x10'
<b>Half Space Table/ W all Fee - \$30</b>	<input type="checkbox"/> Table, 2'x3'	<input type="checkbox"/> Wall, approximately 5'x10'
<b>Emerging Artist Space Only* - No charge</b>	<input type="checkbox"/> Shared space	
<input type="checkbox"/> Additional table/wall space requested (based upon availability) _____		

**Payment 2: Space Payment (To be paid after acceptance by the Jury no later than April 3<sup>rd</sup> , 2015)**

Total: \$\_\_\_\_\_ ☐ Payment collected at Front Desk ☐ Check enclosed

**Emerging Artists**

- ☐ If my work is not chosen for an individual sale table, I **do not** want to be considered for the Emerging Artists area.
- ☐ If my work is not chosen for an individual sale table, I **do** want to be considered for the Emerging Artists area.
- ☐ I am applying for inclusion **only** into the Emerging Artists area and understand if I am not chosen, my application fee will not be refunded.

I have read this application including the FAQs, and I understand and agree to the rules of the Spring 2015 Craft Guild Show and Sale. I understand membership dues and application fees are non-refundable. I understand submitting this application does not guarantee my acceptance in the Spring 2015 Craft Guild Show and Sale.

Signed \_\_\_\_\_ Date: \_\_\_\_\_