



## ART & FINE CRAFT GUIDELINES & REQUIREMENTS

The Leighton Art Centre exists to connect our members and visitors to art, history, and nature. As part of our commitment to honouring and promoting the arts in Alberta, we endeavor to provide our artist members - whether they be emerging, growing or well established in their field - with opportunities for developing their art and business skills, showing their work publicly, and producing income from the sale of their art and fine craft.

Our Gallery Shop features work created by our member artists. It aims to generate sales for those artist members and provide valuable career mentorship, product feedback, learning opportunities for the public, as well as revenue to support facilities and programming here at the Leighton Art Centre.

We feature *100% Canadian content!* With over 200 participating artist and fine craft members, our Gallery Shop retails high-quality, handmade items. In addition to the visual art and art cards, the Gallery Shop promotes a wide range of craft practices, from emerging to established artists, working in both contemporary and traditional or heritage techniques. We currently represent work in clay, glass, fibre, jewellery, metal, stone, wood, mixed media, and broom making. These categories are listed as a guide only; we are always interested in viewing your work to see if it's a good fit!

### GENERAL CRITERIA

- Fine craft must all be **original** and demonstrate a professional level of craftsmanship.
- Work should be produced in the last 1-2 years and reflect your current work.
- You must be a Canadian resident and an Alberta-based artist.
- Ready-made components are acceptable only if they are subordinate to the completed work (example: some types of jewellery chains, yarn in hand-woven cloth, working components in a clock etc...).

### CONDITIONS & ARTIST EXPECTATIONS

- Must be able to supply inventory on a regular basis – minimum 2 times per year.
- Professional and frequent communication with Gallery Shop Manager/Coordinator(s).
- Responsible for delivering work to and retrieving work from the Leighton Art Centre.
- Commission sales are split 60/40, with 60% going to the artist and 40% going to the Leighton Art Centre. The Leighton Art Centre absorbs payment processing costs and other fees incurred when retailing artworks.
- Not all art and fine craft accepted into the Gallery Shop will be represented on our online store ([shop.leightoncentre.org](http://shop.leightoncentre.org)). Work will be evaluated and put online at the Gallery Shop Manager/Coordinator(s)'s and Director of Marketing & Communications' discretion. This will be determined completely by supply & inventory of product and Leighton Art Centre programming and marketing decisions.

## FINE CRAFT & ART CRITERIA

Before submitting any work to the Gallery Shop, please evaluate your pieces with a critical eye and confirm that they meet the following criteria:

- **Distinctiveness** – originality, and innovation of ideas and/or materials are all considered.
- **Skill & Craftsmanship** – work should be complete, durable and safe to sell in a retail environment. Craftsmanship in the finishing details, technical ability, suitability & quality of materials are considered and important.
- **Appropriate Product for Retail Environment** – considerations includes salability, marketability, pricing, and product presentation.
- **Location and Medium** - The Gallery Shop has a limited space and strives for a balanced display. Work may be presented on a rotational basis and is selected based on needs of each space. The Gallery Shop Manager/Coordinator(s) will determine the period of representation based on sales and suitability. Product may be displayed on its own or in combination with other fine craft based on the Manager's programming decisions.

## WE DO NOT ACCEPT

- Reproductions. The exception to this policy is art cards (can be single with separate envelopes or in packages with envelopes) of reproduced original art, created by the member artist.
- Objects and craft created from commercial patterns or kits.
- Commercially manufactured art and craft.
- Imported craft.
- Copied or appropriated imagery or craft.

If you have any questions or concerns, please contact the Gallery Manager via email ([gallery@leightoncentre.org](mailto:gallery@leightoncentre.org)) or phone (403-931-3633). We'd be happy to help!

This guide was created with the assistance of Alberta Craft Council Guidelines & Requirements (Intake for Spring/Summer 2021); thank you Alberta Craft Council!