



Dear Prospective Member:

Thank you for your interest in The Art Market Gallery. The Art Market Gallery is a member-owned and operated cooperative. It features original art and fine crafts from over 50 area artists. EVERY Art Market member is required to participate in and support the operation of the Gallery. Please read the information below carefully.

REQUIREMENTS OF ART MARKET MEMBERS:

- Work at the sales desk 3 days per quarter (12 days per year) This includes wearing casual business attire, learning the styles and media of the other members, learning basic computer skills, and being willing to interact and help customers.
- Pay an initial membership fee of \$100
- Pay dues of \$40 each quarter (\$160 per year)
- Serve on the board and/or committees
- Allow the Gallery to retain a 30% commission on works sold
- Regularly rotate out of the Gallery work not sold and replace with new work
- Serve on the First Fridays Reception Committee at least once per year OR pay a \$50 assessment to defray the cost of food and entertainment
- Provide artist's statement and/or bio for member book; provide business cards for customers interested in your work
- Provide references if requested
- Email address

Our First Friday artist receptions are becoming an important sales night for the Gallery. A large percentage of the month's sales happen during this event and our customers often ask to meet the artists then also. Therefore, we ask that you make every effort to attend the First Friday events although a minimum of one a year is required. It is completely up to us to make this a successful event.

We rely on the commitment of our members to participate in the activities of the Gallery. Please keep this in mind when deciding if the Gallery is right for you.

Enclosed is an information packet about our jurying process. Please pay particular attention to the STANDARDS FOR JURYING AND MEMBERSHIP and the GUIDELINES FOR SALES GALLERY EXHIBITING forms.

CHECKLIST FOR APPLICANT – PLEASE READ CAREFULLY

- **SHORT ARTIST BIOGRAPHY:** No more than two paragraphs long. Briefly include education in your medium.
- **ARTIST STATEMENT:** Explain your work--what inspires you.
- **ART MARKET MEMBERSHIP APPLICATION AND WAIVER PARTS 1 and 2** completed in full and signed.
- Non-refundable **JURY FEE** of \$25, Check preferred.
- **#10 SELF-ADDRESSED STAMPED ENVELOPE** for mailing jury results.
- **FOUR PIECES OF ART CLEARLY LABELED:** Include name, address, phone number, title, medium, and price. On a 2-D piece, this information will go on the back.

These items should be delivered to The Art Market Gallery on the dates and times provided on the "Jurying Dates" form. Be sure your name is on every page. Storage space is limited; please submit only four pieces.

If you have any questions or need additional information, please contact: Gary Dagnan, Vice President in Charge of Jurying, at 865-690-5965 or email at gdagnan@utk.edu.

ART MARKET JURYING DATES March 14, 2010

Note: This jury will be for for 2-D and 3-D art

Please deliver your four pieces for jurying **between the hours of 11 a.m. and 5:30 p.m. from Tuesday March 9 through Saturday, March 13.**

Jurying will be on Sunday, March 14, and results will be mailed on Monday, March 15.

If you are not juried into the gallery, please pick up your artwork NO LATER than Saturday, March 20.

New members will be called to schedule an orientation session.

NOTE: New Members may pick up their work after the jurying or, preferably, leave the pieces at the Art Market Gallery to be signed in during the orientation session. Additional work may also be brought to orientation for signing into the Gallery. Work processed during orientation will be put on display.

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THE ART MARKET GALLERY JURY PROCESS

The jury is composed of six active members of the AMG--three who produce two-dimensional work and three who produce three-dimensional work. One member of the display committee (non-voting) will be present to observe the quality of work submitted for jurying to insure that work subsequently exhibited is of the same quality and nature. Every effort will be made to withhold the identity of the applicant from the jurors.

Each juror will use a scale of 1-5 to evaluate your work in EACH of four categories:
technical skill, design, artistic style, and presentation.

- 1 - poor
- 2 - fair
- 3 - good
- 4 - very good
- 5 - excellent

Each juror adds the scores awarded in the four categories to obtain an overall score (between 4 and 20). An average score for the six jurors is then obtained by adding these overall scores and dividing by six. The following average scores are used to accept or reject membership into The Art Market.

16 - 20 accepted into The Art Market Gallery

11 - 15 additional review and further discussion by the panel will determine if the artist is accepted. (In case of a tie vote, the decision will be made by a juror who shares the same media as the applicant.)

0 – 10 not accepted

You will be notified of the results by mail in the week following the jurying. Please note, each jury panel is different, consisting of six different artists each time. If you aren't successful, you may try again in the future.

THE ART MARKET GALLERY STANDARDS FOR JURYING AND MEMBERSHIP

ALL WORKS must be the original work of the artist applying for membership and should be representative of the quality and nature of the art the applicant intends to exhibit at the Gallery. The work needs to have been completed within the last year.

Work made from commercial molds, kits or patterns is prohibited, as well as foodstuffs and any item that violates copyright laws.

If your work is composed largely of commercially produced or purchased parts/ found objects, it will be at the discretion of the jury to accept or reject the work based on the jurying standards below.

Photographic images submitted for jurying must be at least 8" x 10".

It is the intent of The Art Market Gallery to emphasize original fine art. In this regard, please read the following guidelines pertaining to PHOTOGRAPHY AND COMPUTER GENERATED ART: Photographic images should be very limited with no more than 25 copies of any given image. (Images should be numbered on the back). A particular photograph should be represented in the Gallery by no more than one framed and one matted work. Computer-generated art will be subject to evaluation on quality and originality. Source material can be used again, but the final image must be unique.

TECHNICAL SKILL AND CRAFTSMANSHIP:

- The artist's handling of the medium and use of materials shows control, skill and experience.
- The artist should be adept at using the medium's characteristics.

DESIGN AND LEVEL OF ACHIEVEMENT:

- The design or composition of the work exhibits knowledge of the Principles of Design (balance, rhythm and unity, etc.)
- There is a design consistency with each piece and in the artist's body of work.
- The work shows that it has taken time, thought, knowledge and skill.

ARTISTIC STYLE:

- The work is creative and shows the individual style of the artist.
- The work expresses the artist's own feelings and thoughts and does not copy those of another artist.

PRESENTATION OR OVERALL IMPRESSION:

- The overall impression of the work is positive.
- The work is presented in a manner that enhances the art.

Framed pieces must look professionally prepared and be ready to hang. A person's work may be rejected because framing is inadequate or 'cheap' (poorly put together).

ART MARKET GALLERY MEMBERSHIP APPLICATION AND WAIVER (Part 1)

Instructions: You can fill in this form on your computer using Adobe Acrobat Reader in your browser—just type in the blanks. Tab to or click in the area where you want to type. You can save the document, using Adobe's Save As feature if you wish. Print the document and enclose it with your art to be juried. Or you can print the form out from your browser, fill it in by hand, then enclose or attach a copy with your art.

Date _____

The undersigned agrees and promises to hold harmless the **ART MARKET GALLERY** from any and all liability resulting from and in any way connected with the display items and/or artwork exhibited in the Art market Gallery and/or any business or associate connected with the aforementioned.

Name (PRINTED) _____ Signature _____

Street Address _____

City _____ ZIP _____

Phone 1 _____ Phone 2 _____ Email _____

Jury Fee: \$25 (check preferred) One medium per jurying. Indicate your medium below:

Clay Fiber Glass Jewelry Metal Printmaking Wood

Painting/Drawing Photography Natural Materials

Mixed Media 2D Mixed Media 3D Computer-generated Art

Other (Explain)

List of Works Submitted: (Four pieces are required)

	<i>Title</i>	<i>Medium</i>	<i>Year Executed</i>	<i>Price</i>
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____

Briefly describe the process(es) used to create your art. Please include information about materials and techniques especially any that are unique or unusual.

If your work incorporates any commercially produced/purchased parts (e.g., frames, jewelry findings, lamp shades, etc.) or any elements produced by another artist, please list these parts/elements and explain how they are used.

ART MARKET MEMBERSHIP APPLICATION AND WAIVER (Part 2)

Art Market Gallery members are required to participate in and support the gallery. You can contribute in a number of ways. To help us use your abilities and interests in the best possible way, please check the areas below where you have experience or interest.

- Display
 - Bookkeeping/Accounting
 - Gallery or Retail Sales
 - Publicity
 - Marketing
 - Database
 - Mailings
 - Housekeeping
 - Supplies
 - Fund Raising
 - Receptions
 - Computer Skills
 - Web Design
 - Newsletter
 - Organizational Skills
 - Telephone Calling
 - Other (Please list)
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