**Birchwood Artisan Gallery at Holly Springs Center**

**Jurying Info & Forms**

*Thank you for your interest in being juried into the Birchwood Gallery at Holly Springs Center!* ***We ask that you PLEASE READ THIS DOCUMENT IN ITS ENTIRETY****. Out of state artists are welcome to apply. We prefer that you deliver your artwork yourself on the dates specified, and that you pick up your artwork if it is not juried in to the gallery. We will NOT be responsible for handling of your artwork via UPS, FEDEX or the US Postal Service. The application form is located at the end of this document.*

**INFORMATION FOR POTENTIAL ARTISTS AND CRAFTSPEOPLE**

The Artisan Gallery is a non-profit organization.  It was organized to provide visual arts experiences, both producing and consuming, for all residents of the area.

This information is subject to periodic review and possible revision.  If you have any suggestions or comments, they will be welcome.  The Artisan Gallery would like to be as much help as possible to artists and crafts persons. We will continue to look for quality art and crafts to enhance the gallery so that we can better serve you – the artist and craftsperson.

**The *Birchwood Artisan Gallery***hopes you will be interested in selling in the shop.  The Gallery is located in the Holly Springs Center, also home to the School of Mountain Arts. The Holly Springs Center is located at 120 Holly Springs Rd. off Hwy. 178 in northern Pickens County off Scenic Hwy. 11. Visitors, vacationers, and area residents are included in the target market.  The Holly Springs Center is just a few miles south of Table Rock State Park and north of the historic town of Pickens, SC, the county seat.

**PURPOSES OF THE BIRCHWOOD ARTISAN GALLERY**

1. To seek artists and crafts people in the Blue Ridge region and elsewhere to sell arts and handcrafts through the gallery.
2. To help the individual artists and crafts people aim for their best by setting and maintaining high standards.
3. To supply the buying public with a source of high quality arts and crafts.
4. To market and promote the fine arts and handcrafts of the Blue Ridge region.

**CONSIGNMENT ARRANGEMENT**

All goods sold through the Artisan Gallery will be on consignment.  Thirty percent (30%) of the retail price will be retained by the gallery; seventy percent (70%) goes to the artist/craftsperson.  Artists should therefore price their items accordingly with a retail price that they expect to receive 70% of. If a customer, such as a gift or museum shop calls the Gallery Shop about a wholesale order, he/she will be referred to the artist/craftsperson and ten percent (10%) commission will be taken by the gallery.

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**WHAT IS EXPECTED OF THE ARTIST/CRAFTSPERSON**

ALL WORK MUST BE ORIGINAL AND CREATED WITHIN THE LAST 3 YEARS. The Artisan Gallery expects continued high quality once the Committee approves the artist.  The Standards Committee regularly checks the shop.  If an item is not up to juried standards, it is removed from the shelf, and the artist/craftsperson is notified.

**JURYING PROCEDURE**

All work for sale in the Artisan Gallery will be reviewed and juried by the Artisan Gallery’s Standards Committee. The Committee meets 3 times a year – March, June, and September. Dates will be announced for all submissions via local media, and the Holly Springs Center website. Artists’ entries will be juried within one week of submission. Decisions will be announced no later than two weeks following the jury session by letter or email according to the artist’s direction. \*\*ALL JURYING INFO WILL BE ANNOUNCED AND PROVIDED on the Holly Springs website under the Gallery information.\*\* The website address is www.visitHSC.com.

The Standards Committee will jury for color, design, creativity, craftsmanship, and consistency. Artists must submit a minimum of four representative items in each category for each artist (i.e. in one medium and technique). There is a list of media categories on page four (4).

If accepted, the artist or craftsperson may submit items he/she wishes to sell in that category only.  **Should the artist want to sell in another category, he/she must be juried in the second technique or medium as well.**

When submitting for jurying all work must be completely finished and presentation ready. The artist’s signature must be present on the artwork as well as a small card on the back containing artists’ name, title, medium and price. Framed artwork should be ready to hand in with D-clips or screw eyes and wire. Saw tooth hangers are not acceptable. Watercolors and Pastels should be matted under glass or plexiglass. Gallery wrapped canvases or cradle boards are acceptable.

Portfolio items – those with no frame or glass – must be in clean beveled mats suitable in color and width. Portfolio work must be shrink-wrapped or wrapped in a plastic ‘crystal’ bag. A label on the back of the bag must indicate the artist’s information, address, email, price, etc. It is also strongly suggested that a short artist biography also be included on the back of ALL artwork. One short biography should be included with all other mediums.

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The Jury Committee and the gallery will also need the following information where applicable:

1. Fiber and wood products MUST include a “care” label.
2. Fabric content label and care instructions are REQUIRED.
3. Instructions for puzzles, games, or toys SHOULD BE ATTACHED.
4. Hazardous toys should have an age level warning attached.

**DOES YOUR WORK MEET THE FOLLOWING GUIDELINES?** Some helpful info….

**DESIGN**

Design includes the use of and sensitivity to materials, the understanding of proportion, color, form, size and texture.  Craftwork should consist of more than just the assembling of manufactured parts or the decoration of machine-made things.  If pre-manufactured parts are used, the finished work will be acceptable only when the artist-craftsperson’s contribution to design and creativeness results in a finished product that dominates the pre-manufactured parts.  Surface design or ornament is used to enhance the form of an object and needs to be subordinate to both form and function.  Materials used must be of high quality and well suited to the medium. Commercial design will be allowed.  However, the overall quality, including creativity, will be the deciding factor.

**CRAFTSMANSHIP** reflects the skill of the artist/craftsperson.  All acceptable work must show a mastery of the necessary skills, and the execution should show high standards of quality.

**MARKETABILITY** The final retail price will be set by the artist/craftsperson.  If he/she requests help, or if the Standards Committee feels an item is priced to high or too low for the existing market, the committee will offer suggestions or guidelines.

**PRICING** When you have determined your wholesale price, the shop’s retail price can be figured as follows:     Retail price =130% of Consignor (your) Price

Factors that enter into pricing are as follows:

1. cost of materials
2. time involved in designing, executing and finishing an item
3. skill and experience of the artist/craftsperson
4. whether the item is production line or one-of-a-kind
5. location of sale (i.e. rural, or urban, home or store, etc.)
6. recognition or “name” the artist/craftsperson has earned
7. what the public will pay.

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**DEFINITION OF “HANDCRAFT” AND MEDIA CATEGORIES**

(Including some techniques and products that can be made)

The Center’s definition of the work “handcraft” has been adopted from the Southern Highlands Handcraft Guild.  A handcraft is “an article meeting high standards of craftsmanship, fashioned by hand, hand tools or hand-directed machine tools, displaying imagination, good taste, and design or honoring the finest in traditional designs and use of materials.”  The following media categories are used for the Gallery:

* **Clay and or polymer clay** – thrown, hand-built, molded containers, tiles, toys, instruments, sculptural forms, etc.  Ceramic work cast by someone else and “painted” by the craftsperson is unsuitable for the shop.  If the craftsperson casts his/her own work, it *could* be acceptable.
* **Fabric** – surface designed (painted, batiked, direct dyed, tie-dyed, appliquéd, embroidered, etc.)
* **Fiber** – woven, non-woven (knitted, crocheted, needle/bobbin lace, knotted, felted, plaited, coiled, wickerwork, twined, etc.)
* **Glass** – blown, constructed cast, turned, containers, paperweights, enamels, leaded glass, glass forms, beads, etc.
* **Leather** – constructed, molded, tooled bags, clothing, footwear, masks, etc.
* **Metal** – raised, constructed, cast, turned, clothing and body adornments, containers, utensils, toys, metal forms, etc.
* **Natural Materials** – constructed decorative and functional works of cones, seedpods, corn husks, shells and other natural materials.
* **Paper** – construction, decorated, blockprinted, beaded, note cards, wall pieces, handmade papers which may be laminated with media-altered surfaces.
* **Plastic** – constructed, molded, fused containers, body and clothing adornments, toys, utensils, etc.
* **Stone** – tumbled, cut/carved, constructed, polished gemstones.
* **Wax** – constructed, molded candles.
* **Wood** – turned, carved, inlaid, joined furniture, utensils, containers, toys, instruments, carved forms, beads, etc.
* **Fine Arts** – oil and acrylic paintings, watercolors, drawings, collages, stenciling, mixed media, artist made prints (etching, intaglio, silk-screen, wood-block, linoleum print, monoprint, monotype and collograph), photography, giclee and laser prints. No more than 50% of an artist’s work may be mechanical reproductions.

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**FRAMING AND  MATTING  EXPECTATIONS FOR FINE ART**

This is a summary of what is expected of all 2-D artists when presenting work for jurying for sale at the Gallery.. Although most established artists already have some ideas about presenting their work, the gallery also welcomes those emerging artists who may not have had experience with presentation of their work.  **While this takes extra time and effort on the part of the artists, it is what makes your work look professional and makes it more marketable.  We expect all artists applying and those whose work is accepted by the gallery to read and consider the following information carefully.**

**BASIC  PREPARATION OF WORK FOR DISPLAY GALLERIES**

Properly framed and prepared work is an asset that enhances your work, increases the potential for sales and reduces the chance of damage to your work while in transit or on display. Such preparations are the responsibility of the artist, NOT the gallery.

**GALLERY WRAP CANVASES**

Acrylic and oil painting may be painted on gallery wrap canvases, but sides that show the staples are NOT acceptable.  Gallery wraps should be painted with a solid neutral color, one that coordinates with the painting, or the art image should continue around the edge of the canvas. These are acceptable for display without additional framing if these steps are taken.  All work must have hanging hardware installed. These canvases hang more effectively when the screw eyes and wire are on the inside of the stretcher bars. The wire when fully taut, must NOT extend above the edge of the canvas, but rather be at least 1” below. All work must be dry when presented.

**FRAMED WORK**

All frames, whether metal or wood must be in good repair — tight corners, with no dings, gouges, chips or scratches.  The design of the frame should be appropriate to the style of the work—simple is generally better. Paintings should be properly secured within the frame– no air space showing—and glass should be without chips or cracks and clean on **both** sides. There should be no dirt or dust under the glass. Hanging wire should be adequate for the weight of the painting; braided or coated wire is best. Weight recommendations are on the roll of wire or packaging for the wire. If the wire strength is inadequate, or the wire is old and has broken strands, your work may fall and the frame or work itself can be damaged.

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Wire should be attached with screw eyes or D ring hangers. These should be securely attached about 1/3 of the way down the back of the frame in the proper orientation. Double looping the wire through the hangar reduces the possibility that your painting will shift when hung. Excess wire may be trimmed off or wrapped neatly through the hanging wire close to the screw eye or D ring. Do NOT wind it across the entire length of the painting back. When wiring is complete and wire is placed on the hook or nail, the wire should only extend an inch or two higher than the level of the screw eyes or D rings, and at least 1” below the frame.  When hanging properly, the wire should never show.

Artists using sectional metal frames attached with corner braces should check to assure that all screws are present and firmly secured.  The screws for the hangers should also be tight. Adequate spring clips should be used to hold the paining securely in place. If it rattles, something is possibly wrong.  (Because of their construction, double channel frames are the exception to the rattle rule.)

Clip frames, saw tooth or gummed hangers area NOT acceptable. Dust covers on the back side of framed work are preferred as it gives the work a professional appearance.

**PORTFOLIO or PRINT BIN PIECES**

Work presented in a portfolio or print bin should may be matted only but should be carefully shrink wrapped or bagged in an appropriate size protective envelope/crystal bag. If it is presented without a mat, it should be securely affixed to a backing that is at least 1-2” larger all the way around, to prevent wear and tear on the image and it still must be in a protective crystal bag.

If your work is matted and shrink wrapped, be sure that the mat is clean, well cut and beveled. The edges should be cleanly cut with no wobbles, ragged corners, or overcuts.  It should have a backing of mat board or foam core-NEVER cardboard. Neutral mats work best, perhaps with a colored liner, and should never detract from the work itself.

The work should be legibly labeled on the reverse with your name, the title, and medium of the work.  Address and other contact information is mandatory. It is a means of identification if the paperwork or tags are somehow separated from your work during tagging or installation. This makes it easier to identify and reconnect the artist to the work.

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It also provides information about the artist to the customer. Consider attaching a short bio also in order to relate to and create interest with a potential buyer.

\*\*The Standards Committee will also consider work done in media and techniques not listed above.  Final acceptability of all items will be on the basis of quality, design, craftsmanship, and creativity**.**

**UNACCEPTABLE AND POTENTIALLY UNACCEPTABLE ITEMS**

1. Anything made from plastic flowers or plastic flower parts (stamens, leaves) is unacceptable.
2. Plastic foam and other “hobby crafts” such as Fantasy Film, Art Foam, Dip and Drape, plastic bottle crafts, Mod Podge, etc. will not be sold through the shop. Other miscellaneous crafts such as egg crafts, glass bottle crafts, crafts made with plywood or pipe cleaners, etc. will be judged on amount and quality of handwork, originality and marketability.
3. We discourage the use of artificial products such as sequins, “googly eyes,” plastic beads, metallic braid, etc.  Their use should be kept to a minimum and items containing them may be turned down.  (Christmas ornaments could be an exception.)
4. Skill of craftsmanship should show in all items; therefore, shortcuts that give the appearance of handwork are unacceptable.  This includes the following:
   1. “Liquid embroidery,” felt markers, etc. should not be used in place of embroidery.
   2. The use of commercially printed fabric that looks like batik, quilting, trapunto, embroidery, patchwork, appliqué, etc , will probably be turned down.
   3. The use of commercially quilted fabric in any craft.
   4. Cut and glued decorations made from fabric, felt, braid, ribbon, rickrack, buttons, beads, etc. will be much more acceptable if hand or machine sewing is used for assembly, instead of glue.
   5. Knits, especially polyester, are not suitable for quilting. Traditional woven fabrics for pillows, wall hangings, etc. are acceptable.

f) At this time, we are unable to accept food products.

g) At this time, we are unable to accept non-sewn clothing without further decoration.

(An embroidered blouse or hand painted skirt may be acceptable, small sewn

accessory items may be acceptable.)

h) Objects made of found material are acceptable only if of distinctive and original

design.

**Birchwood Gallery Juried Artist Application**

Birchwood Gallery

120B Holly Springs School Rd.

Pickens, SC 29671

864-878-9335

Email: info@hollyspringscenter.org

Website: [www.visitHSC.com](http://www.visitHSC.com)

**\*\*PLEASE PRINT NEATLY. If you wish to apply for more than one medium,**

**please use the space on reverse.\*\***

**Artist Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**City:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_State:\_\_\_\_\_\_\_ Zip: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Please list any art organizations, galleries, or societies that you wish to tell us**

**about:**

**How do you wish to be notified of the Committee’s decision? Check one:**

**email\_\_\_\_\_\_\_\_letter\_\_\_\_**

**Category/Medium** 1. for Juried Art \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Medium \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Price \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Medium\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Price\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Birchwood Gallery Juried Artist Application**

**Category/Medium** 2. For Juried Art \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Medium\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Price\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Title \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Medium \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Price \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

NOTE 1: If you would like to be juried in for prints of your artwork, please submit that as a second category. It is permissible to submit prints that are different from your original artwork, but please keep the prints to the same medium.

NOTE 2: If you have any questions **after reading all of the material** **provided**, please email Diane Mitchell, Gallery Manager at [dianedmwv@hotmail.com](mailto:dianedmwv@hotmail.com) or call her on 864 507-0544 no less than 3 days prior to the submission date.