



**Iowa Artisans Gallery**  
207 E Washington St  
Iowa City, IA 52240  
319-351-8686  
mail@iowa-artisans-gallery.com  
www.iowa-artisans-gallery.com

**Dear Prospective Gallery Artist,**

**We appreciate the opportunity to review your work.** Iowa Artisans Gallery is an award-winning retail gallery and must-see destination in downtown Iowa City. Founded in 1984, the Gallery specializes in contemporary American craft, with a focus on work by Midwestern artists. Artist-owned and operated, the gallery is incorporated and run as a traditional business rather than a cooperative. We have a dedicated staff, are open daily, maintain a web presence and strong customer service policies. We understand the need for timely payments, keeping accurate inventory, insurance, and rotating work for a fresh appearance.

One of the Gallery's assets is its wonderful location in a historic, light-filled building in the heart of Iowa City's Old Capitol Cultural District. Iowa City is located in a Big-Ten University community with a loyal, steady customer base and many out-of-town visitors. The city was named as the only UNESCO City of Literature located in the United States. Internationally respected programs such as the University of Iowa Writers' Workshop and the University of Iowa Hospital & Clinics give the town a cosmopolitan feel.

Thank you for your interest in the Iowa Artisans Gallery. **Our guidelines and jury process are included on page 2.** Please feel free to contact us with any questions you might have.

## **OUR JURY PROCESS**

Iowa Artisans Gallery carries fine contemporary craft in ceramics, metal, jewelry, glass, wood, fiber, and paper. It also carries selected original prints, paintings, photography, note cards and local music CDs. The jury evaluates the overall quality of the artist's work and decides whether it will be suitable to the Gallery's central focus.

Consignment artists represent some of our most unusual and exciting work, and we welcome review of consignment work. We are interested in supporting the local arts community and are always looking for new, unique and interesting artwork. Artists who have a consistent, time-tested wholesale production line will be considered separately from the jury process and may send catalogs, tear sheets or web addresses for preliminary review.

It is important for artists to familiarize themselves with the type of work the Gallery sells before submitting materials for jury. Due to the volume of jury submissions, we are unable to offer individual critiques of artwork submitted. The few galleries that do this often charge a submission fee.

### **General reasons for not selecting your work can include:**

- we carry similar works by other artists
- the high volume of wall art submissions
- body of work is not yet focused enough in style, or represents too many styles
- work that is better suited for exhibition, but may not be saleable in the Gallery
- work that doesn't quite match the Gallery's "look and feel"

**SUBMISSION DATES: On or before the 15<sup>th</sup> of February, April, June, September & October**

## JURY SUBMISSIONS

### VISUAL REQUIREMENTS:

- **Wall Artwork:** 2-3 original pieces, including at least one framed **Large Artwork** (*including oversized two dimensional work & sculptures*): Up to 2 original pieces
- **Small Artwork:** Up to 5 original pieces
- **AND** a minimum of 8 digital images or photos of recent work, plus 2-3 detail images.
- Artwork should be in protective packaging and clearly labeled with artist's name.

### PAPERWORK REQUIREMENTS:

- **Contact information** including email and phone
- **Itemized list/description** of pieces (dimensions, medium, materials used)
- **Suggested RETAIL price.** Please remember that the Gallery retains a 50% commission on work sold (45% on framed works)
- Resume, biographical & technical information, etc.
- **Return postage & packaging** for return of materials, if artwork is not being picked up

### DEADLINES

- We review work five times a year: **February, April, June, September and October. Please submit work on or before the 15<sup>th</sup> of the month.** Please plan to leave your work for approximately **three weeks** while the five-member jury completes its review process. Artwork is available for pickup when artists have been informed of jury results.
- You will be notified by mail as to whether or not work has been accepted. A Consignment Agreement will be included with acceptance letters. **You will be contacted by our Gallery manager and staff to schedule a time to select appropriate items.** A trial period may be established to see if the work will find its niche

## GALLERY OBLIGATIONS TO THE ARTIST

### We will:

- **Provide an attractive environment** conducive to browsing and buying art
- **Promote each artist's work** enthusiastically and professionally
- **Handle all work with care** and respect
- **Provide payment** by the 20<sup>th</sup> of the month following the sale
- **Provide artists with commissions and client referrals**
- **In case of theft or breakage,** reimburse the artist the contractual amount of the retail price

## ARTIST OBLIGATIONS TO THE GALLERY

To consistently offer **high quality**, original designs & craftsmanship

- **Work delivered in person must be done so by appointment only.** (Please understand meetings may be cut short or interrupted due to customer needs). Work mailed to the Gallery must arrive prepaid and will be returned at the artist's expense.
- Adherence to specified shipping and delivery dates.
- **Provide background materials** (current resumes, artist statement, images, technical information). Half of selling is educating customers about you, your intent & techniques.

### Local exclusivity to the Gallery in Iowa City/Coralville area

*(Exceptions made for note cards and music CDs).*

- If you are selling at craft shows, you should honor consistent pricing, comparable to prices in the Gallery. You are paying yourself for your time spent selling.
- You may participate in short term shows at other exhibition venues in the area, as long as you publicize your affiliation with the Gallery. Gallery business cards are available.

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