

## VERMONT HAND CRAFTERS, INC

**VERMONT HAND CRAFTERS** was incorporated in 1955 and is the oldest and largest juried craft organization in the state. This 250 member not-for-profit organization of Vermont residents is dedicated to the education, promotion and sale of high quality Vermont crafts. The current membership represents a broad spectrum of artisans. Many of our members are full or part-time professional artisans while others enjoy their craft as a creative outlet or moneymaking hobby.

### WHAT WE DO:

**HOLIDAY FINE CRAFT & ART SHOW:** Vermont Hand Crafters produces this premier four-day, annual event the week before Thanksgiving at the Sheraton Conference Center, South Burlington, Vermont. This is the largest and oldest Juried Show of Vermont-only artists in the state. Customers can shop 165 Booths showcasing one-of-a-kind and limited-edition pieces in aromatherapy; baskets; botanicals; ceramics; decorative painting; digital art; fiber decorative; fiber wearable; fine art; furniture; glass; jewelry; leather; metal; mixed media; paper; photography; print-making; and wood. The quality and reputation of this event draws thousands of customers from across the state and greater New England. For many of our Members, this is the only time they exhibit their work in Vermont.

**WEBSITE:** Our website provides the consumer with year round access to our members by providing contact information, product pictures and links to members' sites. During the weeks prior to the show, our customers can go to the website to see where their favorite Exhibitors will be located. They can also print out coupons for a \$1 discount on admission to the Holiday Show.

**SCHOLARSHIPS:** Vermont Hand Crafters offers college scholarships to Vermont residents wishing to continue their education in an arts-related field. These scholarships are offered in cooperation with the Vermont Student Assistance Corporation. VHC also supports its Members' education by offering a limited amount of Artisan Grants (based on contribution to the organization) for related workshops or classes.

**MARKETING & PROMOTION:** Vermont Hand Crafters works to develop and coordinate marketing opportunities for its Members. We provide public education and promotion about crafts and their value to the economy. Many of our Members are involved with public school art programs and demonstrate their craft in a variety of venues.

**NEWSLETTER:** A newsletter is mailed to members three to four times a year, keeps members up to date on the organization and member activities, craft shows and marketing opportunities throughout the state of Vermont. Monthly News Flashes are sent by email to update members on more time sensitive topics and opportunities.

## VERMONT HAND CRAFTERS, INC MEMBERSHIP CRITERIA 2009

### BEFORE APPLYING, PLEASE MAKE SURE YOUR WORK MEETS THE FOLLOWING CRITERIA:

- All applicants must be legal residents of Vermont who produce original handmade items. The work must function well; show proficiency, quality, craftsmanship, consistency, knowledgeable use of materials, and artistic potential. The work must be in good taste and reflect positively on the organization. Commercial reproductions of original art/craft are limited to 25% of saleable product in a booth.
- All work must fit within an acceptable media category. **NEW: ALTERNATIVE CRAFT.** This category reflects the current trend towards green, recycled, and repurposed crafts. As with all other categories, the creativity and quality of the work is more important than the actual medium or technique used to produce it.
- Other acceptable media categories include baskets; botanicals; decorative painting; digital art; fiber decorative; fiber wearable; furniture; glass; leather; metal; mixed media; paper; print-making; and wood. **We are currently limiting new membership in the following categories: pottery, photography, jewelry, fine art, and aromatherapy.** This does not mean that we are not accepting applications in these categories or that you should not apply. It only means that we have many members with work in these mediums and we will be more stringent with work in these areas. **There is a moratorium on specialty food and we will no longer accept applications in this medium.**
- All work must be original and made by hand or with the use of appropriate tools. VHC encourages one-of-a-kind and limited edition work. Artists may only show work in categories selected by the jury. All work exhibited must be of the same body, quality, and category of work that was juried.
- Collaborating artists are permitted; however, any representation other than a true, hands-on artistic collaboration is not permitted.
- Artists accepted for participation must be in attendance at their booth during the entirety of a VHC show. No agent, dealers, or representatives may attend in place of the artist.

### UNACCEPTABLE CRAFT WORK:

- Any item made from a commercial kit, pattern or mold. No reproductions of patented or copyrighted designs other than the artists' own work with the exception of traditional/historic patterns and designs.
- Work, which is executed in a manner that indicates unsuccessful processing steps or incomplete finishing details.
- Manufactured or "found" objects, unless they are an integral or very minor part of the finished product.
- Assembled jewelry from purchased components or non-hand crafted parts unless the finished product is unique and transcends the purchased product.
- Clothing or work in fabric that has not been designed and sewn by the craftsperson, unless the finished product is unique and transcends the purchased product.
- Work that, in the opinions of the jury, raises health or safety concerns in relation to normal or recommended use for the item.

*Some products represented at our shows are protected by a grandfather clause.*

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(800) 373-5429 or (802) 434-5044, [mags@vermonthandcrafters.com](mailto:mags@vermonthandcrafters.com) or [www.vermonthandcrafters.com](http://www.vermonthandcrafters.com)

# VERMONT HAND CRAFTERS, INC NEW MEMBER INFORMATION 2009

## Application Deadline for 2009

Applications will be accepted at any time, but must be complete and postmarked no later than **July 31<sup>st</sup>** to be considered for 2009 Membership. Applications received after that deadline will be considered for next year's Jury Session.

## Jury Fee

A \$40.00 non-refundable jury fee in check or money order must accompany each application.

## Jury Application

The jury application must be completely filled out. Make sure you type or print legibly. Please pay special attention to the portion explaining your craft process. The more detail you provide, the more successfully the jury can evaluate your work. Enclose two complete sets of photographs of the work you describe on the Jury Samples Information Sheet. These photos will not be returned to you, and should be no larger than 8" x 10". The photos should closely represent the work that you will present to our jurors if you are invited to the hands-on portion of the jury process. Photos do not need to be taken by a professional, however they should be in focus, shot on a neutral background, and represent the quality of your work. Your application will not be complete if photographs are not enclosed. **Do NOT send slides or CDs of images.**

**Questions regarding the application or jury process should be directed to:**

**Shannon Greenlese, Jury Chair, 802-899-3956 or [Shannon@vermonthandcrafters.com](mailto:Shannon@vermonthandcrafters.com)**

## Jury Process

The Jury Committee will review the application and photographs to determine if the work meets VHC standards and criteria. If the application passes this step in the jury process the applicant will be invited to attend the Hands-on Jury Session. Your application can be denied at either step of the jury process. If you are not invited to the Hands-on Jury Session you will be provided with specifics to help you improve your craft and may reapply at a future jury session.

## Hands-on Jury Session

The Hands-on Jury Session will take place in August at the Sheraton Conference Center, 870 Williston Rd., South Burlington, VT 05403. The jury date and other particulars will be confirmed with the invitation letter.

- Applicants will bring a minimum of five pieces, maximum of eight, of their current work to be examined by a team of jurors selected from the current membership.
- During the Hands-on Jury Session applicants must attend a two-hour Orientation Session conducted by the Show Director to inform and answer questions about Membership and participation in the Holiday Fine Craft & Art Show. You are welcome to bring a lunch.

## Notification of Jury Results

Applicants will receive written notification of the jury results within two weeks of the jury.

- If your work is accepted, you will receive a membership application. Annual Dues are \$60.
- Once your Membership application is processed, you will receive a Show Application. Being juried into the VHC membership does not mean that you will automatically get a booth at the show. Current Members will have already received their Show Applications and the availability of open booths cannot be guaranteed. Booth prices vary by location and size, ranging in price from \$340 to \$635 and include electricity.
- If your work is not accepted, or you receive a conditional acceptance letter, you will be provided with specifics to help you improve your craft and may reapply at a future jury session.

# VERMONT HAND CRAFTERS, INC

## JURY APPLICATION 2009

### ARTIST INFORMATION - TYPE OR PRINT LEGIBLY

Name (as you would like it to appear in all publicity)

Business/Studio Name

Mailing Address

City/ State/ Zip

Home Phone

Email

Web Address

Have you ever applied to VHC before?  YES  NO

When: \_\_\_\_\_ What Medium/Product? \_\_\_\_\_

Have you ever been a Member of VHC?  YES  NO

When: \_\_\_\_\_ What Medium/Product? \_\_\_\_\_

How many craft/art shows do you do per year? \_\_\_\_\_

Please list the juried shows in which you have exhibited within the last two years:

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Please list the juried galleries and stores in which your work is currently exhibited or sold:

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Explain how long you have been practicing your craft and whether it is as a profession or hobby.

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**MEDIA CATEGORY** – check the **one** category that best describes your work.

- Aromatherapy
- Alternative Crafts
- Baskets
- Botanicals
- Ceramics
- Decorative Painting
- Digital Art
- Fiber Decorative
- Fiber Wearables
- Fine Art
- Furniture
- Glass
- Jewelry
- Leather
- Metal
- Mixed Media
- Paper
- Photography
- Print-Making
- Wood

Note: if you wish to apply in two different media categories, 2 separate applications and application fees must be submitted.

Please describe your craft education: list schools, private study, apprenticeships, self-taught, etc.

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Please list any awards or special recognition your work has received with dates:

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How many people help you produce your craft: Part-time \_\_\_ Full-time \_\_\_? Describe all of the tasks performed by employees, and/or non-compensated family members/friends, to produce your craft:

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How many people help you with other parts of your business: Part-time \_\_\_ Full-time \_\_\_? Describe those tasks:

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**DESCRIPTION OF MATERIALS AND TECHNIQUE:**

On a separate piece of paper you must answer all of the following questions. You should type your answers, or print legibly. The more detail you provide, the more helpful it will be during the jury process.

1. Describe how you develop your designs.
2. If you use patterns, describe the source and development of those patterns.
3. Describe all materials you use. Identify purchased materials and materials that you fabricate.
4. Describe the various tools you use at every step in your process.
5. Do you use commercially made molds at any point in your process? If so, please describe how and why.
6. Describe any additional steps, processes, and techniques not included above.
7. Describe your finished products. *(This statement will be used on our Web Site, in the Directory, and for promotional purposes if you are accepted into the organization.)*

**JURY APPLICATION CHECKLIST** *(Applications will not be considered until all portions are completed)*

- Completed Application **postmarked by July 31<sup>st</sup>, 2009**
- Description of Materials and Techniques
- Jury Sample Information Sheet
- Two sets of photographs of the items described on the Jury Sample Information Sheet. **DO NOT SEND SLIDES OR CDs!**
- \$40.00 **non-refundable check** made out to Vermont Hand Crafters. *(Applicants who received a conditional acceptance the previous jury session are exempt)*
- If available, please provide an artist statement and/or a single page typed biography. This should include: birthplace, education, classes taken, classes you teach, awards or recognition, what inspires you, and how your work is unique.

**Thank you!**

I certify that the items submitted by me for this jury are representative of the products and quality of work that I would be exhibiting for sale during any marketing opportunities offered by Vermont Hand Crafters. I further attest that the work presented is crafted by me and does not originate from a kit, nor is it made from commercially available patterns or molds.

I understand that upon acceptance as a member of VHC, I would be allowed to sell or exhibit only the craft and products presented here for jurying. Should I wish to produce a substantially different craft within the same medium, or work in a different medium, I would be required to present that work for jury. I agree that the products I submit for jury into VHC may be photographed at the jury and that these, and the photos that I submit with my VHC membership application, may be used for promotional purposes.

I also certify that I am a legal resident of the state of Vermont.

Signature: \_\_\_\_\_ Date \_\_\_\_\_

I was referred by VHC Member: \_\_\_\_\_

For office use only:

Postmark	Check #	Hand's-on?	Jury Date	Jury Decision

Assigned Media and Craft Categories:

VERMONT HAND CRAFTERS, INC

JURY SAMPLES INFORMATION SHEET

Describe here the items that are represented in your photos. This work should closely resemble the work that, if invited, you would bring to the Hands-on part of the Jury Process. **Make sure that the examples cover the full range of product that you intend to exhibit at any shows. Only the products and mediums juried here will be allowed to be shown and sold at VHC marketing opportunities.**

Please include two full sets of photos with this application.

ITEM 1

Object/Title: \_\_\_\_\_

Technique/Materials: \_\_\_\_\_

\_\_\_\_\_

ITEM 2

Object/Title: \_\_\_\_\_

Technique/Materials: \_\_\_\_\_

\_\_\_\_\_

ITEM 3

Object/Title: \_\_\_\_\_

Technique/Materials: \_\_\_\_\_

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ITEM 4

Object/Title: \_\_\_\_\_

Technique/Materials: \_\_\_\_\_

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ITEM 5

Object/Title: \_\_\_\_\_

Technique/Materials: \_\_\_\_\_

\_\_\_\_\_