**Applicant Organization Information**

|  |
| --- |
| Legal Name of Organization Date of Application    |
| Primary Contact Person & Title    |
| Mailing Address: Physical Address (if different)  |
| Federal Tax ID#  | Telephone |
| Email      | Website  |
| # of full time employees:  | # of part time employees:   | # of Instructors (If applicable):   | # of Volunteers:  |
| What year did organization start (*must have been in business for at least three years*)?  |
| Days and Hours of Operation (*must be open year-round*):   |
| If classes are offered, indicate when:  winter spring summer fall  |
| Are at least 80% of your gallery's exhibitors Vermont residents (by Vermont Statute, at least 80% of a VSCC gallery's exhibitors must be Vermont Craftspeople)? YES NO |
| Of the total number items exhibited in your gallery, is at least 80% craft (as opposed to fine art and/or manufactured or machine-printed) (by Vermont Statute, a VSCC gallery must exhibit at least 80% craft)? (See appendix for definition and categories of craft.)YES NO  |
| Attach mission statement and short history of organization. |
| **Please note: 6-9 MONTHS MAY BE REQUIRED FOR DECISIONS ON APPLICATIONS.For application assistance, please contact: vtstatecraftcenters@gmail.com** |

**INSTRUCTIONS:**

Please complete the following sections. Sections A, B, C and F contain a series of questions and/or information requests. Circle your responses to the questions in the columns to the immediate right of the stated question, ***AND*** provide the requested information in an attached document. Sections D and E will be evaluated by jurors at a later date. Submit this form with attachments. Leave blank the Internal Use Only column.

**SECTION A: JURY PROCESS AND COMMUNICATIONS**

**Internal Use Only**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. Describe how you choose your exhibitors.  Do you have a jury process in place that uses more than one person to evaluate exhibitors?  Are craftspeople included as jurors in the jury process?  Do you have a feedback system that allows craftspeople to contact about jury results?**Please describe and/or or attach policy document(s).**  | Yes NoYes NoYes No |  | 0-3 |  |
| 2. Do you have a system in place to effectively communicate with exhibitors on a regular basis? **Please describe and/or or attach policy document(s).** | Yes No |  |  0-3 |  |
| 3. Do you have clearly stated policies for wholesale & consignment? **Please describe and/or or attach policy document(s).**  | Yes No | 0-3 |  |
|  |  |  | Total 0-9 |  |

**SECTION B: ENGAGEMENT**

Internal Use Only

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Does gallery staff show deep knowledge about craft processes, either acquired through a system of training or through long experience in the craft world? **Describe or attach relevant material.**  | Yes No | 0-5 |  |
| 2. How does the public learn about how craft is made when visiting your gallery? Do you use video, printed materials, exhibit components, etc.? **Describe or attach relevant material.** 3. How often do you offer scheduled classes, lectures, demonstrations or other formal education events? **Attach an education brochure, flyer, and/or list for current year.**4. Do you use the gallery website or social media as a means of educating the public? **If yes, describe.** | Yes NoYear-round OccasionallyYes No | 0-10 |  |
|
| 5. Do you maintain a resource list of craft education opportunities (including apprenticeships) or co-promote classes with another craft education entity? **If yes, attach a list or describe in a narrative.**6. Do you undertake projects or communicate regularly with local schools and other entities, local and/or regional commerce and tourism organizations, and/or with local or state government? **If yes, describe and attach relevant materials.** | Yes NoYes No | 0-5 |  |
|  |  | Total 0-20 |  |

**SECTION C: MARKETING AND EFFECTIVE USE OF VSCC DESIGNATION**

 Internal Use Only

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Do you have a website and use social media? **If yes, include an explanation of your website and social media strategy and resulting metrics.** | Yes No  | 0-3 |  |
| 2. Do you use printed promotional materials and press releases? **If yes, provide samples of brochure, posters, catalog, fliers, press releases, etc.**  | Yes No | 0-3 |  |
| 3. Do you place advertisements in newspapers or publications? **If yes, provide samples.** | Yes No | 0-3 |  |
| 4. Do you do any cross-promotions with other craft or art organizations? **If yes, describe recent collaborations.** | Yes No | 0-3 |  |
| 5. Do you use any other marketing strategies? I**f yes, describe and attach relevant materials.** | Yes No | 0-3 |  |
| 6. **If you are already a designated VSCC**, describe how you use of VSCC designation in your marketing. Attach samples. **If applying for designation**, describe how you intend to use VSCC designation in your marketing. |  | REQUIRED |  |
|  |  | Total 0-15 |  |

**SECTION D: GALLERY SPACES AND DISPLAY**

 **Internal Use Only**

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Is attention is given to the exterior of the gallery and window displays including effective signage & lighting? | Yes No | **0-4** |  |
| 2. Is the interior space is clean and attractive? | Yes No | **0-4** |  |
| 3. Does the gallery have appropriate fixtures and good lighting? | Yes No | **0-4** |  |
| 4. Is the work is given respect and adequate space for effective displays? | Yes No | **0-4** |  |
| 5. Are artists are identified with clear signage giving name, medium and process? | Yes No | **0-4** |  |
|  |  | **Total 0-20** |  |

**SECTION E: QUALITY OF CRAFTWORK IN THE GALLERY**

 **Internal Use Only**

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Is there is a variety of craftwork in the gallery that represents a range of techniques and media? | Yes No | **0-5** |  |
| 2. Is the craftsmanship is excellent, showing technical proficiency and the use of quality materials? | Yes No | **0-5** |  |
| 3. Is the craftwork in the gallery is well-designed both technically and aesthetically? | Yes No | **0-5** |  |
| 4. Does the work shows creativity, originality and authenticity? | Yes No | **0-5** |  |
| 5. Do special exhibitions or displays highlight individual artists or exceptional work? | Yes No | **0-5** |  |
|  |  | **Total 0-25** |  |

**SECTION F: FINAL THOUGHTS**

APPLICANT: Is there something more we should know about your gallery that hasn’t been covered by our questions? Please describe in an attachment.

|  |  |  |
| --- | --- | --- |
| JURORS: Overall impression of the gallery: Describe any unexpected exemplary traits that may not have fit into the categories above and your reasons for assigning your score.  | **0 - 11** |  |

 **APPENDIX**

**Craft is defined as the skills and artistic expression involved in making objects, using craft mediums from**

**Media List A (clay, fiber, glass, metal wood).
See detailed Media List A & B for breakdowns of each category.**

**Media List A - Craft Media**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  **PP****baskets/plant products**  |  **NWF****fiber art, non-wearable**  |  **GL****glass**  |  **MS** **metal/stone**  |  **OTH-A****other craft**  |
|  **WF****fiber art, wearable**   |  **J****jewelry**   |  **CL****clay**  |  **W****wood**  |  **OTH-B** **Other Not VT****Other Not Vermont craft**  |

**Media List B - Non-craft Media**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  **FA**f**ine art**  |  **PH****photography**  |  **CRP****commercially reproduced prints**  |  **OTH-B** **Other non-craft**  |  **OTH-B** **Other Not Vermont****Other Not Vermont Craft**  |

Media List A (Detailed)

**PP - baskets/plant products**

1. BOTANICALS
	1. Baskets
	2. Painted Gourds
	3. Lamp Shades
	4. Floral Art/Décor

2. HERBAL/AROMA

* 1. Candle making
	2. Soap making
	3. Personal Care

**NWF - fiber art, non-wearable**

1. FIBER - DYED/PAINTED/PRINTED
	1. Batik
	2. Block/Stamp Printing
	3. Painted Dyed
	4. Silk Painting
	5. Computer Printed
	6. Screen-printing
2. FIBER – SEWING
	1. Quilts
	2. Handbags, Totes, & Accessories
	3. Leather
	4. Soft Sculpture
	5. Machine Appliqué
	6. Machine Embroidery
3. FIBER – NEEDLEWORK - non-wearable
	1. Crochet
	2. Embroidery
	3. Lace making
	4. Hand Knitting
	5. Felting
	6. Rug Hooking
4. FIBER - WEAVING
	1. Textiles
	2. Rugs
	3. Tapestry
	4. Braiding
5. FIBER - YARN
	1. Farm Raised Fiber
	2. Hand Spun Yarn
	3. Hand Dyed Yarn

**GL - glass**

1. GLASS
	1. Blown Glass
	2. Fused Glass
	3. Hot Glass
	4. Lamp-worked Glass
	5. Mosaics
	6. Stained Glass

**MS - metal/stone**

1. METAL
	1. Forged
	2. Cut / Stamped
	3. Sculpture & Art
	4. Recycled & Assemblage
	5. Spun & Cast Pewter
2. STONE
	1. Etched
	2. Sandblasted
	3. Stonework

**OTH-A - other craft**

1. MIXED MEDIA
	1. Beaded Ornaments
	2. Computer-Generated Art
	3. Collage & Assemblage
	4. Contemporary Folk Art
	5. Mosaic
	6. Ukranian Style Eggs
2. PAPER ARTS
	1. Origami
	2. Quilling
	3. Pierced & Painted Lampshades
	4. Handmade Paper
	5. Decoupage
	6. Bookbinding
	7. Hand-printed Printmaking
		1. Letterpress
		2. Woodcut/Linoleum
		3. Etching/Engraving
		4. Lithography
		5. Monoprint/Mono- type
		6. Screen-printing
3. DECORATIVE PAINTING
	1. Painting on Glass
	2. Painting on Ceramic
	3. Painting on Wood
	4. Painting on Other
	5. Painted Floor Cloths
	6. Traditional Folk Art

**WF - fiber art, wearable**

1. FIBER - PAINTING on Wearables
2. FIBER - WEAVING
	1. Woven Wearables
	2. Knitting by Loom/Machine
3. FIBER - NEEDLEWORK
	1. Crochet
	2. Embroidery
	3. Lace-making
	4. Hand Knitting
	5. Felting
4. FIBER - SEWING
	1. Quilting
	2. Garments
	3. Leather
	4. Machine Appliqué
	5. Machine Embroidery

**J - jewelry**

1. JEWELRY – BEADWORK
	1. Assembled Beads
	2. Assembled Gemstones
	3. Sculptural Beadwork
2. JEWELRY –FABRICATED
	1. Cast Pewter
	2. Fused Glass
	3. Lamp-worked Glass
	4. Lithographic
	5. Mixed Media
	6. Polymer Clay
	7. Precious Metal Clay (PMC)
	8. Recycled & Assemblage
	9. Wirework
	10. Glass enamae

 2. JEWELRY – METAL

* + 1. Fine Metals
		2. Gemstones
		3. Sterling Silver

**CL - clay**

1. CLAY/CERAMIC
	1. Decorative Pottery
	2. Functional Pottery
	3. Sculptural Pottery
	4. Polymer Clay

**W - wood**

1. WOOD
	1. Woodcarving
	2. Woodturning
	3. Marquetry
	4. Steam-bending
	5. Sculpture (large scale)
	6. Construction (not Furniture)
	7. Furniture Construction
	8. Assemblage

**OTH-A Not VT - Non-Vermont craft**

Media List B (Detailed)

**FA - fine art**

1. FINE ART – PAINTING/DRAWING
	1. Calligraphy
	2. Illustrations
	3. Pen & Ink
	4. Acrylics
	5. Watercolors
	6. Oils
	7. Pastels
	8. Reproductions of Fine Art

**PH - photography**

1. PHOTOGRAPHY
	1. Traditional Film & Processing
	2. Digital Capture & Processing

**CRP: commercial reproductions (cards, calendars, etc. from prints of original art)**

**OTH-B - other non-craft**

1. SPECIALTY FOOD
	1. Maple Specialty Products
	2. Candy
	3. Specialty Jarred or Canned Goods
	4. Specialty Mixes
	5. Other Specialty Products
2. OTHER NON-CRAFT

OTH-B Not VT - Non-Vermont, non craft

 **JUROR’S NOTES AND SCORING SUMMARY**

|  |  |  |
| --- | --- | --- |
| **SECTION A: JURY PROCESS AND COMMUNICATIONS** | **0-9** |  |
| **SECTION B: ENGAGEMENT**  | **0-20** |  |
| **SECTION C: MARKETING AND EFFECTIVE USE OF VSCC DESIGNATION**  | **0-15** |  |
| **SECTION D: GALLERY SPACES AND DISPLAY** | **0-20** |  |
| **SECTION E: QUALITY OF CRAFTWORK IN THE GALLERY** | **0-25** |  |
| **SECTION F: FINAL THOUGHTS** | **0-11** |  |
|  | **0-100** |  |