**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 No  Yes No  Yes 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 No  Year-round  Occasionally  Yes 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 No  Yes 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** |  |