



# LOWELLARTS ARTIST MARKET

## Artist Application 2021

The annual LowellArts Artists Market is a great opportunity to have your artwork available for sale during the gift-giving season. Your fine art and fine gifts will be available along with other handmade items by Michigan artists in a gallery setting from **November 5 to December 24**. Selected artists will be provided a display area within the gallery with approximately 40 other artists. Artists, in most cases, are asked to set-up their own display.

**Two options for participating are being offered this year.** **Option 1:** Work 3 half-day sales shifts during open hours. LowellArts will take a 30% commission on all sales. **Option 2:** Work no sales shifts, and LowellArts will take a 45% commission on all sales. All artists must be a current member of LowellArts. If you are not already a member, an annual membership is \$40.

### IMPORTANT DATES

- **Deliver and set-up:** November 1 to 4. Artists will sign-up for timeslots between the hours of 10am and 5pm.
- **Sale Dates & Hours:** Nov 5 to Dec 24 Tues–Sat 10am-6pm, Sun 12-5pm.
- **Pick-up dates:** December 27 to 29. Artists will sign-up for timeslots between the hours of 10am and 5pm.

### SET UP / DISPLAY

**This is a gallery show, not a craft show. Pieces need to be finished well and displayed thoughtfully and beautifully.** Artists are responsible for setting up their own display – it must be neat, appealing, and professional. Committee organizers will adjust merchandise and displays as they see fit.

**SPACE** Artists are asked to provide LowellArts with their space needs (i.e. wall space), and the dimensions of any display item/furniture/rack to be used for display. Your space assignment is subject to change upon the discretion of event organizers. A form will be sent so that artists can communicate space needs. Space will be assigned based on the individual needs of the artists. Spaces ranges from 6ft to 3ft of floor area. Artists are encouraged to utilize the vertical space in their display.

**WALLS** Artists are allowed to use the gallery walls for hanging artwork. ONLY small finish nails should be used, nails will be provided. Do not leave marks on the walls, even with pencil. Poster putty is ok to use, but NO other tapes, hooks, or nails may be used. Artwork can be hung salon style. Wall hung work should be accessible with a step stool.

**DISPLAYS** Artists should supply their own artwork displays/racks/tables and black table coverings. The set-up crew leaders will approve displays with the goal of creating a unified and professional overall presentation. All shelving / rack displays need to be approved ahead of time. All displays need to be sturdy, in good condition, and professional. The back sides of any displays should also be attractive or covered so that adjacent artists don't have a mess showing.

Boxes or stands used in the displays should be nice baskets or boxes (not plastic unless acrylic). Artists should use BLACK table coverings only. Tables should have coverings that reach the floor, and they need to be ironed and wrinkle-free. Displays can be enhanced with solid color overlays of white, silver, or red (no lace). No draped garland please. If the table is finished with paint or is natural wood, it may not need a table covering. Please ask if you are not sure.

**ARTWORK** This is a juried show and all artwork needs to be representative of the images and descriptions previously provided by the artist. If there is a change or addition to the type of artwork that is to be displayed, please notify LowellArts prior to the show to have the new items approved. Only artwork by the selected artists may be put on display. **Artists should provide: Artwork priced, labeled, and ready for display and additional stock as needed.**

**DEMONSTRATIONS / WORKSHOPS** Artists are encouraged to consider providing artwork demonstrations or workshops at scheduled times during the show. Let us know if this interests you.

**STAFFING / VOLUNTEERS** **Artists will be expected to volunteer to work 3 half-day sales shifts during open hours, if they have opted for Option 1** (LowellArts taking 30% commission on all sales). **Artists can opt to work no sales shifts**, and LowellArts will take a 45% commission on all sales. An email will be sent out from an on-line program called Sign-up Genius. Shifts will be listed there and you can sign-up. (Or, call us if you prefer). **LowellArts will provide: volunteer training to staff the show, bags and wrapping materials, and all the necessary items to make sales at a central cashiering station.**

**SPECIAL SALES GENERATING EVENTS** Christmas Through Lowell – November 19, 20, and 21; Christmas Festivities and Annual Night-time Parade in Lowell – December 4; and the Holiday Open House – Sunday, December 5, 12-5pm.

**PROMOTION** All artists should take time to promote this show to their contacts – Facebook, email lists, and other social media. A postcard and poster will be produced by LowellArts and will be distributed around the area. Postcards and posters will be available to artists as well.

#### **TAGGING**

- Artists are responsible for tracking their own inventory. Each item must have its own tag. Be sure tags are securely attached. For larger items and items hung on walls or fixtures, make sure tag is visible without having to move item.
- **A three or four letter initial will be assigned to each artist (most likely the first 3-4 letters of the artist's last name). All items must be priced in increments of \$.00 or \$.50. All items must be priced \$3.00 or more.**
- Artists are encouraged to bundle together smaller items (i.e. cards).
- Write extremely neat, or use typed tags. Only the artist code and item price are required. Descriptions and inventory numbers are optional and will not be recorded.
- Signage or labels should be nicely made, no mark downs or discounted sales offered.
- **It does not matter how small the item is, all items (or items sold as a group) must be labeled and priced individually. The purchaser needs to arrive at the check-out counter with their items labeled with the artist code and a price. Pricing that indicates 'one for this price, or three for a discounted price' is not allowed.**

**BACK STOCK** Artists are encouraged to keep additional stock in the back room. Back stock should not be stored under an artists table. Staff will restock items as instructed by the artist.

**SECURITY** While staff and volunteers will be carefully monitoring the gallery during open hours, the LowellArts Artists Market is not a risk-free event. LowellArts does not assume financial responsibility for theft or damage of artwork/merchandise on the premises. Artists must understand this risk and take measures to minimize this risk in how pieces are displayed for sale. Jewelry pieces are particularly vulnerable, jewelry items must be displayed in a way that they are not easily pocketed. All small items need backing or mounting large enough to discourage theft.

**PAYMENT POLICY** LowellArts will be responsible for the collection and payment of Michigan sales tax. Customers can pay with cash, personal checks, Visa, Discover, American Express or MasterCard. **LowellArts will retain a 30% commission on each sale, and the artist will retain 70% of each sale - if they work 3 sales shifts. LowellArts will retain a 45% commission on each sale, and the artist will retain 55% of each sale - if they do not work any sales shifts. Artist checks will be distributed mid-January, and will be mailed.**

**COPYRIGHT AGREEMENT** As the copyright/trademark owner of the original work, prints, digital images, and text supplied by artist to LowellArts, the artist gives LowellArts and those acting on behalf of LowellArts permission to use images of copyrighted/trademarked items to publicize the sale, as well as in promotional literature publicizing the organization.

**HOLD HARMLESS AGREEMENT** Artist agrees to release and hold harmless LowellArts, other artists or volunteers working on behalf of LowellArts, and the employees, officials, agents and members of LowellArts from and against any and all claims, demands, actions, complaints, suits or other forms of liability that shall arise out of, or by reason of, or be caused by the use or sale of the artwork provided by the artist. LowellArts does not assume financial responsibility for theft or damage of artwork and merchandise on the premises. The artist must understand this risk and will not hold LowellArts liable for losses associated with the display of artwork at LowellArts.

## ELIGIBILITY

- **Artist work must be high-quality, original artwork, and available at a variety of price points.**
- All mediums will be considered including: pottery, paintings, bead work, photography, jewelry, textiles, glassworks, sculptures, basketry, gourds, wood carvings, ornaments, beeswax candles, soaps and lotions.
- Artists must be at least 18 years old, live in Michigan, and be a current member of LowellArts.
- Artists with gallery representation in the Greater Lowell area should confirm that there is no conflict of interest with their current gallery before submitting their application.

## HOW TO APPLY

- Fill out application form (available through link on website)
- Upload 3 to 5 JPG images to application
- Deadline to apply: **October 1, 11:59pm**
- Notifications will be emailed by October 8.

## APPLICATION REQUIREMENTS

Application to include:

- Artist Name, Business Name, Address, City, State, Zip, Phone, Email, and Website
- One paragraph artist bio
- One paragraph artwork description
- One paragraph listing items to be sold and price range of products

Application and images can also be submitted on a CD and mailed or hand-delivered to:  
LowellArts, 223 W Main St, Lowell, MI 49331.