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gallery@acts
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FINE CRAFT MÉTIERS D'ARTS

Overview
pan-Atlantic

World Trade & Convention Centre
February 4-6, 2012
<http://www.craftalliance.ca>

Exhibition, Conference and Showcase Opportunity:

gallery@acts
Halifax, Nova Scotia

Background

In conjunction with the annual Atlantic Craft Trade Show, Craft Alliance will present gallery@acts.

gallery@acts was a new pilot project launched at ACTS 2011. The project involved the development of a gallery space at the ACTS show, which featured the work of contemporary craft makers in a gallery exhibition atmosphere. The project was developed in partnership with our craft industry partners. A committee was formed to work on the project and develop selection criteria. A jury process for the work to be shown was also developed.

The 2011 exhibition featured the work of 18 makers, showing 32 pieces of work. The work shown was very high-end contemporary work of interest to both private and public galleries, museums and collectors' groups. The work shown at the 2011 exhibit ranged in price from \$500 - \$30,000. Interest was shown in all the work presented and numerous pieces were sold during the exhibition.

The key purpose of the initiative is to prepare makers/craftspeople for this niche market. Markets for this work in North America include: Toronto, Montreal, Calgary, Vancouver, New York, Chicago, Santa Fe, Miami and other major centres that feature craft specific museums and galleries. International markets exist in London, Berlin, Copenhagen, Bilbao, Milan, Dubai and others. Events like SOFA Chicago are the primary target for these craftspeople. The SOFA (Sculpture, Objects and Functional Art) Expo Shows (Chicago, New York and Santa Fe) are key venues for international galleries, museums and collectors to find new contemporary work.

Contemporary fine craft can take many years for the craft makers to be established with respected galleries through exhibitions and international shows. It can also take many years to develop a following that will result in the sale of these specialized high-end works and commissions. By exposing craftspeople to contemporary galleries, there is an opportunity for the makers to gain valuable experience in networking and presenting themselves to galleries.

Leadership. Education. Growth.

gallery@acts 2012

gallery@acts for February 2012 will include an exhibition space, workshops and a specific gallery incoming buyer program as well as showcase opportunities for participating craftspeople.

To be eligible, you must -

General Criteria:

- Submit a gallery@acts profile application form to Craft Alliance along with: 3 images of current work, CV, artist biography and statement
- Be approved by Craft Alliance for participation (limited space available)
- Agree to participate in all follow-up surveys on project results, which are submitted to ACOA after the project is completed

Craft Specific Criteria:

- Established mid-career or Emerging contemporary craft practitioner(s) currently living and working in Atlantic Canada, with a focus on a contemporary fine craft practice and with an interest in developing their exhibition experience
- Actively seeking gallery representation
- Participants must have high-quality images of current work, a current CV, artist biography and statement

Work to be chosen for the exhibition will be:

- Work that is cutting-edge and ensures the highest standard of workmanship
- Work that must be innovative in its use of materials and aesthetic vision
- Work that not only reflects the signature of the individual maker, but also demonstrates investigation of processes and critical enquiry

A committee consisting of Craft Alliance senior staff and provincial craft council representatives will review all applications for suitability for participation in the program. Applications will be reviewed based on: previous exhibition experience, body of work and suitability for the gallery@acts exhibition. Only a limited number of spaces are available. The decision of the review committee is final. Participants do not have to be present at the exhibition to be considered. As this is a pan-Atlantic initiative, we will be seeking representation from all four Atlantic Provinces; however, space is not guaranteed. We encourage anyone interested in participating to submit your application form and supporting information to Craft Alliance immediately.

Deadline for Applications: December 30, 2011

The project will have 18-22 participants. While the deadline date is December 30th, we encourage participants to complete the necessary application process as soon as possible.

Exhibition

Craft Alliance is engaging the services of a Gallery Coordinator to coordinate all aspects of the exhibition and related activity, including the Gallery Buyer Program, the workshop series and showcasing opportunity.

Participants chosen for the exhibition will be able to show specific pieces of work for the duration of the exhibit which will take place during the Atlantic Craft Trade Show, February 4-6, 2012 in Halifax, NS. Craft Alliance will coordinate the display and presentation of all work shown in the gallery space. Although participants do not have to be present at the exhibition to be considered, there will be benefits to participation in the weekend event including the workshops and consultations with gallery owners.

COST: \$150. Exhibition Fee (jury approval required)

Gallery Buyer Program

A special incoming buyer program will invite Canadian and USA gallery owners to participate in the program. The incoming gallery owners will be further engaged to provide one-on-one consultations with the craftspeople exhibiting in the exhibition, to give feedback on their work shown at the exhibition, their portfolios and general direction on their development opportunities.

COST: Included for gallery@acts exhibition participants only

Educational Program

The workshop component will feature invited gallery owners presenting on topics like: portfolio development, how to approach galleries and museums, how to work with collectors' groups and exhibition opportunities through shows like SOFA. The workshops will bring together the gallery buyers and craft makers in one location for training, networking and development opportunities. The workshops will be held throughout the weekend.

COST: Included for gallery@acts exhibition participants

\$25 per person/ per workshop for non-exhibiting craftspeople

Gallery Showcase Opportunity

An opportunity for those craftspeople participating in the gallery@acts exhibition, to engage further with gallery owners by having a table top display where they can show a portfolio, other samples of their work, promotional materials or other presentation activities, such as a digital gallery of images. Participants must be present throughout the weekend, if they plan to participate in the table top showcase.

COST: \$150. Plus HST - Table Top Showcase (located outside gallery)

2 ft. x 6 ft. draped table for portfolio, samples and promotional materials.

Atlantic Craft Trade Show – micro booths

gallery@acts participants can also participate by taking a micro booth at the ACTS show. The micro booths (5 x 5) spaces will allow participants to participate more fully by creating their own display. These exhibit spaces at ACTS consist of: 5 ft. by 5 ft. spaces, in an open area of the ACTS Show, to create a small display for your work. Note: This is not a booth space – no curtain, no tables, no electrical. Participants are required to provide all display materials necessary to present a professional display. Participants must be present and manning their display all weekend.

COST: \$275. Plus HST

What is NOT covered?

- Participant Travel costs are not covered for this project. You may consider seeking alternative sources of funding within your own province for travel assistance.

To Submit:

- complete the gallery@acts application form
- submit 3 digital images of current work
- submit CV
- submit biography and artist statement

All forms can be found on the Craft Alliance website at:
<http://craftalliance.ca/Programs/projects.php>

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We would like to acknowledge the financial support received under the International Business Development Agreement (IBDA) for this project.

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