



Holiday Boutique 2015 **ARTIST INFORMATION SHEET**

Thank you for participating in this year's Holiday Boutique. We are eagerly anticipating a successful Holiday Season. Please review the content for facts and timelines. They are designed to make the process as simple as possible.

2015 CALENDAR

- **September 1:** Work may BEGIN to arrive at the gallery. You must make an appointment in order to deliver your work, or make arrangements to ship it. There will be no exceptions. Bring your contract, and all promotional materials. See contract for details.
- **October 16:** Deadline for all work no later than 5:00 p.m.
- **November 6:** Opening Reception, 5:30-8:30pm
- **November 27-29:** Black Friday Weekend Sale (Details posted below)
- **December 26-31:** After-Holiday Sale (Details posted below)
- **December 31:** Holiday Show CLOSES
- **December 31 - January 9:** All work MUST be picked up. Please call (727) 821-7391 to schedule an appointment.

INVENTORY

All work must be bought in a disposable box, with your name and medium written in large letters on the outside. If you are bringing ornaments, write "Ornaments." Work not delivered in a box will not be accepted.

Please fill out the Inventory Sheet with descriptions/titles and the **RETAIL** prices only. **Work will not be accepted if it isn't priced on the inventory sheet.** We will assign the inventory numbers. If you are having trouble figuring out the retail price, use this formula: \$ amount you want to receive divided by your commission percentage (55%) then round up to the nearest whole number.

DELIVERY

HAND DELIVERY/SHIPPING

Work for the show is DUE at the gallery no later than 5:00 pm October 16th. Work may begin to arrive as early as September 1. If you are hand delivering your work, you must make an appointment. There will be no exceptions. Your completed Holiday Contract and Inventory Sheet and must arrive with your work, and your membership must be current. If your membership is due to expire during the course of the boutique, you should pay it when you come in for your appointment.

YOU MUST deliver your work in a disposable container, with your name and your medium written clearly on the outside of the box. Florida Craftsmen will not be responsible for your storage vessels. A well packed cardboard box does the trick perfectly!

Work shipped to Florida CraftArt Gallery must be approved by the gallery prior to shipping. All shipped work will be sent and returned at the artist's expense. Also, please write your name and your medium clearly on the outside of the box.

SHIP OR DELIVER WORK TO:

Florida CraftArt Gallery
Attn: Holiday Show
501 Central Ave.
St. Petersburg, FL 33701

HOLIDAY SALES

Florida CraftArt will be holding a sale for the Black Friday weekend, during which items will be 10% off. The Gallery will take this discount off our commission, so that you, the artist will not have to take anything off your end. For our After Holiday sale we will only be discounting Holiday themed items. During this time we offer gallery clients a 20% reduction (10% split between gallery and artist) on unsold holiday work. It is required that if you have made holiday themed work, it is included in the sale.

FREQUENTLY ASKED QUESTIONS

Q: Where is my inventory?

A: There is not enough display space at Florida CraftArt to showcase the entire Holiday inventory at once. All artists' inventory will be rotated from the display case to storage and back again during the length of the event.

Q: Not enough space? Look at those empty aisles, windows, ceiling?

A: We maintain 3 feet between displays to make the gallery accessible to all shoppers. We design displays to allow each item in the room to dazzle, and try very hard to avoid the look and feel of a street bazaar.

Q: Why is my work not all in the same place?

A: To maximize its visibility and focus on its versatility. For example, a wine glass may be on a display with other glass objects for a glass lover to find, or on an elegant table setting to show its functionality. If placed in the jewelry case with a pearl necklace, it can become that unexpected impulse buy for someone; while alone on a pedestal a spotlight will emphasize its uniqueness and beauty.

As always, our goal is to present original, finely crafted works of art. Our guests have come to expect the best from our Florida CraftArt member artists.

Florida CraftArt reserves the right to refuse any work. All such work will be shipped back at the artist's expense.

Again, THANK YOU for participating! It is because of YOU that this year's Holiday Show will be a great success! If you have other questions, please call: #727.821.7391 or email us at galler@floridacraftart.org.