

Florida CraftArt Exhibition Guidelines

Florida CraftArt's Exhibition Committee oversees the artistic direction and quality of fine craft produced by artists and exhibited in FCA's 1,200-square-foot exhibition gallery (97 linear feet wall, plus 28 linear feet of windows).

The committee addresses four major goals:

1. **Showcase masterworks by established artists:** Sustain a rotating major exhibition program of nationally/internationally recognized fine craft artists with at least one curated show (annually) of major emphasis and importance statewide, nationally and internationally.
2. **Introduce new and emerging artists with** exhibitions of regional/local established and emerging artists.
3. **Educate and increase public awareness of fine craft** with programming to accompany exhibitions including critical discourse through guest artist gallery talks and demonstrations.
4. **Cultivate Collectors:** FCA sponsored events, marketing/development and community outreach.

SCHEDULING:

1. Florida CraftArt schedules six exhibitions per year with the Holiday Boutique always scheduled in the November/December timeslot.
2. There is a one-to-two-week gap between exhibitions for installation and tear down.
3. The optimal time slot for an opening reception is the first Friday of the month. This ensures that there is an exhibition in the galleries for Second Saturday ArtWalk. The exception for this schedule might be in January. Opening receptions are scheduled from 5:30-8:30 p.m. and admission is free.
4. Wherever possible, there should be a gallery talk at 5 p.m., just before an opening reception.
5. Florida CraftArt schedules a juried annual Members' Exhibition. If the location is off-site, it should be open for a minimum of 40 hours per week and be set up to sell artwork.

SUBMIT PROPOSALS TO GALLERY MANAGER



501 Central Ave., St. Petersburg, FL 33701
727-821-7391 www.floridacraftart.org

CONTENT:

1. Exhibitions can be centered on themes, mediums, a curated group of artists or a juried open call.
2. The shows scheduled should be a well-rounded mix so as not to repeat a theme (e.g. Three clay shows in a row).
3. Careful consideration should be made to ensure that the budget will not be negatively impacted by the overall exhibition schedule.
4. Exhibitions should lend themselves to auxiliary programming and when possible, involve multiple disciplines, media and/or ties to multiple organizations (e.g. coral display and video by an aquarium during the Crochet Coral Reef)
5. The committee should strive to be aware of external events or exhibitions which Florida CraftArt could parallel.

CURATORS: There are opportunities for curators to present proposals for exhibitions. If selected, Florida CraftArt will pay the curator a fee for identifying artists, completing paperwork with the artists, receiving artwork, setting the show, being present at the opening reception, breaking down the show and shipping work. If the proposed exhibition features only the work of the curator, there will be no compensation.

ARTISTS: Artists receive a 55% commission on exhibition sales. Commission on any custom artwork secured related to the exhibition is 30% of the retail cost and referrals are 10% of the retail cost. All works must be for sale and must state insurance value on artist contract, not to exceed 50% of the retail value.

Shipping: Artists are responsible for shipping and insuring their work to and from the gallery. Artwork should be shipped in sturdy, reusable containers. Florida CraftArt Gallery will return any unsold works no later than 10 business days after the close of the exhibition using original artist packing materials.

FINE CRAFT: An artisanal handicraft or handmade object encompasses many works of useful and decorative objects that are made completely by hand or by using simple tools. These fine-craft forms include batik, calligraphy, ceramics, crochet, cross-stitch, embroidery, enameling, felting, fiber, glass, jewelry, knitting, leatherwork, macramé, metalworking, mixed media, mosaic, origami, papermaking, quilting, spinning, stone-carving, tating, weaving and woodworking.

(Photography and painting are not considered to be fine craft.)

RETAIL GALLERY

4.75'

14.5'

6'

3.5'

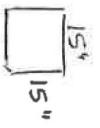
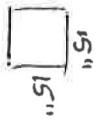
Door opening

5.75'

WINDOW
6'

CENTRAL AVENUE
WINDOWS
22'

EXHIBITION GALLERY



37'

16.75'

8'

17.58'

Florida CraftArt Exhibition Gallery
97.33 Linear Feet Wall Space
28 Linear Feet Window
1136 Square Feet
18-foot ceilings