



Artisans
on fifth

FEATURED ARTIST GUIDELINES

ABSTRACT

This document is designed to give guidance to the Window Committee and Associates who are Featured Artists.

April 8, 2019

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1. Rationale:

Artisans on fifth Associates may be invited to display their works as “Featured Artists” in the front window at Artisans in partnership with one or two other Associates during designated months. Artisans offers Associates this opportunity for three fundamental reasons:

- a. It’s an opportunity for Associates to show off their works to passersby, and in doing so, incentivize them to come into the store and purchase those works.
- b. Because it can increase traffic into the store, store sales for all can be increased.
- c. It’s an opportunity to message our audience via social media, press releases, and other means, thus helping to increase mindshare on the part of that audience; and, of course, potentially increase visits and thus, sales.

However, this goal of increased sales can’t be met if an Artist who is featured in the window doesn’t effectively display their works; augment them; or take other action to draw attention. The activity, therefore, must be a collaboration among the Associates in question and the Window Committee; all with the goal of showing off the best, neck bending display possible.

2. What Artisans on fifth Provides:

- a. **The Window:** The Window area is roughly 12 feet across on a platform about three feet deep. The glass area extends from the platform up about 6 feet; and is clear, except for a center aluminum upright and another upright as the window bends into the front door alcove. Associates who are going to be “Featured Artists in the Window” will generally have control and ‘ownership’ of this entire space, shared with one or two others and are encouraged to exploit it as much as possible.
- b. **Stands and other display accessories:** Artisans has three relatively full-sized easels, a half round plant stand with three shelves, four quarter round Bakers’ Racks that can be used either alone or in combination, and of course, various small easels and other minor aids.
- c. **Promotion:** Each month, Featured Artists will be highlighted in our monthly newsletter and in other social media and more. As always, the goal is to drive visitors to come to our shop, to see, and to buy.

3. What YOU Provide:

- a. **Your Works:** That which you create and offer to the public will be on display. Our experience is that more is better than less; and more of similar items, grouped together, get attention and draw people in. If you have a singular item – one that pops, and is - as a stand-alone piece – worthy of multiple ‘wow’s’, you are encouraged to show it. Even if it is an item that would be priced out of the market and, thus, unlikely to sell, **it and all other works exhibited must be offered for sale.**

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- b. **Alternative Stands and Other Means of Display:** Be creative. Flower stands and Bakers Racks can work, but you should have ideas as well. Better than what Artisans has? Bring it! Over the top is better than boring. If it works, it works. If it doesn't, you can swap it out for something else. Use your inner Artist, right? This is YOUR chance to show off!
- c. **"Props" and Accessories":** These are items that are tools of your art. Painters can bring brushes, old paint cans, pallets, and the like. Photographers –old cameras, bellows, exposed film artfully curled around a photo, and so on. The idea is, again, to create interest and attention. To get people to stop and come in to the store. Props and accessories can help do that. And when a guest does come into the store, they can be a conversation starter. Use them. **Props and accessories are not items offered for sale.** If there is doubt, an "NFS" sticker should be attached.

4. How we Schedule the Window:

- a. **Months of Availability:**
 - 1) The Window is dedicated for Featured Artists the months of January through September.
 - 2) October is reserved for Bra-Vo. Pink artwork is put in the window this month. Consignor's artwork may be included.
 - 3) November and December are store holiday themed, where holiday-oriented works of our Associates and Consignors will be displayed.
- b. **Who can Sign up and When:** Roughly three months before the end of the year, all Associates in good standing will be invited to 'sign up' to be in the window.
- c. **Associate Selection Criteria and Approach:**
 - 2) In the Fall of the preceding year, the Window Committee Chair will send you a notification that the "Signup Window for the Window" is open; and you will have 30 days to respond. You will be asked for your first, second, and third choice of dates, keeping in mind that artists will be Featured Artist in the window during "high" season one year and "low" season the next year, so that everyone has a chance to be featured during "high" season. Give thought to pairing up with another Associate, and if that works, communicate it accordingly.
 - 3) The order in which responses are received by the Chair will define the priority that we will give to requests. In other words, we will handle requests on a 'first come, first served' basis, subject to the rules, following:
 - a) For the purposes of this program, January, February, March, April and May are "high season" months and June through September are "low season" months. Those who were 'in the window' in the previous year in the low season will be given preference to a high season month; and vice versa.

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- b) The assignment of May and September as “high” and “low” respectively is acknowledged to be arbitrary. We will try as much as possible to avoid scheduling people who were “low” in the prior year to either of these two months.
- c) To the extent possible, 3D artists will be generally paired with 2D artists.
- d) Stained glass will be treated as 2D, unless the artist prefers their works to be offered on shelves, stands, and similar. Stained glass artists must identify their strategy in order to be properly paired.
- e) If and when conflicts arise, the Committee Chair or designate will speak with those involved to come to equitable resolution.
- f) Once the schedule has been finalized, it will be published on the website for all Associates to see.
- g) As the season progresses, spot openings may occur, either due to turnover or other condition. In that case, the Committee Chair or designate will reach out to either a new Associate who hasn't yet been ‘in the Window’ or another to fill that vacancy.

5. When and How the Window Changes Out:

- a. **Notifications:** As the year progresses, the Committee Chair will stay in touch with Associates. Roughly mid-month, reminders will go to both those who are currently Featured Artists, as well as those who are scheduled in the coming month.
- b. **The Changeout Process:** Although it may change in the future, we are currently using a calendar month schedule. This means that **if you are a Featured Artist, you will, unless otherwise agreed to:**
 - 1) Stage your work in the window the morning of the first day of the month starting at 8:00am; and:
 - 2) Take your work down on the evening of the last day of the month, after 5:00pm.
 - 3) If the Featured Artist Display is complex enough that setup might take longer than 2 hours, setup the evening of the last day of the month, after takedown has been completed may be done.
 - 4) In all cases, one or more representatives of the Window Committee will be in attendance to provide assistance and advice to the team.
- c. In those instances where end/begin of month is on a Monday when Artisans is closed, Monday afternoon might be used in lieu of the two-day evening/morning change-out strategy, subject to general agreement.
- d. Because both setup and take down usually involve two or even three Associates each and the Window Committee, and because work needs to be initiated and completed while the store is closed, **schedule and availability changes cannot be unilateral.**

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Requests for change must be worked through the Committee Chair and all other involved individuals well enough in advance so that others' plans may be adapted.

- e. So, if you want to be a Featured Artist, you need to **make sure you will be available** to stage and set up your work; and then at the end of the month, take it down **per the schedule**.