



**Artisans**  
*on fifth*

**JURY COMMITTEE  
EVALUATION AND  
INTERVIEW  
GUIDELINES**

**ABSTRACT**

These Guidelines are to be used when the Jury Committee is considering artwork presented by a prospective or current Associate or Consignor.

Approved by the Board of Directors  
October 11, 2018

# JURY COMMITTEE EVALUATION AND INTERVIEW GUIDELINES

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## 1. Overview

These Guidelines are to be used when considering artwork presented by a prospective or current Associate or Consignor. When a current Associate or Consignor wants to add a different type of medium that the Jury Committee has not previously approved, an application must be submitted, and these Guidelines will be used to evaluate the artwork. When applying for membership, an artist must submit all the various forms of artwork that they would like to sell at Artisans.

## 2. Purpose of These Guidelines

Artisans on fifth is implementing these Jury Committee Evaluation and Interview Guidelines to:

- a. Provide ongoing guidance to the Jury Committee members so that Jury-related decisions can be made fairly and consistently over time.
- b. Provide information for new applicants.
- c. Provide guidance for current Associates and Consignors about what they can reasonably expect from the Jury Committee.
- d. Define the method used to retain historical information about what has been approved by the Jury Committee and what restrictions have been applied to artwork.
- e. The Committee who worked on the document was: Maria Hormaza, Chair; Laura Howell, Co-Chair; Patricia Christmas; Joyce Brady; Sue Cannon; Mike Hertz and Gwen Hertz, Acting Administrative Assistant to the Committee.

## 3. Criteria for Artwork/Crafts to be Accepted by the Jury Committee:

- a. Artwork/craft must be handmade by the artist, where “handmade” means: artist-crafted using hands and tools; hand-crafted using creativity; hand-assembled; hand-altered; designer-made; made by a process requiring manual skills; embellished.
- b. Artwork/craft must be unique, originally conceived by the artist, and the artist’s own design.
- c. The item must show a high degree of craftsmanship and experience with materials.
- d. The item must be of high-quality materials and constructed using high-quality handmade techniques.

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- e. The artwork/craft cannot be something simply purchased i.e. buy-sell.
- f. Images of artwork exclusively by the artist, such as photographs, paintings, or watercolors may be reproduced on any substrate such as: paper, canvas, wood, ceramic, metal, mousepads, magnets. The items must show the artist's signature.
- g. Reproductions of original photographs, paintings etc. are allowed. Original artwork must be clearly marked as "Original". All photographs, acrylics, paintings, watercolors and other wall art must be signed by the artist. Artisans would like to have a mix of original and reproductions of artwork.
- h. Wall art must be securely wired with no sawtooth hangers. Frames must be undamaged and of good quality.
- i. Copyrighted material is not allowed such as: Disney characters, team logos or team mascots.
- j. The artwork/craft must compliment other artwork in the shop.
- k. The artwork must have a price point that is in-line with other art in the shop and is marketable.
- l. The artwork must meet our space constraints.
- m. The artwork must not be similar the artwork of another artist currently at Artisans.

#### **4. Criteria for the Artist to be Accepted as an Associate:**

Whether an applicant meets these criteria is determined by the application and a personal interview.

- a. The artist must be a Florida resident.
- b. The artist must live close enough to Artisans on fifth to be able to work in the shop at least 12 days during a 6-month contract term, attend quarterly meetings and do committee work.
- c. The artist shall submit only his/her own artwork.
- d. Collaborative artwork shall be considered by the Jury Committee on an individual basis.
- e. Artists shall contract and participate as sole proprietors and not as a partnership, Limited Liability Company, corporation or other business associate.
- f. Artwork cannot be for sale at any other retail establishment in downtown Mount Dora Florida.
- g. Artwork will be displayed in space designated by the Board of Directors.
- h. Artists must be able to keep a supply of artwork at the store at all times.

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- i. The artist must be able to effectively work in the shop alone, after trained.

## **5. Criteria for the Artist to be Accepted as a Consignor:**

Whether an applicant meets these criteria is determined by the application and a personal interview.

- a. All of the above apply to Consignors except, the artist may live anywhere in Florida since they are not required to work in the shop.
- b. The artist must be a Florida resident and live in Florida at least 6 months out of the year.

## **6. Interview Checklist for Prospective Associate:**

- a. Do you have any artwork in any other retail establishments in downtown Mount Dora? (Not approved if answer is “yes”.)
- b. Is your artwork handmade by you?
- c. Is your artwork hand-assembled by only you?
- d. Just for clarification, is any part of it manufactured or commercially made? (This will not disqualify an applicant, however we want to know what parts of the items are not handmade.)
- e. Do you understand that if you bring in a different type of medium than the one already juried-in, the new medium must be juried BEFORE you bring it to the shop?
- f. Do you live close enough to be able to work in the shop at least 12 days during a 6-month period, attend quarterly Associate’s meetings and do any required Committee work?
- g. Are you familiar with using a computer?
- h. Can you easily read a computer screen and use a computer mouse?
- i. Have you used an automated cash register, point-of-sale system, Quickbooks, or retail cash register?
- j. Can you make change in US currency?
- k. Can you see well enough to be able to sell products to customers and get around the shop?
- l. Can you be on your feet most of the day when working in the shop? (There are chairs and you may get chances to sit down.)

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- m. Do you know how to access the Internet, search on the Internet, access websites to find information etc.?
- n. Are you generally able to work in the shop from 10 or 11 a.m. until 5 p.m. any day of the week? You will be able to schedule around some days that you have commitments.
- o. Do you have transportation to get to the shop on your scheduled work days?
- p. Do you speak, understand, read and write English?
- q. After you are trained, will you feel comfortable working in the shop by yourself on your scheduled work days?
- r. Are you able to complete the required Inventory form either on a computer or by hand-writing it?
- s. Do you feel comfortable selling products to customers even if they are not your own artwork?
- t. Can you climb on a step stool or ladder to get artwork down from the walls?
- u. Do you have an email address (required)?
- v. What type of Committee work would you like to do? (Refer to Committee list in Reference Notebook. Please share this information with the President who assigns Associates to Committees.)
- w. Interviewer must evaluate how well the applicant will work with other Associates.

## **7. Interview Checklist for Prospective Consignor to be used by Consignor Coordinator:**

- a. Are you a Florida resident who lives in Florida at least 6 months of the year?
- b. Do you understand that you need to make an appointment with the Consignor Coordinator before bringing in artwork?
- c. Do you have any artwork in any other retail establishments in downtown Mount Dora?
- d. Is your artwork entirely handmade by only you?
- e. Is any part of it manufactured or commercially made?
- f. Do you understand that if you bring in a different type of medium than the one already juried-in, the new medium must be juried BEFORE you bring it to the shop?
- g. Are you able to bring in and pickup artwork every few months and meet with the Consignor Coordinator?

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- h. Are you able to complete the required Inventory Form either on a computer or by hand-writing it?
- i. Do you have an email address (required)?