

Dear Standards Jury Applicant:

Thank you for your interest in becoming a member of the Southern Highland Craft Guild. This package contains information about the Guild and about the jury process. It is meant to introduce you to the organization as well as to assist you through the application process.

Membership in the Guild is for the lifetime of the juried member as long as the regulations of the corporation are maintained. Within each member's lifetime, the Guild hopes to provide a stage for artistic growth.

If, after reading the enclosed information, you have questions, please contact Faye Harper at 828/298-7928, X310 or faye@craftguild.org. We look forward to receiving your application.

Residency Requirements

Southern Highland Craft Guild membership is open to craftspeople who reside in the mountain counties of *Alabama, Georgia, Kentucky, Maryland, the Carolinas, Tennessee, and the Virginias*. For purposes of membership:

- Resident is defined as any applicant/member who is domiciled within the counties listed on the attached.
- Domicile denotes one's permanent, established home as distinguished from a temporary, although actual, place of residence.

A notarized RESIDENCY AFFIDAVIT, verifying legal residence, will be required of all new members, effective March 2002. One will be mailed to each new member upon acceptance.

Please note: An incomplete application may be returned to the applicant – unjuried.

Please note: This is an anonymous jury and we request that you do not put your name on the photos or other attachments.

STANDARDS JURY PROCEDURE

The application procedure for membership is composed of two parts.

Part One: Photographs, Written Application, \$20.00 application fee.

The objective of Part One is a review of the application and preliminary screening of work through presentation of exactly five (5) color photographs (at least 5x7). Part One is normally held three times a year. The jurors consist of one Fair Committee member, one Standards Committee member and one Board of Trustees member, appointed by the Board President. Applicant must pass Part One in order to proceed to Part Two; notification is made by mail.

Suggestion for Photographs:

If it is not possible to obtain the services of a professional photographer, the following recommendations will aid in producing photographs of the quality most effective for applying to the jury.

- 1. Use props to show scale IF they relate to the function of the object.**
- 2. Use the same color background. Seamless photography paper in neutral shades, such as black, gray or white makes a good background, or you may use a color that compliments your work.**
- 3. Avoid busy backgrounds, outdoor scenes, household settings, wrinkled materials, inappropriate props to show scale, such as pennies, ruler, eggs, etc.**
- 4. Use proper lighting to create shadows that show depth and detail; avoid harsh shadows.**
- 5. Show clothing on a professional model, rather than on furniture or hangers.**
- 6. Objects should nearly fill the frame and be in approximately the same proportion in each photograph.**

Part Two: Object Jury Comprehensive Application, \$25.00 application fee, plus prepaid return shipping costs.

The objective of Part Two is to look at actual work, evaluating overall design, style, technical skills and craftsmanship, as they are used to produce the final object. It is normally held twice per year. The jurors are members of the Standards Committee, composed of juried Guild members appointed by the Board of Trustees for their recognized experience, knowledge and integrity. The

Standards Committee works with a media panel to assess techniques used. Each Standards Committee member numerically rates the applicant's work on a scale of 1 to 5, excluding 3; 1 is low and 5 is high. An applicant must have a minimum score of **28** out of a maximum score of **35** in both Craftsmanship and Design.

Suggestions for Part Two - selecting objects to be juried:

Items submitted for Part Two should be the best representation of the applicant's current work (completed within the past two years). While the Guild values excellence in a range of an artist's work, for purposes of jurying, the Standards Committee would like to see a recognizable style with the five pieces submitted.

Notification:

The Guild asks that you enclose a self-addressed envelope for the return of your photographs and the report of the Standards Committee. Photographs of accepted applicants will be retained by the Guild office for its membership files. Applicants will be notified by mail of acceptance or non-acceptance within 10-14 working days following the jury process.

The Guild does not offer a review of objects for unaccepted applicants nor does it make written comments. Applicants not accepted may re-apply for membership. Fees for Part One will be waived for re-application within one year.

Standards Committee Jurisdiction:

The Board of Trustees of the Southern Highland Craft Guild has authorized the Standards Committee to evaluate and interpret the definitions of standards as they apply to individual craft items and applications for membership. Misrepresentation of information, whether in written form or in the form of actual objects, pertaining to membership in the Southern

Highland Craft Guild can be sufficient reason to require re-jurying. The Southern Highland Craft Guild Standards Policy is subject to enforcement through procedures set forth in the policies of the Guild as adopted and approved by the organization.

EXCERPTS FROM THE STANDARDS POLICY

The Standards of Handmade and Quality as Recognized by SHCG:

1. An object must be handmade.
 - a. Handmade objects are designated as handmade when made by the applicant, or under the direction of the applicant, using hand tools or hand directed machine tools (such as a wood lathe or potter's wheel).
 - b. An object will be classified as handmade when at least 80% of the perceived value (excluding raw materials) is handmade. Examples: handmade base with a commercial lampshade, handmade jewelry with a commercial backing, handmade weaving with a commercial frame.
2. An object must exhibit excellence in craftsmanship.
3. An object must exhibit excellence in design.
4. Durability of the object must be appropriate to the item.
5. An object must have obvious integrity (no misrepresentation).
6. An object must be original in design (no plagiarism by the applicant), or be a historical reproduction with appropriate documentation under Heritage Craft Membership guidelines.
7. An object must be produced within the Guild's geographical region.

Acceptable Standards for Producing Multiples:

Multiple production items must meet all of the following guidelines:

1. The original design or original adaptation of traditional design is made by the applicant.
2. Multiple production techniques must require skills to be executed and performed by the applicant craftsperson or under his or her supervision.
3. Object must have a significant handmade integral component done by applicant or under his or her supervision.
4. The aesthetic and/or artistic value of the object must be based substantially on its handmade component.
5. Misrepresentation of materials is prohibited.

- a. Labeling: If there is a difference between an object's perceived and actual medium, it must be so labeled.
- b. Category: If an object in the designated media category is different from the juried category, the work must be submitted to the Standards jury in the proper media designation.

If an applicant feels his or her multiple production technique is worthy of Guild inclusion, but is not included in the designated media categories listing, he or she may present a narrative to the Standards Committee for review.

Media Designations:

The SHCG recognizes the following craft/media designations:

Clay · Fiber (includes Fabric) · Glass · Jewelry* · Leather · Manmade Materials · Metal · Mixed Media · Natural Materials** · Paper*** · Wood · Other (to be assigned by Standards Jury)

*If an applicant's work includes objects made with precious metals (gold, silver, etc.), the applicant should apply in the media designation "Jewelry". If the applicant's work includes jewelry-type pieces and other objects within a given media designation, the applicant should apply in the appropriate media designation (rather than "Jewelry").

Does not include soap, lotion and related products. *Does not include painting or photography.

<h2>EXCERPTS FROM MEMBERSHIP POLICY</h2>

Membership Classification:

Membership Classifications are based on the work of the juried member. There are two Membership Classifications: **General Craft**, which includes all media designations, and **Heritage Craft**, which includes all media designations, but is limited to traditional craft work or folk art of historical significance. Such work is to be accompanied by appropriate documentation on the application form. (Additional information can be requested for Heritage Craft classification.)

Membership Category:

The successful applicant will be given the opportunity to choose the most appropriate membership category on an annual basis. The type of business structure within which the member operates will determine his/her membership category. There are two juried Membership Categories: **Individual** and **Production Center/Partnerships**.

The following brief descriptions are offered to help you determine your category.

Individual: (can be either General Craft or Heritage Craft):

- ◆ An Individual craftsman.
- ◆ An individual member may have intermittent assistants, employees, or subcontractors, with the understanding that the member supervises the work and controls creative development and production.

- ◆ Annual dues are \$50.00 *

Production Center/Partnership: (can be either General Craft or Heritage Craft):

- ◆ Production Center members are individuals with employees, assistants or subcontractors, OR partnership craftspeople. A partnership is defined as two (2) people working on the same item, both being necessary to the production and design of said item(s).
- ◆ Production Centers have one or more full or part-time assistants, employees or subcontractors on a continual basis.
- ◆ Annual dues are classified by total number of assistants, employees or subcontractors within the business structure.

Level 1: Zero to 3 - \$75.00

Level 2: 4 to 20 - \$190.00

Level 3: More than 20 - \$525.00

Upon juried acceptance by Southern Highland Craft Guild, the craftsperson agrees, by paying annual dues, to be bound by the purposes and policies described in the Members Agreement and Members Handbook. These documents are sent upon acceptance.

For further information, please contact:

Faye Harper

S.H.C.G.

P. O. Box 9545

Asheville NC 28815

Phone: 828.298.7928, x310; Fax: 828.298.7962

E-mail: faye@craftguild.org

APPLICATION FOR MEMBERSHIP

It is very important that your application be as complete as possible. Therefore, please avoid leaving questions unanswered.

Name _____

Name of
Business _____

Address _____
(P. O. Box must also include a physical street address.)

City/State/Zip _____

County of Residence _____

Phone _____ Fax _____

E-mail _____

I certify that the objects submitted are:

- 1) *made according to SHCG standards policy;*
- 2) *made within the last two (2) years; and*
- 3) *not a direct result of classroom instruction.*

Date: _____ Signature: _____

___ I am enclosing my \$20.00* application fee for Part One (check made payable to SHCG). (*There is an additional \$25.00 application fee for Part Two.*)

___ I am enclosing a self-addressed stamped envelope for the return of my photographs.

(photographs will NOT be returned without a self-addressed stamped envelope.)

Please return this form, along with Part One Application Form, and the \$20.00* application fee to:

*** fee waived if re-application is made within a year.**

Faye Harper
Southern Highland Craft Guild
P. O. Box 9545
Asheville NC 28815
(828.298.7928, x310; Fax: 828.298.7962; E-mail: faye@craftguild.org)

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MEMBERSHIP DIVISION:

Classification: _____ General
_____ Heritage (*please refer to page 4 of Standards Jury Procedure*)

Category: _____ Individual
_____ Production Center
_____ Partnership

MEDIA DESIGNATION: (*one designation per application; please copy this form or request an additional application for additional designation*)

___ Clay ___ Leather ___ Mixed Media ___ Paper***
___ Fiber ___ Manmade Materials ___ Natural Materials** ___ Wood
___ Glass ___ Metal ___ Other _____
___ Jewelry*

*If an applicant's work includes objects made with precious metals (gold, silver, etc.), the applicant should apply in the media designation "Jewelry". If the applicant's work includes jewelry-type pieces and other objects within a given media designation, the applicant should apply in the appropriate media designation (rather than "Jewelry").

** Does not include soap, lotion and related products.

*** Painting and photography are not acceptable media.

Note: If necessary, the Standards Committee reserves the right to adjust applicant's media designation to fit SHCG guidelines.

◆ Please give a general description of your work including techniques and materials used:

◆ Please describe any process, technique, collaboration, or use of materials which make your work unique and may not be obvious to the viewer upon examination:

◆ Please list all components of your work that are not individually produced by you.

a) Purchased commercial components (for example: lamp parts, findings, basket reed, buckles, etc.):

b) Designed components, made outside your studio:

c) Contracted services or collaborative efforts (for example: sewing, framing, finishing, etc.):

◆ How did you learn your craft? (For example: from a family member, community tradition, formal instruction at university or art school, self-taught, apprenticeship, etc.): *(attach biographical information if appropriate)*

◆ How long have you worked at your craft? _____

a) Describe the development of your current body of work.

b) How has your work evolved to its current state?

◆ Additional Comments: Please list any other information that would assist the committee in examining your work.

OFFICE USE ONLY

Part One:

Part Two: