



207 E Washington Street  
Iowa City, IA 52240-4002  
319.351.8686

mail@iowa-artisans-gallery.com  
www.iowa-artisans-gallery.com

### **Dear Prospective Gallery Artist,**

We are pleased that you wish to submit your work for jury committee evaluation. Our award winning gallery was founded in 1984; we represent more than 250 professional artists from across the United States. We specialize in contemporary American craft, with a focus on work by Midwestern artists. Artist-owned and operated, the gallery is incorporated and run as a retail business rather than a cooperative. We have a dedicated staff, are open daily, maintain a web presence and strong customer service policies. We understand the need for timely payments, keeping accurate inventory, insurance, and rotating work for a fresh appearance.

One of Iowa Artisans Gallery's assets is its wonderful location in a historic, light-filled building in the heart of Iowa City's Downtown District. Located in a Big-Ten University community, the Gallery is a destination for a loyal, steady customer base and many out-of-town visitors. Internationally respected programs such as the University of Iowa Writers' Workshop, distinction as a UNESCO City of Literature, and the University of Iowa Hospital & Clinics give our town a cultured and cosmopolitan feel.

We appreciate the opportunity to review your work. The following information will help artists prepare work for jurying and understand policies and procedures for work accepted into the Gallery. Please feel free to contact us with any questions you might have.

Best Wishes,  
*Iowa Artisans Gallery Staff & Owners*

## **OUR JURY PROCESS**

**The jury selection process is ongoing. Jury submissions can be delivered to the gallery by appointment.** Interested artists should contact Iowa Artisans Gallery (319-351-8686 or [mail@iowa-artisans-gallery.com](mailto:mail@iowa-artisans-gallery.com)) to set up an appointment for submitting your work to our review committee.

Iowa Artisans Gallery carries contemporary craft in ceramics, metal, jewelry, glass, wood, fiber and paper. Our two-dimensional offerings include original prints, paintings, and notecards. The jury evaluates the overall quality of the artist's work and decides whether it will be suitable to the Gallery's central focus.

It is important for artists to familiarize themselves with the type of work the Gallery sells before submitting materials for jury. Due to the volume of jury submissions, we are unable to offer individual critiques of artwork submitted. Our jury members review work independently, and it can take 2-3 weeks for review.

Expect to be notified by mail or email 3 to 4 weeks after your appointment. Work will be packaged for pick-up or delivery, at the artist expense, by Friday of the week notices are sent out.

### **Iowa Artisans Gallery criteria:**

When reviewing your work, the jurors will be assessing your potential using the criteria below:

- Technical skill: craftsmanship, mastery of medium, attention to detail and finish
- Originality/Creativity: distinctive style, uniqueness, intention and aesthetic sensibility
- Design/Composition: clear understanding and skilled manipulation of color, form, texture, shape and design
- Marketability: Price point, written articulation of creative and technical processes, potential success in our customer demographic, presentation/packaging

Artists who have a consistent, time-tested wholesale production line will be considered separately from the jury process and may send catalogs, or online information for preliminary review.