

IFM Artisan Guidelines, *(Revised April 2009)*

I. INTRODUCTION

The Artisan Committee (AC) consists of seven to nine members approved by The IFM Board of Directors. The committee members are chosen to represent the diversity of different craft medium and areas of expertise. A list of currently serving AC members appears at the end of these guidelines.

The functions of the AC are as follows:

- To jury prospective artisan vendors
- To continuously review work sold at market in order to maintain standards
- To adopt rules and change procedures to reflect the market's growth
- To serve as a liaison and resource for artisan vendors to the IFM Board

This guide describes the AC protocol for the following:

- II. The 6 jury criteria for new Easy Entry (EE) vendor applicants
- III. The jury process for new EE applicants to the IFM
- IV. The 6 market citizen factors considered for vendor promotion
- V. Promotion of EE vendors to Associate vendor status
- VI. Promotion from Associate status to Full membership
- VII. Jury method for new work by current vendors and for lapsed vendors
- VIII. Prohibition of buy/sell items
- IX. Artist reproductions
- X. "Grandfathered" artisan products
- XI. Preventing bias & conflict of interest on the AC

For the general rules and regulations of IFM membership regarding sales, stall assignments, membership requirements, work hours, etc, please refer to the most recent "IFM Member Guide." View online to see the most up-to-date version.

II. 6 JURY CRITERIA NEW EASY ENTRY APPLICANTS

All artisan products must be made by the artist (or their employees) within 30 miles of Ithaca, and all items need to be juried by the AC. If approved for acceptance to the IFM, vendors agree to abide by all IFM rules & regulations.

Jury scoring is based on a scale of (1) through (5) for each of six elements listed below, with (1) representing unacceptable work, (2) somewhat acceptable work, (3) satisfactory work, (4) very good work, and (5) excellent work. The jury criteria are weighed equally and are listed in no particular order of importance.

Aesthetic Quality & Originality of Design: A sense of beauty and/or unique, fresh individual style, including products' presentation & packaging.

Skill in execution: Technical excellence used to create the finished products.

Creative Use of Materials: Novel approach to the art or craft, including the ability to use materials in an imaginative way.

Level of Difficulty: Work shows that its maker has taken time, thought, knowledge, and skill to create products.

Variety of work: Variety of items or designs offered. Work should not have a mass-produced or commercial look.

Contribution to Market Balance: The product(s) add to the quality and variety of the IFM as a whole.

The above jury criteria apply as well when the AC juries vendors for advancement to Associate or Full member status, and for already established vendors who are adding a product to their line.

III. THE JURY PROCESS FOR NEW APPLICANTS TO THE IFM

The applicant must fill out both the artisan application and the IFM new vendor application and mail them to the IFM with **separate** checks for jury fee (\$15, non-refundable) and application fee (\$25, refunded if not accepted to IFM). Do not submit samples of your artwork with your applications.

Once the application is forwarded to the artisan committee, a committee representative will contact the applicant to arrange a viewing of the work at the monthly artisan meeting, normally held the 1st (but occasionally the 2nd) Monday of the month. *If an applicant has primarily larger sized works, please call a member of the AC for advice on how to present work.* [A list of currently serving AC members appears at the end of these guidelines.]

10 items for jury are required, and applications MUST BE COMPLETE in order to be juried. Applications forwarded to the AC by the 25th of the month will be included on the next artisan meeting agenda. However, in order to give each applicant a thorough assessment, the committee reserves the right to limit the number of juries to 4 per month.

To jury, AC members read the application and review the work submitted. The quality of the work is discussed with the above-mentioned jury criteria in mind. The AC determines if the work is well executed and made from quality materials. The AC is looking for a strong command of the medium that shows an individual, unique style. It is preferred that the applicant submit a line of varied but related items that are representative of the body of work s/he intends to sell. The work should not have a commercial or mass-produced look, and it must contribute to the overall balance of the IFM. Artisans should keep in mind that the IFM is a family-oriented venue, and their products need to reflect that aesthetic.

Each AC member present scores the applicant's work, and the average score is determined. If the average score is 24 or above (denoting "very good" to "excellent" work), the AC will recommend the applicant be approved as a new EE

vendor by the IFM board of directors at the next BoD meeting.

Board meetings normally take place the 2nd Wednesday of the month. After the BoD gives its decision, an AC representative will notify the applicant of acceptance or rejection. The \$25 application fee will be returned to applicants not accepted as vendors.

IV. 6 MARKET CITIZENSHIP CRITERIA

Because the IFM is a community based on cooperation and commitment, the market citizenship criteria listed below will be one component used to recommend an EE vendor who wishes to advance to Associate level, or an Associate vendor who wishes to advance to Full Membership level.

Citizenship scoring is based on a scale of (1) through (5) for each of six factors listed below, with (1) representing negative participation, (2) neutral participation, (3) average participation, (4) good participation, and (5) exemplary participation. Listed in no particular order of importance, they are:

- The date the vendor was accepted into market
- The vendor's attendance frequency, particularly in recent years
- If an associate, the vendor's work hour performance over the years; if an EE vendor, their spirit of volunteerism in spite of not being required to do work hours
- The vendor's willingness to follow IFM rules & guidelines
- The vendor's spirit of cooperation and positive attitude toward the IFM
- Both the vendor's annual dues and daily selling fees being paid up to date

The IFM manager will be consulted to furnish information regarding vendors' market attendance, fee payment, and work hour information. It is to the benefit of all market vendors to keep personal records of market participation in case there is any discrepancy. This would include year-end statements and cancelled checks for daily fees.

V. Promotion from EE Vendor to Associate Vendor Status

As our market has become more crowded, it has become very difficult for an artisan EE vendor to advance to the associate level of membership. Periodically the IFM board informs the AC that an opening exists for a new associate vendor, usually due to an associate resignation, or more rarely, due to an associate being promoted to full membership.

The AC will make a recommendation to the BoD by first asking possible candidates if they wish to be considered for associate membership. Often there are EE vendors who do not wish to change their present status. *[Refer to the IFM Member Guide to review privileges & responsibilities related to the different*

levels of IFM membership]

Of the EE vendors who wish to be considered, the AC will then review each candidate and score each based on the 6 jury criteria *[listed in section II]*, and the 6 market citizenship criteria *[listed in section III]*, weighing each factor equally to choose a new associate. *[As stated in section IV, the IFM manager will furnish the AC with details of candidates' records regarding attendance & fee payments.]*

The AC will recommend their choice to the IFM board of directors for approval as an associate. An AC representative will notify the vendor of promotion status after the board meeting.

VI. PROMOTION FROM ASSOCIATE TO FULL MEMBER STATUS

The IFM Board of Directors monitors the overall composition of the IFM full membership and determines when new full memberships become available. This happens only when the ratio of agriculture to food & artisan allows for new memberships. Since roughly only 20% of all IFM full memberships are allocated to artisan vendors, the AC must be very selective when promoting associates to these very rare full memberships.

Only associates with at least five years at market will be considered for full membership. The AC committee will recommend a full membership for the IFM board of directors' approval.

Of the associate vendors who wish to be considered for full membership, the AC will review each candidate and score each based on the 6 Jury Criteria *[listed in section II]*, and the 6 Market Citizenship Criteria *[listed in section III]*. *As stated in section IV, the IFM manager will furnish the AC with details of candidate records regarding attendance, work hour totals, & fee payments.*

The Jury Criteria and Market Citizenship factors are equally weighted and added together. Associates with highest total scores will be recommended for full memberships. The IFM BoD has final approval on whether to approve this recommendation. An AC representative will notify the vendor of promotion status after the BoD meeting.

VII. JURY FOR NEW PRODUCTS & LAPSED VENDORS

The AC continuously reviews work sold at market in order to maintain quality. When in doubt, ask an AC member if something new added to your line needs to be juried. *[A list of current AC members is provided below]*

The AC should jury new work that is significantly different from work that a vendor has originally juried. This includes changes in medium, technique, and style. It is a good idea to check with the committee when considering the

addition of new items. Juries will take place during regularly scheduled AC meetings. The AC should be notified by the 25th of the month of a vendor's wish to jury new work in order to be included in the next AC meeting agenda.

The AC must re-jury a vendor's work when the vendor rejoins the market after an absence of a year or longer in order to assure product quality and to consider market diversity. Jury and application fees may then apply. A vendor who has a BoD approved leave-of-absence for one year does not have to re-jury to resume selling at market.

Vendors are responsible to keep the product at their stall up to the same quality it had when originally juried. If standards for products fall below that at which they were originally juried, the AC may need to request a re-jury of the vendor's work.

VIII. BUY/SELL ISSUES

- Vendors are not permitted to resell commercially produced items.
- Items assembled from kits may not be sold.
- Manufactured items can only be used as components of handcrafted work (i.e. jewelry findings, furniture hardware, etc.), and are to be kept at a minimum.
- Jewelry made primarily from commercially manufactured beads will not be accepted.
- Some manufactured "blanks" upon which vendors do their handiwork are permitted (i.e. clothing blanks, canvas bags, etc) but whenever possible these "blanks" should be made within 30 miles of the IFM, or at least be made in the USA.
- No purchased items can be sold separately from vendor's handcrafted work.

IX. ARTIST REPRODUCTIONS

IFM vendors with original artwork may sell reproductions of their original work at the IFM in the form of note cards and giclée prints. When the vendor is NOT printing reproductions themselves, it is highly encouraged that a printing service located within 30 miles of Ithaca be utilized. A maximum of approximately 25% of stall space for displaying reproductions is permitted, and reproductions must be clearly marked as such.

Applicants whose work is primarily sold in the form of commercial reproductions (i.e. books, cards, calendars) will no longer be accepted by the IFM except under very unusual circumstances.

Objects with a vendor's commercially reproduced art images are not permitted for sale at the IFM when the primary use for the object is functional rather than aesthetic. Examples of such objects include (but are not restricted to) mugs, ceramics, mouse pads, magnets, t-shirts & hats, tote bags and notebooks. The

intent of this restriction is to maintain the non-commercial aesthetic of artwork offered at the IFM.

Artisan vendors who currently sell reproduced functional items that feature their art images, are encouraged to sell off and not replace these “grandfathered” items when making future buying choices.

X. “GRANDFATHERED” ARTISAN PRODUCTS

Standards have evolved at market so that some products that were once approved will no longer be recommended to the BoD for approval. Even if a product has been “grandfathered” for one vendor, it does not imply further exceptions for applicants will be approved.

Current vendors with grandfathered products are encouraged to bring their product line into accord with the same expectations placed on other vendors for selling local and handmade products. For example, some present IFM artisan vendors are grandfathered for more than 25% of their stall having commercially reproduced artwork. These vendors are encouraged, but not required, to increase and maintain the percentage of original artwork displayed in their stall.

XI. PREVENTING BIAS & CONFLICT OF INTEREST

All possible attempts will be made by members of the AC to prevent bias and conflict of interest when considering vendors for promotion in membership levels, and during vendor juries.

If an AC member is an EE vendor who wishes to become an associate or an associate who wishes to become a full member, s/he will be allowed to make comments in the initial promotion discussion, but will then excuse her/himself from extended discussion and the committee vote by leaving the room.

Members of the AC will likewise excuse themselves and leave the room during jury deliberations where they might have a conflict of interest. This includes when an applicant’s product line may present direct competition to the AC member’s, and when the AC member is asking to add a new product to his or her own line.

Current IFM Artisan Committee Members

Amanda David	(Rootwork Herbals)
Leslie Ehrlich	(Leslie Ehrlich Pottery)
Polly Joan	(PJ Originals Photography)
Jacques Reboh	(Feathers & Leathers)
Susan Rollings, co-chair	(Sundancer Designs Clothing Company)
Mary Shelley, co-chair	(Mary Shelley: Creative Solution)
Christi Sobel	(Christi Sobel Fine Art)