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*If there is any discrepancy between the content in the Frequently Asked Questions and the Rules & Regulations, the Rules & Regulations shall be deemed correct.

GENERAL

What is “Route 22 Artist Collective Ltd?”

Route 22 Artist Collective Ltd (the “Collective” and/or “Gallery”) is a diverse group of local and surrounding area visual artists. The Collective displays and sells art that is acclaimed by a jury process, provides educational opportunities and artistic programming for artists and the general public. Each month the Collective provides a juried, curated display of 2D and 3D original art in the Collective Gallery. In addition to fine art, the Collective also offers quality, hand-made fine craft items by local artisans (including a wide array of cards, prints, ceramic, wood, fibreart, glasswork, stone sculptures and more) in the Gallery Gift Shop.

What is the vision of the Collective?

The vision of the Collective is to build a rich, collaborative artistic community that enhances the social fabric of our community.

What are the key objectives of the Collective?

The key objectives of the Collective are to offer opportunity:

- To offer opportunity for local visual artists to professionally display their work
- To provide art-related educational programs, classes, workshops and/or lectures for artists and the general public
- To support all levels of local artists (emerging, mid-career, established professionals)
- To operate a multi-discipline retail gallery space (within the Town of Cochrane), where artists have opportunity to display and sell their high-quality, original art and gift shop items
- For the general public to connect with local artists, view and purchase high-quality, original art and gift shop items
- To raise funds and further the objectives of the Collective

What is the business operating model of the Collective?

The business model is a registered **non-profit** organization with a juried/curated display (of high-end art and hand-crafted gift shop items). This means the Collective aims to generate revenue and earn a profit which can be used to provide display, sales and mentorship opportunities to our artist members as well as educational programs, workshops and classes for artists and the public alike.

What is the difference between a non-profit and a not-for-profit?

The terms non-profit and not-for-profit are often used interchangeably. Although there are several similarities, there are some distinct differences between the terms.

A non-profit runs like a business with an operating goal of earning a profit. All profits are used to grow and improve the business (i.e. revenue is needed above and beyond operating costs for advertising and promotion; running educational/mentorship programs, workshops, classes; internet-based services; bringing in professional speakers/demonstrators; et al).

A not-for-profit is considered a “recreational organization” (e.g. an art club) because it runs like a rec league and does not operate with a goal of earning a profit (i.e. it simply aims to cover operating costs and maintain status quo).

Who can apply to become a member of the Collective?

See Rules & Regulations

What is the limit on number of members?

There is no limit on the number of members. A waiting list of artists wishing to display their artwork will be kept if there is no space currently available in the Collective Gallery.

Where is the Collective Gallery currently located?

Unit 18, 312 Fifth Avenue, (Grand Central Mall) in Cochrane, Alberta.

MEMBERSHIP-RELATED FEES

The Collective aims to keep membership fees as low as possible. That said, there is a fine balance among being equitable for all members, remaining economically attractive for growing our membership base and building a sustainable business model which supports the Collective’s overall objectives. Much research, thought, discussion and cost/benefit analysis are behind each and every decision around fees. The current fee structure is the end-result of an extensive, planful process. Future consideration for any changes to fee structure will involve same rigorous balancing act.

See Rules & Regulations for current fee structure.

How much are the Membership Application fees?

See Rules & Regulations

How much are the sales commissions?

See Rules and Regulations

How much are the fees for displaying my artwork in the Collective Gallery?

See Rules & Regulations

How much are the fees for display my gift-items in the Gallery Gift Shop?

See Rules & Regulations

What are the fees used for?

The fees are used to pay for operating expenses (including rent, electricity, gas, security alarm, internet, website, advertising, wrapping supplies, and more) and capital expenses (fixed assets including plinths, display cases, signage, gallery upgrades, equipment and more). Any profit made is used to grow and improve the Collective.

ARTIST PAYMENT

When will I be paid for my art sales?

See Rules & Regulations

BENEFITS OF JOINING

What are the benefits of becoming a member of the Collective?

Some of the benefits include opportunity to:

- Have your artwork juried and considered for display and sale in the Gallery
- Have your handcrafted gift items curated and considered for display and sale in Gallery Gift Shop
- Increase public exposure to your creative creations
- Increase online exposure (via online Gallery; Instagram; Facebook)
- Raise the profile of the local art community
- Participate in educational programs, workshops, lectures, classes and/or mentorship to help you and other artists learn and grow
- Receive inspiration and encouragement from other members
- Display promotional items (business cards, brochures, et al)
- Take part in Gallery events
- Share your skills and knowledge
- Expand your creative network and collaborate with other local artists
- Receive artwork sales training
- Earn hours toward community volunteer activities (to include with university/college applications, job applications, and more.)

OBLIGATIONS OF MEMBERS

What are the obligations for members of the Collective?

See Rules & Regulations

GALLERY WORKSHIFTS

How and when are my work shifts scheduled?

The Gallery is open to the public six (6) days per week. Members are required to fill work shifts each of the six (6) days. Members can arrange own work schedule (by signing up at VolunteerSignup.org and/or signing up at front desk when delivering artwork/gift items to the Gallery).

*Note: Members are responsible for arranging an alternative designate if unable to fulfil a shift or make schedule changes.

What are the anticipated operating hours for the Collective Gallery?

Day	Time
Monday	closed
Tuesday	10am – 5pm
Wednesday	10am – 5pm
Thursday	10am – 5pm
Fri	10am – 5pm
Sat	10am – 5pm
Sun	11am – 5pm

Note: Schedule is subject to change as Gallery evolves and as the Gallery Director deems necessary.

Under what circumstances do I need a Vulnerable Sector Check and or Criminal Record Check?

If a Collective member also plans to teach art classes or workshops to children or other vulnerable persons, they must obtain a Vulnerable Sector Check.

SUBMITTING ART

How do I submit my artwork for consideration in the Gallery?

Read and explicitly follow the instructions for submitting art (instructions available on website).

How many pieces may I submit at once and how often may I submit art to Jury?

Artists may submit up to seven (7) pieces of art per submission period.

What subject-matter is acceptable to submit for adjudication by the Jury

Unless it is considered offensive by law, all subject matter will be considered by the Jury. The Jury reserves the right to refuse work deemed unsuitable by law, and/or, has no defensible argument for display based on artistic merit.

What is the acceptance criteria for submitting artwork for display?

See Rules & Regulations

What does “professional presentation” mean?

Professional presentation means that artwork intended to hang on wall requires:

- Appropriate affixed hanging hardware
- Framing if substrate is ½” or less thick
- All sides and edges of canvas or frames must be finished, clean and have no chipping
- Mats must be crisp, clean and unmarked
- Glass must be clean, unmarked and have no rough edges

What media categories are accepted for submitting for consideration in Gallery?

- 2D
- 3D
- Ceramic
- Digital Media
- Drawing
- Engraving
- Lithography
- Glass
- Jewelry
- Mixed Media
- Painting Paper Art
- Photography
- Printmaking
- Metal
- Textile/Fiber

What media categories are excluded from submitting for consideration?

Posters, giclée, reproductions, and copies (such as inkjet/archival ink) of 2D work that rely on mechanical reproductions are not accepted for adjudication by the Jury.

What are the special requirements for specific categories?

See Rules & Regulations

What are the photo specifications for submitting images of my artwork?

See Rules & Regulations

JURY

What does it mean to have my work juried?

In our Collective, it means your work will be presented to a panel of three jurors. The jurors will look at your work and make judgement whether it is sufficiently developed to reach the minimum standard set for the Gallery. The jurors will score your work against predetermined criteria. Their scores (which represent their individual opinions) are collected and compiled. If two of the three jurors score your work at a passing level, you work will be accepted for consideration in the upcoming display.

If you have never been involved in a juried gallery show it can be intimidating. As artists, our work is very personal. We are all at different stages of maturity as artists and of mastering the medium we choose. When you feel you are ready to be included in the professional arts arena, it will be necessary to submit work to a juried show. It does not mean that you have achieved the top professional standard, but rather it means you are creating art, with sound composition, a certain mastery of your medium (that is uniquely yours) and you are ready for the opinions of more experienced artists. Participating in our juried display is intended to help you learn, grow and improve as an artist.

How does the Collective jury work?

The Collective has three jurors. Each juror is given a scoresheet and asked to consider the artist's skill and judge the work against: 1) composition; 2) technical skill; 3) creativity/originality; 4) emotional impact; and 5) meaningful concept. Each juror performs this task independently (i.e. without discussion with the other jurors). The scoresheets are turned over to the Gallery Director for tallying (i.e. only the Director knows if a work is accepted or not). If two of the three jurors give the piece a passing score, the Gallery Director notifies the artist that their work has been accepted for consideration in the upcoming display. Note: Jury decisions are final.

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Why does the Collective jury?

Jurying is intended to raise the quality of the art and therefore attract patrons. The higher the reputation and standard, the more artists will work to improve their work and the more patrons will visit.

What are the benefits to jurying?

Both the Gallery and the artists are intended to benefit from jurying. The Collective benefits by ensuring that all art displayed is professional in quality (with some wiggle room for “emerging” artists). Artists benefit from learning about opportunity to improve their work.

Every established artist can attest to the sting of having their work rejected (often many times), but each will tell you that the rejection encouraged them to objectively look at their work and reflect upon the possible reasons. Juror’s scores reflect their subjective opinions. Artists can set aside the juror’s opinion or use the opinion as opportunity to reach out for assistance. Fellow artists are often an ideal source for a friendly critique to identify opportunities for improvement. Belonging to a Collective offers great benefit in being surrounded by other artists and a supportive community to help you grow and improve as an artist.

How will “fairness” be ensured?

Leadership teams often hear comments with respect to fairness. Everyone has their own definition of fairness – it is very subjective. For purposes of running a sustainable Collective Gallery, focus will be placed on “fairness of opportunity”. That is, ***all member artists have equal opportunity to submit work to the jury for consideration***. The Jury will then judge the work against specific criteria to determine whether the work passes. The Director will exercise further judgement in choosing which work is displayed and where (based on style, colour, theme and salability among other things). The intent of the Gallery is to be inclusive and equitable for all members; however, ***decisions will be made based on what is most “useful” in furthering the goals and objectives of the Collective as a whole*** (rather than satisfying an individual member’s perception of “fairness”). As such, from time to time, some artists may have more pieces displayed than others, some may have larger pieces displayed than others, some may have work which remains displayed, et al. Juried Display Fees are priced per piece, with an extra charge for oversize pieces.

What if my work is not accepted by the jury?

Every artist who ventures into the professional art world must learn to find their own way of handling adverse reactions to their work. It involves maturity, confidence, and an understanding of how jurors, gallery directors/owners and collectors think. The initial sting is always there, no matter our experience. The most important thing to remember is to expect rejection in your career—but don’t let it stop you from moving forward. Perseverance is a quality all artists need to develop. We must actively pursue excellence, become masterful and develop our own story and style.

In the Collective, you may choose to resubmit a previously rejected piece again after six months have passed. A new juror, or jurors, may have a different opinion.

As is standard with most professional galleries, you will not have access to juror comments and/or juror score sheets. You will receive a “yes” or “no” notification. If you want information about why your work did not pass jury selection, you can submit a written request to the Director who may be able to arrange a helpful critique or possible mentoring from another artist within our Collective. To be clear, it is not a

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responsibility of our jurors to provide feedback (due to the sheer number of entries and heavy workload of jurying).

To help you decide if now is the right time for you to participate in a juried display, we strongly encourage you to visit the gallery to study the work currently on display. If you determine that your work is of similar quality, consider submitting a piece of your “best work”. Also, consider asking opinions from respected professional artists before you submit. Note: asking friends is often not an accurate indication of quality.

What can I do to increase my chances of having the jury accept my work?

Consider the following suggestions to increase your chances of having work accepted by the jury:

- Enter your best work
- Enter pieces that are distinct or unusual
- Do not enter pieces that push the limits of good taste or presentation
- Do not enter “decorative” artworks
- Do not enter work that is incomplete or underdeveloped *experimental* work
- Read and follow entry instructions judiciously

Can I re-submit a piece that has been turned down by the jury?

See Rules & Regulations

How is the Jury comprised?

Each Jury member is an independent, practicing artist and/or arts professional. The Jury is comprised of three individuals.

- A professional in art-related field (including, but not limited to curators, gallery owners, educators, and established artists)
- Artist Collective member with a CV that highlights appropriate knowledge and experience
- Our Gallery Director

Effort will be made to ensure jurors are representative of the Alberta arts community, with a balance of gender, cultural background, and stage of career. Individual jurors are selected to reflect the art genres of the Collective.

The Gallery Director and Member Juror(s) are wholly entitled to hang their work in the Gallery. These “official roles” are intended to support all our members. Excluding their work would not be in line with our goals and/or objectives.

The Guest Juror is invited to submit one piece (up to 30”x40”) for display (for each of the displays during their three-month term). This is offered as a token of appreciation for donating their time and talent to the Collective.

The Gallery Director, Member Juror and Guest Juror are subject to the same commission fee as all other displaying artists.

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Note: All work is judged by three jurors; therefore, when the Gallery Director or Member Juror submit work for consideration, an Alternate Juror steps in to assist (as artists **do not** and **may not** jury their own work).

What are the Juror Terms?

See Rules & Regulations

How will I know if the Jury has accepted my artwork?

You will be notified with an Acceptance Notification by email with further instructions, two weeks after submitting your work for consideration.

What is a curated art display?

“Curating” is a term used for *organizing* a display in a gallery. After work is juried into the show, a team of knowledgeable artists remove all the artwork currently on display and begin a collaborative process of deciding which new pieces to hang and where. The Gallery Director oversees the entire process. Consideration is given to size, colour, subject-matter, available space and more. Decisions are made to create a harmonious balance across the gallery and to showcase each piece to the extent possible. For example, a quiet and beautifully subtle piece would likely be overshadowed by a colourful dynamic piece, so work is arranged and rearranged until an overall balance is achieved. Often a particularly impactful or unique piece is prominently placed to help draw patrons into the Gallery.

That said, depending on the number of submissions received in a given month, the Director may choose to employ either a salon-style of hanging or a gallery-style of hanging. Regardless of the chosen style, curating is difficult. It is a big job that takes a team of professionals and dedicated Gallery Director much time and energy to assemble.

DELIVERING JURIED WORK TO GALLERY

How do I prepare my juried artwork for display?

See Rules & Regulations

JURIED ART DISPLAY

How will artwork be chosen for display?

Artwork will be chosen for display according to:

- Jury discretion (judged against specific criteria)
- Director discretion (professional presentation, variety, theme, style, colour, salability, available space, and more)
- Number of submissions received for given month

How long will my artwork be displayed in the Gallery?

Artwork will be displayed (on a rotating basis) for one month. The number of months that an artist’s work can be displayed will vary with the overall space available and the number of artists enrolled. The goal is to have all artists display at least quarterly. Artwork may, at the discretion of the Gallery director,

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continue to be shown beyond one month if the Artist agrees to pay the monthly display fee.

*Display schedule is subject to revision from time to time as the Gallery evolves.

Does the Collective provide security and insurance my artwork?

The Collective maintains electronic security on the premises, but **does not insure** any artwork held in the Gallery. There is no coverage for shoplifting or breakage. Artists may obtain their own insurance if desired.

Does the Gallery Director display her own work?

Yes, the Director is an accomplished local artist who is passionate about art and helping other artists learn and grow—and who wants to make and sell art—like all our artist members. The Collective pays the Director a small monthly stipend (as opposed to a salary). The Director works much more time than contractually obliged in order to keep everything running smoothly—as such, allowing the Director to display with our Collective members demonstrates our commitment to support **all** our artists (regardless of role). The Gallery Director is subject to paying the required Juried Art Display Fees, Gift Shop Display Fees, and commission fees.

GALLERY GIFT SHOP

What is the Gift Shop?

The Gift Shop is a curated (non-juried) area within the Gallery where members may submit smaller works for sale to the public.

Where is the Gift Shop?

The Gift Shop is located in the right-hand corner of the main Gallery space, next to the sales counter.

Who can put items in the Gift Shop?

All members (in good standing) may submit smaller items for display and sale in the Gift Shop.

What is the definition of “smaller works”?

Small works means:

- 3D work – size limit up to 10x10x10
- Prints/ 2D work – size limit 20x30 (flat or rolled)
- Framed prints – size limit up to 11”x14”

What is the maximum price of Gift Shop items?

The maximum is:

- \$350 max per item

SUBMITTING GIFT SHOP ITEMS

How do I submit gift items for consideration in the Gallery?

A *Gift Shop Inventory* form will be included in the “Call for Submissions” email from the Gallery Director. Artists must read and explicitly follow the instructions for submitting gift items

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How many pieces may I submit at once?

You may submit up to twenty (20) gift items at once.

What is the acceptance criteria for submitting gift shop items?

To have your gift items considered, you must:

- Be a member (in good standing) of the Collective
- Follow the instructions for submitting gift items (a link to the instructions will be available on the our website)

What media categories are acceptable for Gift Shop items?

Acceptable media includes: 2D; 3D; ceramic; digital media; drawing; engraving, lithography, glass; jewelry; painting, paper art, photography, printmaking, giclees, metal, textile/fiber, wood.

What are the photo specifications for images of my gift-items?

See Rules & Regulations

DELIVERING GIFT SHOP ITEMS TO GALLERY

How do I prepare my Gift Shop items for display?

See Rules & Regulations

GIFT SHOP DISPLAY

How will items be chosen for display in the Gift Shop?

Gift Shop items will be curated and chosen for display at the sole discretion of the Gallery Director. Total area given to each artist's items will be balanced to the extent possible, based on:

1. Demand for space
2. Size of items
3. Representation for different media

How long will my items be displayed in the Gift Shop?

Gift Shop items will be displayed for a period of one (1) month with an option to extend as space allows and at the Gallery Director's discretion.