



Frog Hollow Vermont State Craft Center

EXHIBITION APPLICATION GUIDELINES

Young Vermont

The purpose of this exhibition, curated by Kat Dooman and Christina Mignosa, is to introduce Vermont's new generation of artists. This exhibition will feature artists age 30 and under who either reside in Vermont permanently, or study at a local university. Both experienced exhibitors and emerging artists are encouraged to apply. It is our hope that this exhibition will provide exhibitors with the opportunity to display their work to a wider audience and gain exposure within Vermont's art community. As the nation's first designated State Craft Center, we invite artists from all different mediums to apply.

The theme of this exhibition is Light, as we are hoping to showcase the "bright" future of the Vermont Art community. The theme of Light is open for interpretation, but should be identifiable to the untrained eye. As a starting point, you may wish to think about the various meanings of light. Merriam-Webster defines light as:

- ☪ The sensation aroused by stimulation of the visual receptors
- ☪ spiritual illumination
- ☪ something that enlightens or informs

Exhibiting at Frog Hollow

Thank you for your interest in exhibiting at Frog Hollow. We hope the application process by itself can be helpful to your development as an artisan regardless of the outcome. Our goal is to continue the standard of excellence and reputation for quality craft for which Frog Hollow has been known since 1971.

Exhibitor Benefits

- ☪ Your work exhibited in a nationally recognized gallery
- ☪ Professional sales support
- ☪ The chance to be acknowledged as an emerging Vermont artist

The Application Process

Each application will be carefully reviewed by the curators of the exhibition with input from the Gallery Manager. Applications are due by **March 19th** at the latest. Selections will be made by **March 26th**. We ask that all work be delivered by **April 2nd** at the latest. The exhibition's opening reception will take place on **April 7th**. All exhibiting artists are encouraged to attend. Further details will be provided to those selected for the exhibition.

Residency: In order to be eligible to apply, you must fulfill our residency requirement. Artisans featured in this exhibition must create their work in Vermont, and must either be a Vermont resident, or be studying at a local university.

The following items need to be included with your completed application:

- ☪ At least 3 digital photographs representative of your work that you are interested in displaying. Images should be in .jpg format, submitted via email to info@froghollow.org

Criteria

The curators are looking for work which has a high level of craftsmanship. It should reflect the maker's spirit and individuality in design, with special attention to details, finishing, and presentation.

Accepted work should meet the following conditions:

Aesthetic: Clear integration of form, color, texture, and design

Technical: Command of the medium and consistency of quality

Expressive: Clear personal vision and unique, distinctive style

Marketability: Appeal to customer base; compatibility with Frog Hollow presentation

85 Church Street, Burlington, VT 05401. 802-863-6458

Consignment Terms

Work is sold by Frog Hollow on a consignment basis. When an item is sold, Frog Hollow retains a commission of 50%. Special orders or reorders of items placed by Frog Hollow staff for our customers will also be sold at this rate. Payment for work sold is mailed on the 15th of the month following the sale, along with a statement indicating what items have sold.

MISSION STATEMENT

Frog Hollow, a non-profit visual arts organization, recognizes the intrinsic value of the arts and the impact they have on our human experience. Our mission is to develop and strengthen the vibrant connection to the creation, appreciation, and support of fine Vermont craft through education, sales and exhibition.



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EXHIBITION APPLICATION

Please email the following items to: meredith@froghollow.org

- 🕒 This application
- 🕒 At least 3 photographs in .jpg format representative of your work, submitted via email

Name: _____

Date: _____ Birth Date: _____

Address: _____ Zip: _____

Phone: _____ Email: _____

1. What is your craft? _____

2. Please describe the techniques and materials used, as well as your design sources. Be as specific as possible.

3. Are there components in your work that you do not make? If so, please explain.

4. Where do you market your work? Include types of direct marketing, names of retailers, craft shows, etc.

Enclose samples of hang tags and/or brochures. _____

5. Use this space to describe briefly each of the pieces you would like to include in this exhibition. Include information such as retail price, size, materials, color, and titles.

6. Why do you feel that your work would be a good fit for this exhibition?

7. Is your craft your ____ vocation ____ avocation