



PREPARING A SUCCESSFUL INDIANA RIVERS and ROADS ARTISAN TRAIL APPLICATION

ARTS

THE PROJECT

The Rural-Urban Entrepreneurship Development Institute (RUEDI) is convening a group to develop an Artisan Trail in West Central Indiana named *The Rivers and Roads Artisan Trail* to showcase our local Indiana Artisans.

The goals of this trail are to:

- *Encourage Economic Development through small business and Artisan Entrepreneurship.*
- *Raise awareness about the talent and availability of locally-crafted products in West Central Indiana.*
- *Provide West Central artisans, particularly those in rural areas, with access to entrepreneurial support.*
- *Promote cultural tourism to West Central Indiana.*

THE PARTICIPANTS

For your work to be part of the organization, artisans need successfully complete the jurying process. Applicants can be for-profit or not-for-profit corporations, as well as unincorporated individual artisans. Participants will include any artisan who or business that:

- produces a visual arts product, hand-crafted by the applicant, or under the direct supervision of the applicant, that can be purchased and taken by, or shipped to, the buyer (commissioned or made-to-order work, nor candles, nor soaps/bath/body products are eligible at this time);
- creates works that contribute to the positive reputation of the artisan's business and to the brand development of quality Indiana-made/produced arts and food;
- desires their art to be part of a set of locally produced goods branded as made in Indiana and carried in retail outlets, as well as sold via the Internet;
- creates their art in Indiana and has been located in Indiana for at least one year prior to the date of application;
- would benefit from entrepreneurial support – education, workshops, and on-site assessment;
- will participate in locally developed artisan trails promoted to in- and out-of-state travelers interested in place-based arts experiences; and
- seeks to reach the retail market through participation in trade shows/marketplaces.

THE DISCIPLINES

ARTWORK, including, but not limited to:

Folk Art/Crafts	Painting/Drawing	Metal/Ironwork	Toys/Games
Multi-Arts	Sculpture	Basketry	Fiber Art
Photography	Ceramics	Leatherwork	Furniture
Craftwork	Glasswork	Tinware	Pottery
Woodwork	Jewelry	Clothing	Papercraft
Graphics and Printmaking			
Home and Outdoor Accessories			
Musical Instruments			

THE PROCESS

The work of all participants in Rivers and Roads Artisan Trail is juried by a panel of business development, retail, arts, agriculture, and tourism professionals. Application is only available online, at www.riversandroadsartisantrail.com

- **ART & CRAFT ADJUDICATION**
Applications deadline is the 1st of every month.
Panel meeting dates will vary.
- **FOOD ADJUDICATION**
Applications deadline is the 1st of every month.
Panel meeting dates will vary.

Selection is based on the expectations outlined in the next section – a unique link with Hoosier history or heritage, originality, quality, price/marketability, and technique. The piece(s), however, do not need to depict West Central Indiana.

After applicants properly complete the application and meet the deadline of the 1st of every month, the jury panel will contact you after receiving your application for further review. All applicants must submit a sample of their work so that the panel may review the quality. Those applicants who meet the application criteria will be contacted and asked to ship/deliver a sample, day and location will be specified. All work can be picked up after the adjudication, again, location and time will be specified.

Work not picked up will be disposed of. Work will be returned immediately after adjudication via mail to those applicants submitting a postage-paid, self-addressed container (envelope, box, tube, etc.) with their work.

Arts applicants are required to include one, and as many as five, images of their work with their online application. Jurors review the images of each entry and the sample of work provided by the artisan, complete scoring sheets and write comments designed to explain why the submission was accepted into the organization, and, if not accepted, designed to be helpful in improving and/or marketing the artisan's work. Jurors' comments are compiled and e-mailed to artisan applicants who request comments. All applicants are notified of the jury results via email. The decision of the jury is final and may not be appealed; however applicants whose work is not selected for the organization are encouraged to reapply.

To participate in the jury process, the application requires you to provide a description of your product and a definition of your price range. Be specific in your pricing, providing sub-ranges for different products, if applicable. All products must be handcrafted and produced in Indiana.

THE EXPECTATIONS

Each art/craft entry will be reviewed using the following expectations.

- 1. Design/Quality (25 points max. Must score minimum of 15.)**
 - The design satisfies the intent/function of the piece (15 points max)
 - the work demonstrates excellence in design
 - there is evidence of intentional designs
 - The components of the design/art work are effective through a design/level that relate to each other (10 points max)
- 2. Technique (25 points max. Must score minimum of 15.)**
 - There is evidence of skilled craftsmanship (i.e. finishing, joinery, construction, balance, proficiency w/ material etc.) (20 points max)
 - Materials relate to the original intent/function of the piece (5 points max)
- 3. Originality/Authenticity (25 points max. Must score minimum of 15.)**
 - Originality - Reflects a unique style, personal expression or interpretation that distinguishes it as original within the medium/genre (15 points max)
 - Authenticity - Exhibits the tradition or heritage of Indiana artisan practices, communities, or groups (10 points max)
- 4. Marketability (25 points max. Must score minimum of 15.)**
 - The level of demand by consumers / active marketplace (10 points max)
 - The product and price are appropriate for the expected market (10 points max)
 - The product supports the development of the specific Indiana Roads and Rivers Artisan Trail brand (5 point max)

Applicants must be willing to create their work on a regular schedule, but need not be a full-time artist. Applicants must state whether they are willing to sell their work on consignment to both the wholesale and retail markets, however willingness is not a factor in adjudication. Artisans must produce their work in Indiana, and sales representatives are not eligible to apply on behalf of an artist's work.

Assemblage of commercially produced items is generally not considered to be handcrafted work and is discouraged; however, strong overall design, interpretation, and originality can affect the decision of the jury panel.

THE APPLICATION

Please complete the application by the 1st of every month. Applications will be reviewed immediately for appropriateness. Every applicant will be contacted regarding whether the application meets the adjudication criteria.

You may enter as many art items as you wish. Artisan work samples must be a line of work made in the same medium/technique and must constitute a coherent body of work rather than a range. Sets (earrings, gloves, etc.) are considered one sample, as is a coherent body of work such as glass bead jewelry. Regardless of the variety of jewelry, if the artist creates only glass bead jewelry, that would be considered one body of work and one photo, or multiple photos showing the range and variety, should accompany the application.

Samples employing techniques, styles or materials that vary greatly should not be mixed within a single entry. Each should be submitted on a separate application. For example, turned wood vessels and wood jewelry would be two separate applications, as would watercolor paintings and notecards using those paintings as cover art. Work samples of entirely different mediums must be submitted as separate applications. There is no limit to the number of applications one applicant can submit.

Again, up to five images of the art as it might be displayed are required with the application. While professionally photographed images will represent the art better to the jury, professional photography is not required.

Once your work has juried into Rivers and Roads Artisan Trail, it will not need to be juried again. However, at any time, and for any reason, Rivers and Roads Artisan Trail reserves the right to remove a product from the organization or to ask the artisan to reapply for the adjudication process.

