

The Society of Arts and Crafts Artist Mentor Program

Incorporated in 1897, The Society of Arts and Crafts (SAC) is the oldest non-profit craft organization in the United States. SAC has been at the forefront of the American craft movement fostering the development, sales, recognition and education of craft for over 100 years. The SAC Artist Mentor Program, launched in 2005, offers assistance for emerging artists in marketing, pricing, selling, booth design, legal and insurance issues. Central to the program is a multi-year association with Craftboston, a retail craft show sponsored by SAC.

Craftboston is the premiere exhibition and sale of contemporary craft in New England. The show features 200 artists, showcasing one-of-a-kind and limited-edition pieces in baskets, ceramics, decorative fiber, wearables, furniture, glass, jewelry, leather, metal, mixed media, paper and wood. Additionally, Craftboston features an art bookseller, an educational lecture series, informational booths promoting non-profit craft organizations, tours for guests who are blind or visually impaired, deaf or hard of hearing and other special interest groups.

Recognized for its innovative approach, the Artist Mentor Program combines SAC's resources with those of Craftboston. Artists selected to participate in this program will be provided information and training from professionals in the field and subsidized booths at Craftboston.

Stage 1	Artist Assistant
Eligibility	Seniors enrolled in a BFA program; graduate students; or artists out of school less than four years
Application Deadline	Applications are reviewed as they are received through 12/31/11
# of participants	The number of participants equals the number of New England Craftboston artists willing to sponsor an SAC Mentor Program Artist Assistant.
Objectives	Artist Assistants will observe how to prepare for a retail craft show including: a studio visit with a CB exhibiting artist; attend Mentor Program meetings; and assist CB artist with set-up, load out and some show hours. Artist Assistants may also apply for an SAC or CB internship.

Stage 2	Mentor I
Eligibility	Participants from Artist Assistant stage; and/or artists out of school less than five years
Application Deadline	October 31, 2011
# of participants	Three-Five
Objectives	Mentor I participants will learn how to prepare for a retail craft show by designing and implementing a cooperative SAC subsidized booth at Craftboston. Each Mentor I participant will be required to pay \$250 to participate; attend 2-4 meetings (in person or conference calls) to participate in training with professionals in the field on marketing, legal, insurance issues, portfolio development, pricing, selling and booth design.

Stage 3	Mentor II
Eligibility	Participants from the Mentor I program
Application Deadline	October 31, 2011
# of participants	Three-Five
Objectives	Mentor II participants will be provided a solo subsidized 10' x 10' booth. Each Mentor II participants will be required to pay \$500 to participate. Mentor II participants are required to attend 2-4 meetings (in person or conference calls) and assist Mentor I participants in the program. Mentor II participants must demonstrate growth and refinement from the Mentor I program.

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CRAFTBOSTON

The show features 200 artists, showcasing one-of-a-kind and limited edition pieces in baskets, ceramics, decorative fiber, wearables, furniture, glass, jewelry, leather, metal, mixed media, paper and wood. Additionally, Craftboston features work by emerging artists from leading schools and universities, an artist mentor program, a book seller, an educational lecture series, tours for guests who are blind and visually impaired and other special interest groups, and informational booths promoting non-profit craft organizations.

LOCATION

The Seaport World Trade Center is conveniently located on Boston's historic waterfront next to the Institute of Contemporary Art and is minutes from the city's finest restaurants, shops, museums and attractions.

DATES

March 22-25, 2012

MARKETING

Craftboston is publicized both regionally and nationally in a variety of print, radio, direct marketing and internet outlets including:

- Extensive advertising and public relations throughout metro Boston and New England
- Advertising in national craft magazines geared towards serious craft collectors
- Cooperative advertising opportunities
- Free full-color promotional materials
- Dedicated webpage for 11 months for each artist on the Craftboston website

ARTIST AMENITIES

We are pleased to offer the following artist services:

- Ample parking (including oversized vehicles), around \$12 per day
- Easy load-in/load-out
- Exhibitor dinner available Thursday evening
- 24-hour on-site security
- Free booth sitting services
- Free box storage
- Onsite photography service
- Secure jewelry lock-up available
- Discounted advance admission tickets

MENTOR PROGRAM COMMITTEE

Beth Ann Gerstein: Executive Director, SAC.

Claire Sanford: SAC Mentor advisor, metalsmith, educator and SAC Resource Council.

BOOTH FEES

Mentor I participants will share a booth (10'x15', 10'x20' or 10'x30' TBD) and will be charged \$250 per person. This price reflects a 70%+ discount off the regular booth rate and does not include lighting, electricity and booth display.

Mentor II participants will each have a 10'x10' booth and will be charged \$500 each. This price reflects a 50%+ discount off the regular booth rate and does not include lighting, electricity and booth display.

APPLICATION INSTRUCTIONS

Artist Assistants, Mentor I and Mentor II artists must apply for each stage of the program. Complete the attached application, in full.

Incomplete applications will not be considered.

- Submit ten (10) color images on CD or DVD representing current work. These images must accurately represent the body of work to be exhibited at Craftboston. Artists are strongly advised to submit images of professional quality.
- Submit an image annotation sheet or document on your CD or DVD. Please include title, materials/process, dimensions, and retail price.
- Resumé.
- Include a self-addressed, stamped envelope with appropriate postage if you would like your disk returned.

MEDIA CATEGORIES

SAC invites artists to apply for participation in the following media categories: baskets, ceramics, fiber decorative, fiber wearable, furniture, glass, jewelry, leather, metal, mixed media, paper and wood.

Categories **not** included: calligraphy, painting, photography, lithography, etc., except when incorporated into an otherwise acceptable craft category.

The Society of Arts and Crafts Artist Mentor Application

ARTIST INFORMATION

Please type or print legibly.

Name

2nd Name (if collaboration)

Address

City/State/Zip

Area Code & Phone Number

Email Address

Website URL

I am applying for:

- Artist Assistant
- Mentor I
- Mentor II

RELEASE

I hereby certify that these images represent my/our original work, and that the work is unique and made by me/us. If accepted, this is representative of what I/we will exhibit. I/we also agree to allow images of my/our work to be used in event related publicity and/or materials.

I hereby release and forever discharge SAC, all sponsoring organizations, and their directors, officers, employees, agents and volunteers from any responsibility, personal liability, claims, loss or damage arising out of or in conjunction with my application to Craftboston. Complete contract terms will be provided upon invitation to exhibit at the show.

Applicant's Signature

Date

RULES FOR PARTICIPATION

Craftboston features artists who show an excellence in craft. Before applying, please make sure your work meets the following criteria:

- All work must be original and made by hand or with the use of appropriate tools. Craftboston encourages one-of-a-kind and limited edition work.
- No commercial reproductions of any kind are allowed.
- Artists accepted for participation must be in attendance at their booth during the entire show. No agent, dealers, or representative may attend in place of the artist.
- Collaborating artists are permitted, however, any representation other than a true, hands-on artistic collaboration is not permitted.
- Artists may only show work in categories selected by the jury. All work exhibited must be of the same body, quality, category of work that was juried through digital images.
- Artist must live/work in New England (Rhode Island, Massachusetts, Connecticut, Maine, New Hampshire and Vermont).
- Incomplete or late applications will not be considered.

CHECKLIST

Incomplete applications will not be processed!

- Completed and signed jury application form
- Annotation sheet
- Resumé
- Ten (10) jpgs on CD/DVD
- Mail to: SAC, 175 Newbury Street,
Boston, MA 02116, ATTN: Mentor Program

Application for Artist Assistants will be accepted and reviewed on a first come, first serve basis through December 31, 2011.

Applications for Mentor I and Mentor II must be postmarked by October 31, 2011.