

## **POCAHONTAS COUNTY ARTISANS CO-OP GALLERY STANDARDS & JURY CRITERIA**

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The Pocahontas County Artisans Co-op (PCA Co-Op) has established the following guidelines and criteria in order to insure consistency and excellence in the arts, crafts, specialty goods and manufactured items displayed. In this document, the PCA Co-Op defines the type of juried work to be displayed at Fourth Avenue Gallery, The Shops at Leatherbark Ford and any other exhibition or retail space operated by the PCA Co-Op.

### **Fine Art**

Drawing

Painting (acrylic, oil, watercolor)

Photography (digital, film)

Prints of Original Art created by juried members

Sculpture (ceramic, metal, stone, wood)

Mixed Media

Artistic ability must reflect mastery of the skills to produce fine art of high quality. Work should be original and should display an understanding of the elements and principles of design and composition. Presentation (including frames, mats, glass, hanging devices, cellophane wrapping) is an extension of the work and must be considered as carefully as the paint, canvas or camera filter used to create the work. Saw tooth hangers and clip frames are not allowed.

### **Fine Craft**

Ceramics (decorative, functional including pottery)

Fabric Art (including quilting, patchwork, machine sewing, multimedia, dolls, textile art, functional and decorative)

Fiber Art (functional, decorative, including basketry, brooms, paper craft, crochet, felted, knitted, woven)

Folk Art (heritage, traditional)

Metal Work (including decorative, stamped, functional including blacksmithing, sculpture, forged, welded/excluding jewelry)

Jewelry (beaded, ceramic, crystal, leather, polymer clay, silver, copper)

Bookbinding (cloth, leather, mixed media)

Leatherwork

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Mixed Media

Miscellaneous

Stained Glass

Stonework (decorative, functional)

Woodworking (decorative, functional including furniture, instruments)

Nature Arts (wreaths, dried plant assemblages)

All objects must be handmade by the juried member. Handmade objects include those created with hand tools or hand-directed machines. The handmade classification requires that the juried member produce at least 80% of the perceived value of the item as “artistic content value.” As such, purchased items should be used with great care, comprising no more than 20% of the work’s overall value or retail price. Jewelry must be designed and handmade by the artist. Assembly of kits, pre-strung beads, or other mass-produced work is not allowed. Fabric items must be clean. Presentation (including packaging, labeling, tagging, and hanging devices) is an extension of the work and must be considered as carefully as the work itself.

### **Specialty Goods**

Candles

Fruit Jams & Jellies

Herbal Teas

Honey

Maple Syrup

Soaps & Body Care

All items must be handcrafted by the juried member from pure, high quality ingredients. Items must be packaged and labeled in accordance with West Virginia Department of Agriculture requirements, where applicable. Food items must be properly sealed against tampering, packaging, and labeling must be consistent with professional commercial standards, as one would expect to find at a gourmet food shop or bath and body shop. Repackaging and re-selling of purchased goods is not allowed.

### **Manufactured/Mass Produced Items**

Whereas manufactured items are generally excluded as juried work, the Co-Op will consider the following categories of manufactured items on a case by case basis. These items must be reproduced from source-material created by a juried member or have obvious local or regional significance: Bookmarks, Calendars, CDs, DVDs, Greeting Cards, Magnets, Published Books. Consistent quality must be maintained in each reproduced item.

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**Excluded items**

Artificial/plastic flowers, baked goods, re-packed goods, mass-produced items except those listed above, unadulterated raw material, unfinished work, discriminatory, pornographic or profane items, items made of hazardous or toxic materials. PCA Co-Op reserves the right to remove any item inconsistent with Gallery Standards or with a member's juried work.

## **JURY CRITERIA**

**Fine Arts and Fine Crafts** submitted for the jury process will be evaluated by three key criteria:

1. Craftmanship.  
Does the item reflect the artist's understanding of and competence in their chosen medium? Is the item constructed of quality raw materials? Is it "finished," in the sense that it reflects the artist's experience, refinement, and attention to detail?
2. Design.  
Does the item reflect the artist's unique vision? Does the item "succeed" in the sense of being a completed composition? For functional creations, do the elements come together to create an item that is both useful and aesthetically pleasing?
3. Presentation.  
Does the artist's attention to presentation (frames, mats, glass, hanging devices, labels, tags, packaging) enhancing the work?

**Specialty Goods** submitted for the jury process will be evaluated by two key criteria:

1. Quality.  
Are the items made of pure, high-quality ingredients? Do the items "succeed" in the sense of delivering what they promise? Do food items look appealing and taste great? Do candles smell good and burn well? Do soaps and body care products lather and moisturize?
2. Presentation.  
Is packaging and labeling consistent with professional, commercial standards and applicable West Virginia Department of Agriculture requirements?

**Manufactured/Mass-Produced Items** submitted for the jury process will be evaluated by two key criteria:

1. Quality.  
Are items reproduced from original source material, such as bookmarks, calendars, greeting cards and magnets, of sufficient uniqueness, local interest, and aesthetic quality to warrant mass-production? Is consistent aesthetic quality maintained in reproduced items?  
  
Are manufactured media, such as CDs, DVDs and published books, of sufficient local or regional interest and generally recognized artistic quality to warrant placement in the galleries?
2. Presentation.  
Is packaging and labeling consistent with professional, commercial standards?