

# ArtReach St. Croix Holiday Gift Gallery *and online shop*

accepting artist applications through October 11

## **ArtReach St. Croix is looking for artists to be part of the 2021 Holiday Gift Gallery & Online Shop, a seasonal showcase of St. Croix Valley artists.**

This year, ArtReach St. Croix will once again be hosting its **annual holiday gift gallery in a dual format**. After a successful 2020, we will be keeping the Holiday Gift Gallery at ArtReach St. Croix and will convert our South Galleries and current Gift Gallery into a cozy, welcoming holiday shopping experience. In addition, a select amount of gift gallery inventory will also be available through our **online shopping** portal.

The ArtReach Holiday Gift Gallery & Online Shop will feature **high quality, well-crafted pieces** with price points ranging from impulse buys to signature showpieces. We are looking for pottery, contemporary jewelry, fiber arts, woodworking, printmaking, paintings, glass art, sculpture, music and literary art. Since we will be utilizing a smaller space, we may limit the number of artists, or the amount of inventory per artist, so we have a mix of various artist mediums and styles.

Consideration for participation in the 2021 ArtReach Holiday Gift Gallery & Online Shop is **limited to artist members** of ArtReach St. Croix. *Membership starts at \$40. If you would like to become a member, please complete a Membership Form online or return one with your Artist Application. If you have any questions or would like to check on your membership status, please call Syndie at 651-439-1465.*

**We rely on our participating artists to contribute their best work** and to share gallery information with their network. ArtReach Holiday Gift Gallery & Online Shop will utilize social media, public relations and other marketing efforts to draw shoppers to the physical and online stores.

***Please note: ArtReach St. Croix will continue to monitor the public health recommendations and adjust our gallery precautions accordingly. Artists and visitors may be required to wear masks, make an appointment for artwork drop-off and pick-up, and limit the number of people in the gallery at any one time. Detailed information will be provided online and with the artist acceptance information.***

## 2021 Holiday Gift Gallery and Online Shop Calendar

September 1	Call for Artists posted
October 11 at 11:59pm	Application deadline
October 20	Artists notified of their selection
November 13-15	Artwork drop-off
November 18 at 5-8pm	Holiday Gift Gallery opens to the public
November 24	Online Shop goes live
December 31 at 4pm	Holiday Gift Gallery and Online Shop close
January 2 & 3	Artwork pick-up

### Inventory & Commission

Artists who are selected for the Holiday Gift Gallery will receive information regarding the amount of inventory to bring to artwork drop-off. As items sell, individual artists may be notified if we are able to accommodate additional items. Since we will be adding inventory to the online shop, we will need descriptions and dimensions for all items in addition to the title, medium and price. If this information is not provided, ArtReach may choose not to include those items in the online gallery. Artists are encouraged to provide high quality images of their artwork to be used with the online shop. If an artist does not feel they can provide high quality images, ArtReach staff and volunteers will photograph items as time allows.

Since we will once again be utilizing our own space for the Holiday Gift Gallery, we will be offering a reduced commission rate of 32% for all participating artists. Artists who are able to provide their own inventory photography will have their commission rate reduced to 30%.

ArtReach St. Croix will handle all packaging and shipping of online orders. As always, ArtReach St. Croix will handle the sales tax for all sales during the Holiday Gift Gallery and Online Shop.

### Additional Information

Due to the unusual circumstances around staying safe during the Covid-19 pandemic, **we will not be asking participating artists to volunteer in the shop this year.** We will instead utilize a core group of staff and volunteers to cover the open gallery hours. If you feel that you have a **particular skill or resource** that would be beneficial to the success of the Holiday Gift Gallery and Online Shop, please let us know.

If you are interested in participating in this holiday event, please submit the application by **October 11 at 11:59pm.** The application form will ask for a brief description of your work, your price range, four representative images and an artist statement (250 words maximum). Please plan on submitting your work through the online form or by email.

Please be prepared to bring approximately 20 business cards with your artwork on the drop-off date.



## 2021 ArtReach Holiday Gift Gallery & Online Shop Artist Application

Location: ArtReach St. Croix Gallery, 224 N. 4<sup>th</sup> St., Stillwater  
Dates: November 18 – December 31, 2021

*Application also available online at [artreachstcroix.org/2021HGGApplication](http://artreachstcroix.org/2021HGGApplication)*

**Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Professional Social Media:** \_\_\_\_\_

### Are you a current member of ArtReach St. Croix?

- I am a current member
- I am a renewing member (please contact ArtReach)
- I am a new member (please attach completed membership form)

### Brief description of artwork:

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**Price Range:** \_\_\_\_\_

### Images

- Four (4) images that are representative of the work you would like to include the Holiday Gift Gallery and Online Shop should be sent with this completed application. All images should be in JPEG format.

### Artist Statement

- Please submit your artist statement along with this completed application.



**Additional information**

*Your answers to the following questions are for informational purposes only and will not impact the Visual Arts Committee's consideration of your work for inclusion in the Holiday Gift Gallery.*

**Have you lost critical income in 2020/2021 due to lost sales and/or cancelled exhibitions, studio sales or art fairs?**

- Yes
- No

**Is your artwork available for sale at other locations in the St. Croix Valley during the holiday season?**

- Yes
- No

**If yes, where?** \_\_\_\_\_

**Do you have a particular skill or resource that would be beneficial to the success of the Holiday Gift Gallery and Online Shop?**

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**May we use your application images in marketing promotions for the Holiday Gift Gallery and Online Shop?**

- Yes
- No

*I release ArtReach St. Croix, all employees and volunteers from any liability or responsibility for damage, loss, or theft of my artwork. Commission rates: 32% for participating artists; commission rate can be reduced to 30% by providing quality images of all of your inventory for use on the online shop.*

Artist Signature \_\_\_\_\_ Date: \_\_\_\_\_

(required for participation)