



## **ArtReach St. Croix is looking for artists to be part of the 2022 Holiday Gift Gallery, a seasonal showcase of St. Croix Valley artists.**

This year, ArtReach St. Croix will be hosting its **annual holiday gift gallery at ArtReach St. Croix**. This location has been successful over the past two years and allows us to offer a lower commission on sales. So we will once again convert our South Galleries and current Gift Gallery into a cozy, welcoming holiday shopping experience.

We will not be offering the online shopping portal in 2022, as shopping for unique, hand crafted gifts in person was vastly more popular last year. For those interested in “pre-shopping” our website ([artreachstcroix.org](http://artreachstcroix.org)) and social media accounts will provide an opportunity to see featured artwork.

The ArtReach Holiday Gift Gallery 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. In order to make sure we provide a comfortable shopping experience in our gallery space, we may limit the number of artists, or the amount of inventory per artist.

Consideration for participation in the 2022 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 utilizes, social media, public relations, physical signs and other marketing efforts to draw shoppers to the physical location.

## 2022 Holiday Gift Gallery and Online Shop Calendar

September 1	Call for Artists posted
October 10 at 11:59pm	Application deadline
October 19	Artists notified of their selection
November 13-14	Artwork drop-off
November 17 at 4-8pm	Holiday Gift Gallery opens to the public
December 31 at 4pm	Holiday Gift Gallery closes
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, artists may be notified if we are able to accommodate additional items.

Since we are utilizing our own space for the Holiday Gift Gallery, we will be offering a reduced commission rate of 30% for all participating artists. ArtReach St. Croix will handle the sales tax for all sales during the Holiday Gift Gallery.

### Additional Information

If you are interested in volunteering to help cover sales shifts during the evening and weekend hours of the Holiday Gift Gallery, please indicate that on your application. If we have enough volunteers, we may be able to expand our open hours. At this time, the gallery hours are planned to be:

- Tuesdays and Fridays, 10am-4pm
- Wednesdays and Thursdays, 10am-8pm (volunteer shifts: 4-8pm)
- Saturdays and Sundays, 12-4pm (volunteer shifts)

If you are interested in hosting a make and take or demonstration and talk on a Thursday evening, please let us know. We will be able to accommodate 3-5 events as part of Thursday Nights at ArtReach.

### Application

If you are interested in participating in this annual event, please submit the application by **October 10 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.



## 2022 ArtReach Holiday Gift Gallery Artist Application

Location: ArtReach St. Croix Gallery, 224 N. 4<sup>th</sup> St., Stillwater  
Dates: November 17 – December 31, 2021

*Application also available online at [artreachstcroix.org/2022HGGApplication](http://artreachstcroix.org/2022HGGApplication)*

**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.*

**Is your artwork available for sale at other locations in the St. Croix Valley during the holiday season? (Stillwater, Hudson, River Falls, Osceola, St Croix Falls, Marine on St Croix, Afton)**

Yes

No

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

**Are you available to volunteer for evening or weekend gift gallery shifts?**

Yes

No

**If yes, what day(s) are you available:**

Wednesdays, 4-8pm

Saturdays, 12-4pm

Thursdays, 4-8pm

Sundays, 12-4pm

**Exceptions to the days indicated above**

\_\_\_\_\_

**If you would like to host a make-and-take or demonstration/artist talk event as part of Thursday Nights at ArtReach, please describe your idea below. Program would run 6:30-7:30pm.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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: 30% for participating artists.*

Artist Signature \_\_\_\_\_ Date: \_\_\_\_\_  
(required for participation)