

IFM ARTISAN GUIDELINES

(Revised October 2020)

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For the general rules and regulations of IFM membership regarding sales, stall assignments, membership requirements, work hours, etc, please refer to the most recent "IFM Member Guide." View online to see the most up-to-date version: <http://www.ithacamarket.com/shop/rulesregs/member-guide>

THE MISSION OF THE ARTISAN COMMITTEE IS:

- To jury prospective artisan vendors
- To continuously review work sold at market in order to maintain standards both of quality of work and of stall display at the IFM
- To adopt rules and change procedures to reflect the market's growth
- To serve as a liaison and resource for artisan vendors to the IFM Board
- To communicate issues relevant to IFM artisan vendors regarding IFM policies, protocol, and daily operations.

ABOUT THE ARTISAN COMMITTEE

The Artisan Committee (AC) consists of seven to nine Ithaca Farmers Market (IFM) vendors approved by The IFM Board of Directors.

The committee members are chosen to represent the diversity of different craft medium and areas of expertise at the IFM. A list of currently serving AC members appears at the end of these guidelines. All AC recommendations are submitted to the IFM Board of Directors (BOD) for approval at the monthly IFM Board of Directors (BOD) meetings.

1. JURY CRITERIA NEW EASY ENTRY APPLICANTS

If approved for acceptance to the IFM, all vendors agree to abide by all IFM rules & regulations.

All artisan products must be made by the artist (or his/her employee/s) within 30 miles of Ithaca, and all items need to be juried by the AC . (For exceptions allowed for artist's reproductions, see section 7).

Jury decisions are based on whether submissions meet the following criteria:

- **Aesthetic Quality & Originality of Design:** A sense of beauty and/or unique, fresh individual style, including products presentation & packaging.
- **Skill in execution:** Technical excellence used to create the finished products.
- **Creative Use of Materials:** Novel approach to the art or craft, including the ability to use materials in an imaginative way.
- **Level of Difficulty:** Work shows that its maker has taken time, thought, knowledge and skill to create products.
- **Variety of Work:** Variety of items or designs offered. Work should not have a mass produced or commercial look.
- **Contribution to Market Balance:** The product(s) add to the quality and variety of the IFM as a whole.

2. THE JURY PROCESS FOR NEW APPLICANTS TO THE IFM

The applicant must fill out the IFM new vendor application and return or email it to the IFM with **separate checks** for jury fee (\$15) and application fee (\$100). Applicants should include photos of their work with their application.

Once the application is forwarded to the Artisan Committee, a committee representative will contact the applicant to arrange for jurying the actual items at the monthly Artisan meeting.

The work is judged according to the jury criteria in Section 2 above.

3. IFM ARTISAN MEMBERSHIP PROMOTION

The number of Full Artisan memberships at the IFM is limited, and determined by the Board of Directors. When an opening becomes available, the AC will notify vendors in the weekly email update, and interested associate members should contact the AC, who will recommend a vendor for promotion based on the following criteria:

- The date the vendor was accepted into market
- The vendor's attendance frequency, particularly in most recent years.
- The vendors service to the market community
- The vendor's willingness to follow IFM RULES & GUIDELINES.
- Both the vendor's annual dues and daily selling fees being paid and up to date.
- The vendor's contribution to overall market product balance and diversity of products offered.
- The vendor's consistency in maintaining a tidy and well-stocked display.
- The IFM manager will be consulted to furnish information regarding vendor's market attendance, fee payment, rule adherence, and work hour information.

It is to the benefit of all market vendors to keep personal records of market participation in case there is any discrepancy. This would include year-end statements and cancelled checks for daily fees.

4. JURY FOR NEW PRODUCTS & LAPSED VENDORS

The AC continuously reviews work sold at market in order to maintain quality of product and display. When in doubt, ask an AC member if something new added to your line needs to be juried. (A list of current AC members is provided at the end of this Guide)

The AC should jury new work that is significantly different from work that a vendor has originally juried. This includes changes in medium, technique, and style. Check with committee before the addition of new items. Juries take place during regularly scheduled AC meeting.

A vendor who has a BOD approved leave-of-absence for one year does not have to re-jury to resume selling at market.

Vendors are responsible to keep the products in their stall up to the same quality as when originally juried. If standards for products fall below that at which they were originally juried, the AC will request a re-jury of the vendor's work.

5. PROHIBITION OF BUY/SELL PRODUCTS

- Vendors are not permitted to resell commercially produced items.
- Items assembled from kits may not be sold.
- Manufactured items can only be used as components, of handcrafted work (i.e. jewelry findings, furniture hardware, etc), and are to be kept at a minimum.

No purchased items can be sold separately from vendor's handcrafted work.

6. REPRODUCTIONS

IFM vendors with original artwork may sell reproductions of their work at the IAFM in the form of notecards and quality prints. When the vendor is **NOT** printing reproductions themselves, it is highly encouraged that a printing service located within 30 miles of Ithaca be utilized. **No more than 25% of display surface may be used to display reproductions. Reproductions must be clearly marked as such.**

Objects with a vendor's commercially reproduced images are not otherwise permitted for sale at the IFM unless they have a unique artistic merit. The intent of this restriction is to maintain the non-commercial aesthetic of artwork offered at the IFM. To this end, all new commercially reproduced items **must** be approved by the AC before being offered for sale.

Applicants whose work is primarily sold in the form of commercial reproductions (i.e. books, cards, calendars) will no longer be accepted by the IFM.

7. GRANDFATHERED ARTISAN PRODUCTS

Standards have evolved at market so that some products that were once approved will no longer be recommended to the BOD for approval. Even if a product has been "grandfathered" for one vendor, it does not imply further exceptions for applicants will be approved.

Current vendors with grandfathered products are encouraged to bring their product line into accord with the same expectations placed on other vendors for selling local and handmade products. For example, some present IFM artisan vendors are grandfathered for more than 25% of their stall having commercially reproduced artwork. These vendors are encouraged to **increase and maintain** the percentage of original artwork displayed in their stall.

8. PREVENTING BIAS & CONFLICT OF INTEREST

Vendors serving on the Artisan Committee should make decisions for the overall benefit of the IFM and its Artisans, not their own business. To that end, committee members will recuse themselves from deliberations and voting on either their own membership promotion or the jurying of directly competing products.

9. ADDITIONS, CHANGES AND EVOLUTION OF PRODUCT LINE

As of 9/20/12 the Artisan Committee will jury new products with an eye to **quality and diversity**, the same standards they use to jury all artisan products. If a member wishes to add a product to their line which is **different from** what they were originally approved to sell, and this product is already well-represented at the Market, the Artisan Committee can opt to reject or accept this new item in the interest of maintaining diversity. If you have any questions please see an AC member before introducing a new product.

EE, Associate and Full artisan members can submit new additions to their artisan line for jury. The procedure is the same as the initial jurying process: the member should submit samples to the Artisan Committee to be evaluated at their monthly meeting.

If a new product is accepted that is significantly different from the products the artisan was originally accepted to sell at Market, the artisan may use up to 50% of their display space for the new juried product. However, the member must continue to use 50% of their stall to display their originally-juried work. This rule applies to all market days and locations. As with all Market rules, to not abide by this 50% rule breaches Market Guidelines and the Artisan Committee will recommend that the BOD take action.

If an artisan member's business evolves to the point that they wish for their stall to contain more than 50% of their new products and is therefore a significant shift in their business, the member needs to request permission from the Artisan Committee, pending BOD approval.

10. MAINTAINING A WELL STOCKED ARTISAN STALL

If a vendor does not consistently keep a well-stocked stall, they will be given a verbal or written warning from the Artisan Committee. After the first warning, the vendor will have a month to restock at which time the stall will be checked again by the Artisan Committee. If the stall is still understocked, the vendor will be referred to the Board for disciplinary action. If a vendor is experiencing hardship preventing them from fully stocking their stall, they should promptly consult with the Artisan Committee. A Special Needs Request to the BOD might be appropriate. However, consequences for non-complying vendors can be any of the following: seasonal loss of a reserved stall and/or obligated to share a stall for the rest of the season, loss of points for decisions. Warnings will carry over to the following season (10/10/12)

IFM Artisan Full Membership Rubric

	1	2	3	4	5
Years of membership	five - six	seven - eight	nine - ten	eleven - twelve	thirteen +
# of markets in past year	25 -35	36-45	46-55	56-65	66+
Mastery of Craft	Well below average	Below average	Average	Above average	well above average
Tidy and well-stocked display	Well below average	Below average	Average	Above average	Well above average
Adds to product diversity at market	Well below average	Below average	Average	Above average	Well above average
Contribution	Well below average	Below average	Average	Above average	Well above average

Mastery = ability, skill, growth, originality, and artistry

Contribution = cooperative participation, willingness to follow rules and ability to function in the

