

Thank you for your interest in becoming a member of the Southern Highland Craft Guild.

Below is the information about the Guild and about the jury process. It is intended to introduce you to the organization and assist you through the application process. Membership in the Guild lasts for the lifetime of the juried member, so long as Southern Highland Craft Guild standards of quality are maintained. The Guild hopes to provide a stage for artistic growth throughout the lifetime and career of each Guild member.

The Guild's Mentoring Sub-Committee invites you to take a Mentoring Workshop prior to filling out the online application. This workshop has helped many applicants who are now members of the Guild. We cover the entire application thoroughly, what the Standards Committee is looking for and what constitutes a good image and a body of work. These are all key points in creating a successful application. To register, email the committee at: mentoring@craftguild.org. Visit www.craftguild.org/events for future workshop dates. All workshops are free.

Please direct any questions or concerns regarding the application to

Laura Lanier, (828) 298-7928, ext. 301, or laura@craftguild.org

Residency Requirements

- Southern Highland Craft Guild membership is open to craftspeople who reside in the mountain counties in the states of Alabama, Georgia, Kentucky, Maryland, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.
- A full list of counties is available at the end of this document
- “Resident” is defined as any applicant/member who is domiciled within the counties approved by the Guild. “Domicile” denotes one’s permanent, established home as distinguished from a temporary, although actual, place of residence.
- A notarized residency affidavit, verifying legal residence, will be required of all new members. A residency affidavit will be mailed to you upon acceptance into the Guild.

Application Process Overview

The Southern Highland Craft Guild application process is comprised of two parts:

- Part One: Image Jury
 - Part One-A: Written - Applicants submit their personal information, craft classification, membership category, media designation, and answers to the application questionnaire.
 - Part One-B: Images - Applicants submit five (5) images of their work, along with a description of each image.
- Part Two: Object Jury
 - Applicants submit five (5) of their physical items to the Guild Jury for review.

Applicants pay the fee for the two phases of the application separately. The Image Jury fee is \$20. When an applicant is passed through to the Object Jury they will then pay the separate \$25 fee. If you do not advance through the Image Jury, and you re-apply within one year of the date of that application, your re-application fee will be waived for the Image Jury.

There are no quotas either for the total number of applicants accepted or for any media designation.

- An incomplete application may be returned to the applicant without being juried.
- This is an anonymous jury, and we request that you do not put your name on the images or any other attachments.
- The applicant must pass Part One: Image Jury to proceed to Part Two: Object Jury.

Standards of Quality for handmade craft

1. An object must be handmade.
 - Handmade Objects are designated as handmade when designed and made by the applicant within the Guild's region, or under the direction of the applicant, using hand tools or hand directed machine tools (such as a wood lathe or potter's wheel).
 - 80% of the work must be produced by the individual. It is preferred that any other components be produced by another guild member and/or be produced within the Guild's operating region.
2. An object must exhibit excellence in craftsmanship.
3. An object must exhibit excellence in design.
4. The durability of the object must be appropriate to the item.
5. An object must have obvious integrity (no misrepresentation).
6. An object must be original in design (no plagiarism by the applicant) or be a historical reproduction with appropriate documentation under Heritage Craft membership guidelines.
7. An object must be produced within the Guild's geographical region.

Step One

Applicant Information

- Name and contact information

Step Two

Craft Classification

- General Craft includes all media designations. Most craftspeople fall into this classification.
- Heritage Craft includes all media designations and is limited to traditional craftwork or folk art of historical significance to the Southern Highland region. The Heritage Craft Membership is based on a point system. Heritage Craft applicants apply in a traditional craft or a folk art and answer a series of questions that are graded by the jury. The results determine whether or not the applicant qualifies for Heritage Craft membership. Criteria include family tradition, residency, materials, function, etc. A complete description of the criteria and associated points can be found in the Heritage Craft Membership application and is available from Laura Lanier laura@craftguild.org.

Membership Category

- Individual Membership - can be either General or Heritage Craft classification
 - Consists of an individual craftsman. This craftsman may have intermittent assistants, employees, or subcontractors, with the understanding that the Guild member has creative control over development and production and supervises all work being done. Individual membership annual dues are \$100.00.
- Production Center Membership - can be either General or Heritage Craft classification
 - Consists of an individual craftsman who has one or more full or part-time assistants, employees, or subcontractors on a continual basis.

- The annual dues structure for this category is defined by the number of assistants, employees, or subcontractors within the organization, and is as follows:
 - Level 1 (1-3 people): \$125.00
 - Level 2 (4-20 people): \$250.00
 - Level 3 (More than 20 people): \$700.00
- Partnership Membership - can be either General or Heritage Craft classification
 - Consists of two (2) craftspeople, both being necessary to the design and production of all items, working on the same items.
 - Annual dues for the Partnership subcategory are \$100.00.
- If you are accepted into the Southern Highland Craft Guild, you will be given the opportunity to choose the most appropriate membership category on an annual basis. Your membership category is determined by the type of business structure under which you operate.

Media Designation

- Clay, Leather, Glass, Mixed Media, Wood, Fiber, Manmade Materials, Metal, Natural Materials, Jewelry, Paper
- All **Jewelry**, whether it is produced from metal, glass, clay, fiber, paper, plastic or other materials, must be applied for in this category. Only those artists accepted into the Guild under the Jewelry designation will be allowed to display or sell jewelry through the Guild.
- Paper does not include painting or photography as acceptable media.
- Manmade Materials includes items produced, formed, or made by humans and not resulting from a natural process.
- Natural Materials does not include soap, lotion, or other related products.
- If you wish to apply to the SHCG under more than one media designation, you must fill out a separate application for each. For example, if you work in clay AND fiber, you will need to submit one full application for clay, and a second full application for fiber. There is a separate application fee for each media designation.
- If necessary, the Standards Committee reserves the right to adjust your media designation to fit SHCG guidelines.

Step 3

Membership Application Questionnaire – Please limit each response to 300 words or less

1. Describe your work
 - Give a general description of your work
 - Start your description with a tag line (a one-sentence summary of your description).
 - Is there anything in creating your work that a casual observer might not know at first glance?
2. Describe your process
 - Describe the techniques, processes, and materials you use in the production of your craft.
 - Include parts of the process that may involve integrated technology like 3-D printers or CAD/CAM programs.
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4. Describe your training
 - List your education and/or other craft-related training experience.
5. Other details
 - Is there anything you would like the jury to know about your work that was not included in this questionnaire?

Step 4

Image Submission

- The jury is looking for a cohesive body of work that shows distinction in design and craftsmanship. Please submit exactly five (5) color images.

Prepare exactly five (5) color images of your work using the following guidelines:

- Recommended Dimensions: 800 x 1240 pixels
- Recommended Resolution: 72 DPI
- File Format: Baseline Standard JPEG (NOT Progressive JPEG)
- File Size: No more than 2.0 MB
- File Name: Use your three initials followed by the title and the image number from the application form
 - Suzie Q. Public's image of item 1 titled Mug would be "SQP_Mug_01.jpg," and information about this item would be listed in "#01" in the form.
- Booth Shot: If you do festivals, please include a booth shot in addition to your five images.
- To upload your images click the Select Files button and select your properly titled images. Do not submit the page until the files have finished uploading. If you mistakenly select an incorrect file you can click the red X to the left of the file name to remove it.

Suggestions for Successful Images

If it is not possible to obtain the services of a professional photographer, the following recommendations will aid in producing images of high enough quality to apply for the Southern Highland Craft Guild.

- Objects should nearly fill the frame and be approximately the same proportion in each image.
- Use proper lighting to create shadows that will show depth and detail, but avoid harsh shadows.
- Use the same color background in each image. We suggest using seamless photography paper in neutral shades such as black, gray or white, or you may use a color that better compliments your work.
- Avoid busy backgrounds, outdoor scenery, household settings or wrinkled materials.
- Avoid using inappropriate props to show scale.
- Display garments in ways that best highlight their function.

Step 5

Acknowledgements

The applicant is requested to certify that:

1. The objects submitted on the application are crafted according to Southern Highland Guild standards of quality for handmade craft
2. The objects submitted on the application were made within the two years prior to submission
3. The objects submitted on the application are not a direct result of classroom instruction

You should receive an email confirmation that your application was submitted. We will contact you to let you know if you are asked to participate in the Object Jury by May 30th. Object Jury will be August 30-September 2, 2021.

COUNTIES WITHIN SOUTHERN HIGHLAND CRAFT GUILD REGION

ALABAMA: Blount, Calhoun, Cherokee, Clay, Cleburne, Coosa, Cullman, DeKalb, Etowah, Jackson, Jefferson, Madison, Marshall, Morgan, St. Clair, Shelby, Talladega, Walker, Winston

GEORGIA: Banks, Bartow, Catoosa, Chattooga, Cherokee, Dade, Dawson, Fannin, Floyd, Forsyth, Franklin, Gilmer, Gordon, Habersham, Hall, Lumpkin, Murray, Pickens, Polk, Rabun, Stephens, Towns, Union, Walker, Whitfield, White

KENTUCKY: Bell, Boyd, Breathitt, Carter, Clay, Clinton, Elliott, Estill, Floyd, Greenup, Harlan, Jackson, Johnson, Knott, Knox, Laurel, Lawrence, Lee, Leslie, Letcher, Lewis, Madison, Magoffin, Martin, Menifee, McCreary, Morgan, Owsley, Perry, Pike, Powell, Pulaski, Rockcastle, Rowan, Wayne, Whitley, Wolfe

MARYLAND: Alleghany, Frederick, Garrett, Washington

NORTH CAROLINA: Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Mitchell, McDowell, Polk, Rutherford, Swain, Surry, Transylvania, Watauga, Wilkes, Yancey

SOUTH CAROLINA: Greenville, Oconee, Pickens, Spartanburg

TENNESSEE: Anderson, Bedford, Benton, Bledsoe, Blount, Bradley, Campbell, Cannon, Carroll, Carter, Cheatham, Chester, Claiborne, Clay, Cocke, Coffee, Cumberland, Davidson, Decatur, DeKalb, Dickson, Fentress, Franklin, Giles, Grainger, Greene, Grundy, Hamblen, Hamilton, Hancock, Hardin, Hawkins, Henderson, Henry, Hickman, Houston, Humphreys, Jackson, Jefferson, Johnson, Knox, Lawrence, Lewis, Lincoln, Loudon, Macon, Marion, Marshall, Maury, McMinn, McNairy, Meigs, Monroe, Montgomery, Moore, Morgan, Overton, Perry, Pickett, Polk, Putnum, Rhea, Roane, Robertson, Rutherford, Scott, Sequatchie, Sevier, Smith, Stewart, Sullivan, Sumner, Trousdale, Unicoi, Union, Van Buren, Warren, Washington, Wayne, White, Williamson, Wilson

VIRGINIA: Albemarle, Alleghany, Amherst, Augusta, Bath, Bland, Bedford, Botetourt, Buchanan, Carroll, Clarke, Craig, Dickenson, Fauquier, Floyd, Franklin, Frederick, Giles, Grayson, Greene, Highland, Lee, Loudoun, Madison, Montgomery, Nelson, Page, Patrick, Pulaski, Roanoke, Rappahannock, Rockbridge, Rockingham, Russell, Scott, Shenandoah, Smyth, Tazewell, Warren, Washington, Wise, Wythe

WEST VIRGINIA: The Entire State