

The Devon Guild of Craftsmen Membership Application

An educational charity and membership organisation for professional makers from South West England, the Devon Guild of Craftsmen seeks to inspire creative excellence through contemporary craft. With a nationally respected reputation, we promote the highest standards of craftsmanship and design and create opportunities for everyone to learn through making.

At Riverside Mill, our Bovey Tracey base, we exhibit the very best international contemporary craft in our Jubilee and Riverside galleries. We also showcase work at other venues in the region and tour exhibitions nationally. Freehand, our education outreach programme to schools, colleges and community groups, has been established for nearly 30 years, offering opportunities for a wide range of people to experience making with a professional.

Our large Riverside Mill craft shop shows a constantly changing display of craft work by our Full Members and we also provide exhibition opportunities for over 260 Full Members and more than 40 Associate Members. We offer our membership a range of professional development opportunities, workshops, events, talks, a commissioning resource and deliver outreach and educational work to support makers in their development and to engage them in critical debate.

Membership at the Devon Guild

The Guild offers two categories of Membership: **Full** and **Associate** Membership, which are open to any maker practising in the South West (Devon, Cornwall, the Isles of Scilly, Somerset, Dorset, Wiltshire, Gloucestershire, Bristol and Bath), provided that their work satisfies the Selection Committee.

Full Membership entitles holders to the opportunity to sell work through our craft shop and submit work for the Members-only Summer Exhibition in our Jubilee Gallery and other special exhibitions.

Full Membership is payable in January of each year; the 2020 rate is £156 (£130 + VAT) per annum. The charge for Members joining part-way through a year is proportional. The Membership fee will rise annually in January according to the retail price index in September of the previous year.

The standard commission on sales is calculated from the retail price supplied by the Member, and is as follows:

47.5% of the cost of any item up to the value of £1,000 retail

30% of the remainder exceeding £1,000 retail

This commission includes VAT payable by the Guild.

Associate Membership is designed to help recent graduates and aspiring makers to acquire the skills necessary to establish a successful business in craft.

Associate Membership is payable in January of each year; the 2020 rate is £50.40 (£42 + VAT) per annum. The charge for those joining part-way through a year is proportional. The Membership fee will rise annually in January according to the retail price index in September of the previous year.

After a minimum of 18 months, Associate Members are encouraged to apply for Full Membership with a fresh body of work.

Benefits of Full Membership include:

- retail opportunities in a large and well established contemporary craft centre and via our online shop
- opportunities to exhibit work
- right to use Guild branding
- promotion of work through the Guild's website and inclusion in the Guild's image library
- opportunities to deliver educational projects eg. Freehand
- discount on Guild events
- regular e-newsletter with relevant opportunities, news, training and listings

As the Craft Development Agency for the South West, we are working on your behalf to:

- gain media coverage
- sell your creative output
- manage the commissioning process
- connect makers and offer networking opportunities
- promote crafts throughout the South West and beyond
- campaign for crafts at a national level
- develop strategic partnerships with galleries and other commercial outlets
- offer structured marketing campaigns
- extend professional training and development

Member's Responsibilities

In furthering the aims of the Guild for the Members' benefit, you are asked to:

- submit work for exhibition
- maintain quality of work for sale in the craft shop or exhibition gallery
- attend Members' meetings
- attend and support Guild events
- give craft demonstrations
- maintain price parity between work sold direct and that sold through Devon Guild
- include the Guild logo and contact details on any publicity
- actively promote the Devon Guild of Craftsmen

The Guild needs you! As a members' organisation it thrives on active participation.

Benefits of Associate Membership include:

- the prestige of belonging to one of Britain's premier craft organisations
- marketing advice and support and the use of the Guild's logo
- free lectures from visiting and local makers
- the opportunity to submit a proposal for the Guild's biennial Associate exhibition in the Riverside Gallery
- participation in a member-led organisation, run for the benefit of makers
- press and media coverage
- promotion of work through the Guild's website and social media presence; inclusion in the Guild's image library
- access to professional development, including the opportunity to show work on the DGA (Devon Guild Associates) stand at the Bovey Tracey Craft Festival
- the support and expertise of fellow Members and the Guild's staff
- networking opportunities for mutual support, such as invitations to Private Views, Members' meetings and participation in Members' Forums
- regular e-newsletter with relevant opportunities, news, training and listings

Selection Criteria for Full and Associate Membership

Full Membership: A coherent body of work must be submitted that demonstrates all of the following:

- A strong creative voice
- A high level of craft skill
- An appropriate and sensitive use of materials

The panel will particularly look for work that is engaging, imaginative and exciting. Submissions from people who work with unusual or unconventional materials/imagery are welcome.

Associate Membership: Applicants for must satisfy the Selection Committee that they have the potential, with time, experience and guidance, to achieve the criteria for Full Membership.

Additional Guidance for Selection Criteria

Quality of images at Stage 1: Images supplied need to be of good quality, with consideration given to lighting and presentation of the work. Though not intended to be prescriptive, you may find it helps to consider scale, photographic angle and to present your work against an uncluttered, neutral background, unless the piece is site-specific. Images should be submitted as jpegs (on PC compatible CDs if sending applications by post, or by file transfer services such as Dropbox or WeTransfer). File sizes do not need to be particularly large, up to 1MB each is ample.

As an example, the Committee commended this image for its clarity and general style:



Photo credit: Ali Herbert ceramics, photo Julian Herbert

Coherent body: Applicants are advised to submit a cohesive collection representative of their current work, i.e. work that has been completed within the last 5 years and is linked through themes, ideas, methods or process. The pieces presented should demonstrate the range and scope of your practice.

Craft skills: Guild policy is to maintain the highest standards of workmanship and design. Excellent technique in itself would not qualify for membership, but is considered a prerequisite, and the submission must provide evidence of the applicant's craft skills in the work presented. The Selection Committee recognises that makers may outsource elements of their work and, if this is the case, this must be clearly stated in the application and the applicant must have final control over the quality of finish.

Bought-in materials: If the applicant uses bought-in materials in his/her work this must be clearly outlined in the application and they must be of an appropriately high standard.

Framing, fixtures and fittings: Additional presentation materials [e.g. frames, mounts, stands, mechanisms etc] must be of the same high standard and considered in the same way as you would your work. Work should be presented in a form that represents how it would be presented for exhibition or sale in the Guild shop. Please refer to our detailed framing guidelines which are available online or can be provided upon request.

Prints and photographs: Should be signed and editioned.

Photography as a craft discipline: Photography is accepted at the Devon Guild. Photographers need to show a distinctive personal voice and an excellence in technique, lighting, composition and interpretation. Digital photographs which meet the criteria are welcome. Photographers must confirm that the work is of archival quality, i.e. that it has been made from materials which will retain the quality of the work over time.

Materials as a craft discipline: The Devon Guild admits makers who use raw materials to create what might be termed "primary materials" which can then be used by others to create a finished item. Examples include: lampworked beads, spun yarn, handmade paper, braids, tassels, ribbons and trims, fabric lengths, buttons and buckles. Work submitted in this category will be subject to the same selection criteria as for finished items. Work should be presented in a form that represents how it would be presented in the Guild shop, including labeling and information as appropriate. The Guild expects presentation materials to be of the same high standard as the work.

Jewellery: If an applicant applies in a discipline which is not jewellery (e.g. glass or textiles), but wishes to sell or exhibit jewellery items in their discipline at the Devon Guild, the applicant will have to include jewellery in their application for this to be accepted by the Selection Committee. Please see the note above regarding the quality of bought-in materials.

The Selection Committee

Applications for Membership to the Devon Guild of Craftsmen are considered by a Selection Committee, drawn from the existing Membership, which meets three times a year (dates below).

The committee are:

Jenny Wilkinson	Chair
Deborah Baker	Photography
Rupert Johnstone	Sculptural Ceramics
Tim Gee	Functional Ceramics
Wayne Victor Meeten	Jewellery
Peter Lanyon	Furniture
Penny Carter	Glass
Louise Scammell	Printmaking
Yuli Somme	Textiles
Michelle Greenwood-Brown	Non-specific discipline representative; Mosaics
Tim Bolton	Independent

Some of the qualities that the committee provides are as follows:

- Broad knowledge and interest across all craft fields, as well as being known/respected in their own field
- A critical eye; able to see when a piece 'works', is balanced etc
- Able to form an independent opinion
- Positive and enthusiastic about craft and the Devon Guild
- Experienced in assessing work
- Masterful in his/her own craft and regularly engaged in making

The Selection Process

This Selection Process is undertaken in two stages:

STAGE 1: Submission of images

There is an application submission fee of £35.

Applications should be made by submitting:

- a completed membership application form
- a maker's statement of no more than 500 words / a single side of A4, font size 12 with 1" margins. This should provide information regarding materials, techniques and processes used in the production of your work (particularly if your work utilises digital tools). Any outsourced or bought-in elements should be disclosed. Applicants should consider the following questions: what do you do, and how; what are your materials, influences, intentions; what are your aspirations for your work?
- a CV or details of experience/training
- 6 to a maximum of 10 **good quality** digital images, up to c1MB each, showing both detail and full pieces

Please make careful reference to both the Selection Criteria and Additional Guidelines before making your application.

Successful applicants at Stage 1 will be contacted after the meeting and invited to submit actual pieces of their work for the Selection Committee to view at the following meeting.

Unsuccessful applicants at Stage 1 will be contacted after the meeting. Although a personal response will not be provided, the Selection Committee will give feedback by means of a standard form. The Committee decision is final and not open to negotiation.

STAGE 2: Submission of actual work

Those applicants who have passed through Stage 1 successfully are invited to submit 6 to 8 pieces of their work to the next meeting for the Selection Committee to view. Applicants whose work is normally framed should submit at least 3 of their pieces framed to show compliance with Guild quality standards. Please refer to our detailed framing guidelines, which are available online. Furniture makers, or others whose work is slow to produce, may submit a reduced body of at least 3, one of which should be a major piece.

Please make careful reference to both the Selection Criteria and Additional Guidelines before making your submission of work.

Photographs may be submitted in support, together with a résumé of training and experience, but these will usually be considered by the Selection Committee only where they have been unable to reach a decision on the basis of pieces alone.

Applicants at Stage 2 will be notified of the result of their submission by email as soon as possible after the Selection Committee has met. Those who are not accepted at Stage 2 will be given reasons and will be referred to a member of the Selection Committee should they wish to discuss their application further.

Unsuccessful applicants at Stage 2 may make a new submission of work direct to Stage 2 at a later date, upon payment of a further application fee.

Dates of future Selection meetings 2020

The Selection Committee meet three times a year to view images. Following each meeting, only successful applicants at stage 1 will be invited to submit samples of their actual work to the **next** meeting. Information and images must be received by the deadlines specified to be considered by the committee.

Saturday 16th May 2020

Application forms with images by Monday 20th April 2020

Saturday 12th September 2020

Application forms with images by Monday 17th August 2020

Insurance cover

Work submitted for membership is **NOT** insured by the Guild. Applicants are recommended to obtain the necessary insurance cover themselves. (NB: Members' work accepted for display in the gallery and shop areas is insured by the Guild.)

Submissions should be sent to:

Membership Application, Devon Guild of Craftsmen, Riverside Mill, Bovey Tracey, Devon, TQ13 9AF or alison.penwell@crafts.org.uk

If you have an enquiry please contact us on 01626 832223 or email alison.penwell@crafts.org.uk