

3rd Annual TVAA Winter Art Market

The Tennessee Valley Art Association was established in Tuscumbia, Alabama in the mid-1960's after being inspired by the life-long aspirations of a local artist, Mrs. Ethel Davis. Her desire was for the community to have a "people's museum". It is the mission of the Tennessee Valley Art Association to promote all of the arts, encourage creativity and education, and support artists in their endeavors. The original portion of the museum was constructed in 1972 with numerous additions being added in the mid-1990's expanding the exhibition spaces to over 3,300 sq.ft.

Following an artist needing to cancel an exhibit in 2020, we embarked on the first Winter Art Market thinking it would be a way to help support the many artists we knew who had virtually all of their festivals canceled in the midst of the pandemic. The first year, we grossed a little over \$26,000 in sales. Last year, we saw gross sales exceed \$40,000. We anticipate continued growth in sales as the reputation of the variety and quality of the works offered continues to spread. We feel certain that we will continue to see growth with this market for many years to come.

What are we looking for?

It is our goal to continue offering unique, high quality, handmade items in a wide variety of media. We feel that maintaining a high level of craftsmanship and quality is key to the continued success of this market. Previously, we have represented artists producing works in painting, photography, ceramics, fibers, wood, glass, jewelry, printmaking, etc... We also have offered artisan handmade candles and soaps in a separate 'Mercantile' area.

How do I deliver work?

Your artwork may be delivered in person to the museum or you may choose to ship it to us with a prepaid return shipping label.

**Attn: Jonathan Cain
Tennessee Valley Museum of Art
511 N. Water St.
Tuscumbia, AL 35674**

How is the work installed?

Each artist is installed in their own 'booth' space (approximately 8'x10') utilizing our 5 exhibition galleries. Each artist is identified with wall labels showing their name and home location. Artists/Artisans are strongly encouraged to offer their business cards or promotional materials in their space throughout the market. It is our goal to not only sell your work in the market but also assist you in developing a growing client base. We present the work 'exhibition style' using our walls, lighting system, floating wall shelves and pedestals to best show your items. We want to offer our patrons not just your work but a unique shopping experience. We carefully consider the placement of each artist to best show their work. The booths are constantly monitored, items rearrange as sales occur and replenished as necessary using any overstock you supply.

Do I have to be there to sell my work?

No. This is a 'stop-drop-roll' market. Once we have your work in hand, we take it from there. You are welcome to come meet customers and discuss your work during our Winter Art Market hours but are not obligated to do so.

What about sales & fees?

There are no 'booth fees' for the Winter Art Market. The Tennessee Valley Art Association receives a 25% commission on all sales during the Winter Art Market. We absorb all credit card fees and remit all applicable sales taxes. For our commission, we take care of the marketing, installation, customer service and sales.

What about shipping sold artwork?

We do not offer shipping services for sold items.

How does the Jury Process work?

There are no jury fees. Jurying is just our way of selecting for variety and consistently high quality. Entry into the jurying process is simple. Everything is done digitally. We ask for 3-5 representative photographs of your work, resume of exhibitions (if available), a brief artist's statement, and the price range of the work you will be offering including our 25% commission.

Important Dates

September 2	Winter Art Market application deadline
September 16	Notification of acceptance
November 1-10	Installation of the Winter Art Market
November 4	Deadline for works being dropped off for TVMA staff to install
November 12	Early Bird shopping for TVAA members
November 15	Public opening; 9:00am-5:00pm Tues. -Sat, Closed Sun. & Mon.
November 23-25	Closed for Thanksgiving
December 23	Final day of Art Market (Closes at 5:00pm)
Dec 24-Jan 2	TVMA closed for the holidays
January 3-6	Artists retrieve unsold works, pack up exhibit and receive checks for sold items. Works originally shipped in - shipped back out.

For additional information, contact:

Jonathan Cain, Curator

jonathan.cain@tennesseevalleyarts.org

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Tuscumbia, AL 35674
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