

4th 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. Since then the market has averaged gross sales of \$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 have this market known for its 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 as a way to offer visibility and support to cottage industry ventures.

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: Winter Art Market
Tennessee Valley Museum of Art
511 N. Water St.
Tuscumbia, AL 35674**

We highly recommend that artists who decide to ship their work consult and adhere to the standard guidelines offered by the major shipping agents (USPS, FedEx, UPS, DHL...).

Some basic guidelines to remember are:

- use an appropriate sized box for the items you are shipping.
- Avoid using damaged boxes; new heavy duty boxes are recommended.
- Use strong packing tape to close boxes.
- Have your shipping label placed on the top of your box and indicate with arrows the preferred orientation of your box.

- Place at least 2" of packing material (peanuts, bubble wrap, airbags between the work and the outside of the box. Plan on using bubble wrap, foam, or a divider to cushion fragile items from each other during shipping.
- Consider reinforcing the interior corners of your box with additional cardboard to protect them from crushing.
- Be aware that packing peanuts will shift and settle as the box moves through transportation. When packing, gently shake your box as you add packing peanuts to settle them into place.

Consult your shipping agent's website for their specific guidelines and recommendations.

UPS: https://www.ups.com/assets/resources/webcontent/en_US/Packaging_Guidelines.pdf

USPS:

<https://www.usps.com/ship/packages.htm#:~:text=Show%20More-,Use%20a%20sturdy%20box%20with%20enough%20room%20to%20add%20cushioning,are%20covered%20or%20blacked%20out.>

FedEx:

https://www.fedex.com/content/dam/fedex/us-united-states/services/GrIPkgGuidelines_fxcom.pdf

DHL:

<https://mydhl.express.dhl/us/en/help-and-support/shipping-advice/packing-with-care.html#:~:text=Always%20place%20items%20being%20shipped,any%20external%20walls%20or%20corners.&text=When%20shipping%20multiple%20items%20in,other%20divider%20materials%20as%20appropriate.>

We are not responsible for any damage occurring to work in its shipment to us. We reserve the right to refuse return shipping of work that does not conform to the standard shipping guidelines outlined by each carrier. In such cases, the artist will be notified and the work may be packaged in accordance with the standard shipping guidelines. Additional shipping fees will apply to safely return your work to you.

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, that 's the beauty of this event. This is a 'stop-drop-roll' market. Once we have your work in hand and a completed object manifests, we take it from there. You are welcome to come meet customers and discuss your work any time during our Winter Art Market hours but are not obligated to do so.

What about sales & fees?

There are no jury fees nor booth fees for the Winter Art Market. The Tennessee Valley Art Association receives a 25% commission on all sales during the Winter Art Market – please price accordingly on your object manifest sheet(s). We absorb all normal 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 do I apply?

Artists and artisans will apply using our simple online form. Be prepared to answer a few basic questions, upload 3-5 representative pictures of your work, and an artist statement (optional). <https://docs.google.com/forms/d/153Gl631ccP3dWoCrGKZFjMYo5cDc-GM6Y3kp2D1QTDg/edit>

How does the Jury Process work?

Jurying is just our way of selecting for a consistent high level of quality, variety and creativity. Entry into the jurying process is quite simple (3-5 minutes). Everything is done digitally. We ask for 3-5 representative photographs of your work, medium, price range, approximate number of pieces being offered. A brief artist statement also helps us with the market and discussing your work with your customers.

Important Dates

September 1	Winter Art Market application deadline
September 23	Notification of acceptance
November 13-21	Installation of the Winter Art Market
November 15	Deadline for works being dropped off for TVMA staff to install
November 25	Early Bird shopping for TVAA members
November 28	Public opening; 9:00am-5:00pm Tues. -Sat, Closed Sun. & Mon.
November 22-24	Closed for Thanksgiving
December 23	Final day of Art Market (Closes at 5:00pm)
Dec 24-Jan 1	TVMA closed for the holidays
January 2-6	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

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Tennessee Valley Museum of Art • 511 N. Water St. • Tuscumbia, AL 35674
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