



## RETAIL SHOWCASE CALL FOR SUBMISSIONS GUIDELINES

### 1. PURPOSE

The Legislative Assembly Office (LAO) operates a retail store, Alberta Branded, in the Legislative Assembly Visitor Centre, on the main floor of the Edmonton Federal Building. Alberta Branded is mandated to feature Alberta artists across a wide range of fine art and craft disciplines. Our clients include the Members of the Legislative Assembly, visiting schools, national and international visitors, dignitaries, tour participants and the general public.

A designated showcase area in the retail store will feature a group of Alberta artists based on an annual, predetermined theme or a medium or region of the province. Our purpose is to extend the visitor experience and encourage an appreciation of Alberta's creative communities while having the selected product featured for sale during a 12-month period. The LAO invites Alberta artists to respond to this call for submissions to have their work showcased in the retail store as part of the 2019 theme ***Influence/Confluence***. Selected applicants will have their work featured in the Alberta Branded retail store.

### 2. ALBERTA BRANDED 2019 SHOWCASE THEME

#### ***Influence/Confluence***

Influence is the ability to effect change;  
Confluence is the process of merging

The process of making is not a singular act of influence or confluence. The creative process demands a confluence of one's own history, biases, abilities and even limitations with the influences of politics, economics, social constructs and the physical environment.

By embracing both influence and confluence, we form a new and original path.

### 3. APPLICANT ELIGIBILITY

**3.1** Applications will be accepted from both individual artists and collectives. Collectives are defined as two or more artists that have collaborated in producing fine art or craft.

**3.2** Artists and collectives must be residents of Alberta to be eligible. For the purpose of this call for submissions a resident of Alberta is a person who is

- entitled to be or remain in Canada, and
- has his or her primary residence in Alberta for at least one full year before responding to this call for submissions.

**3.3** A collective will satisfy the residency requirement if at least half of its members are residents of Alberta in accordance with section 3.2.

**3.4** Proof of residency may be required by the LAO.

## 4. PRODUCT ELIGIBILITY

4.1 Eligible applicants may submit one or more items in the following categories to be featured in the Alberta Branded 2019 showcase:

- Painting
- Sculpture
- Fibre art
- Ceramics
- Drawing
- Printmaking (excluding reproductions)
- Photography
- Glass
- Jewellery
- Wood
- Metal
- Mixed media

4.2 Items which do not fall within the aforementioned categories may be considered at the sole discretion of the LAO; however, applicants are strongly recommended to consider the retail viability of a proposed item prior to applying.

4.3 All components of a submitted item must be produced or manufactured in Alberta, raw materials excepted.

## 5. APPLICATION REQUIREMENTS

5.1 Interested applicants are asked to submit an application in writing, which includes the following:

- Completed application form (available at <http://www.assembly.ab.ca/visitorcentre/abBranded.html>), which includes the following;
  - Applicant profile, including current contact information,
  - Product submission list with description and retail values, and
  - Signature of the primary applicant(s)
- Artist biography
- Curriculum vitae (two pages maximum), outlining any past exhibitions, achievements and retail involvement as applicable
- Artist statement of how the work relates to the theme for 2019, ***Influence/Confluence*** (250 words or less)
- Visual representations of each of the items included in the product submission (minimum three, maximum five images). Visual representations must be submitted as follows:
  - 1) If applying via mail, digital image files on disk or thumb drive (300 DPI recommended)
  - 2) Each image must be labelled with the artist's name, title of the work and numbered as follows:
    - a) ***1\_Lastname\_title***
    - b) ***2\_Lastname\_title, et cetera***
  - 3) Multiple images of the same product should be labelled and numbered as follows:
    - a) ***1\_a\_Lastname\_title***
    - b) ***1\_b\_Lastname\_title, et cetera***
  - 4) If applying via e-mail, image files can be a maximum size of 4 MB and in any of the following formats: .jpg, .tiff, .pdf, .doc, .docx, .xls, .rtf, .txt

## 6. APPLICATION SUBMISSION

**6.1** Applications in response to this call for submissions may be submitted as follows:

1) **BY MAIL:** Applications submitted by mail must be **postmarked** no later than **August 17, 2018**, and addressed to:

Alberta Branded, Legislative Assembly Office  
c/o Visitor Services  
3<sup>rd</sup> Floor, 9820 - 107 Street  
Edmonton, Alberta T5K 1E7

2) **BY E-MAIL:** Applications submitted by e-mail must be **received** no later than **August 17, 2018**, at the following e-mail address: [albertabranded@assembly.ab.ca](mailto:albertabranded@assembly.ab.ca)

**6.2** The LAO is not responsible for any costs incurred by applicants in preparing or submitting their applications. All applications become the property of the LAO upon submission and will not be returned.

**6.3** Late or incomplete applications may be rejected as noncompliant.

## 7. ASSESSMENT

**7.1** Applications will be evaluated through a two-stage process.

**Stage 1:** A juried panel selected by the LAO will evaluate applications based on the following criteria:

- retail potential;
- technique/craftsmanship;
- originality and authenticity;
- idea/concept and its connection to the 2019 showcase theme;
- medium, practice or concept that is cutting edge, new and/or emerging;
- submitted item(s) available for reproduction in style, form and relevant to the 2019 showcase theme but not necessarily identical;
- submitted item(s) reflects a range of suggested retail values not to exceed \$2500.00 each; and
- mandatory eligibility criteria have been met.

Selected applicants will be shortlisted for the second stage of evaluation by **September 10, 2018**, and notified via e-mail.

**Stage 2:** Applicants will be invited to deliver by **September 28, 2018** by mail or in person a maximum of three items from their product submission list to Alberta Branded or a prearranged location in Alberta for evaluation by the juried panel.

Applications will be reassessed based on the criteria used at stage 1, and selected applicants will be invited to participate in the Alberta Branded 2019 showcase.

Please note that all successful applicants participating in the Alberta Branded 2019 Showcase shall be required to enter into a consignment agreement with the Legislative Assembly Office in which a consignment fee of 30 per cent will be taken from the suggested retail value indicated on the applicant's application form.



Notwithstanding any other provision in this call for submissions the LAO reserves the right to:

- reject any or all applications in whole or in part;
- accept any or all applications in whole or in part;
- suspend, cancel or reissue this call for submissions at any time; and
- seek clarification and verify any or all information provided with respect to the call for submissions.

The care of submissions received at stage 2 will be the responsibility of the LAO, and any items not selected will be returned to the applicant at the expense of the LAO.

## 8. NOTIFICATION

**8.1** Applicants will be notified via e-mail on or before **October 9, 2018**, of the result of their application.

**8.2** General comments relating to theme and retail viability of an application will be gathered by staff and may be made available to applicants upon written request. Specific comments on individual applications will not be provided.

## 9. ACCEPTANCE OF TERMS AND CONDITIONS

The submission of an application by an Applicant indicates agreement to be bound by the instructions, information and conditions contained in this Call for Submissions. No other terms and conditions shall be applicable.

## 10. INFORMATION DISCLOSURE AND CONFIDENTIALITY

All information and records relating to or obtained, generated, created, collected or provided pursuant to this Call for Submissions and which are in the custody or control of the LAO are subject to the disclosure and protection provisions of the *Freedom of Information and Protection of Privacy Act* (Alberta).

## 11. INQUIRIES

Inquiries and other communications regarding this call for submissions are to be directed to:

**Linda Frena, Supervisor Retail Services**

T: 780-427-0082

E: [linda.frena@assembly.ab.ca](mailto:linda.frena@assembly.ab.ca)