



Potters' Nook Submission Guidelines

Overall Goal of the Potters' Nook: We are proud of the artists who work and volunteer in the Clay Program. Their efforts sustain the studio as a place to create, learn and collaborate. We are also happy to offer visitors the chance to purchase original, local art on site. Commissions on the work go directly to support operations and equipment in the Studio.

Who can Apply:

Associates of the Hoffman Clay Studio are invited to show and sell work in the Potter's Nook located adjacent to the Hoffman Gallery. Associates are defined as those who are in good standing with the Hoffman Center and:

- are active Full Pass holders (must show during active status);
- volunteer time and or resources as hosts or studio leaders; and/or
- actively use studio services, such as kiln services.

Specific requirements for the submissions

- all works must exhibit craftsmanship and be free of cracks, rough edges, nicks, etc.
- all functional works must be food safe unless otherwise noted on the work itself. Notes on stickers or other material that may be washed off or lost will not suffice.

How to Apply:

- Via the application form on the website:
hoffmanarts.org/potters-nook-application/

Who Makes the Decision:

- The Potters' Nook Team, composed of 3 members of the volunteer Clay Studio Host team.

What Artists Can Expect

Display:

- Each artist will have two shelves for exhibiting. Each shelf is 12" wide by 38" long with 12" or 18" in display height.
- Artists deliver their own work or make their own arrangements. **NO LATE WORK WILL BE ACCEPTED.**
- The Potters' Nook Team (PNT) will assemble the shows in concert and in keeping with the guidelines and processes of the Hoffman Gallery.

Ceramics pieces will be acquired, priced and held in inventory on the same schedule as the monthly Hoffman Gallery drop and pick up dates. A schedule will be published by the Potters' Nook Team. The PNT will manage the intake/pick up process and support the gallery team as required.

- The PNT will curate each show. Some pieces dropped off on "intake" day may not be selected for immediate display but reserved for inventory or to refresh stock.
- Sold ceramic shelf items may be taken by the purchaser at the time of sale. Extra pieces from each artist will be stored so that restocking can be done easily. ALL pieces – whether initially on display or held in reserve – will be inventoried during intake. As pieces are sold, the PNT has final say regarding display and spacing of shelves.
- In the event an artist cannot fulfill their commitment, the PNT may choose another artist from the current applicant pool. If a PNT member applies, that member will recuse themselves and another temporary committee member will join the team.

Sales

- Artists will specify the price for each item. Potters' Nook Team members may offer advice to keep the pricing relatively consistent—but the prices are ultimately up to the artist.
- All revenues acquired through ceramics sold through the gallery or because of the gallery connection will be paid to the artist at a rate of 70 percent of the retail price with 30 percent going to the Clay Studio.
- On or before drop-off dates, artists will complete a Hoffman Gallery inventory sheet, including item numbers and price. The PNT will manage the process of completing and delivering inventory sheets on the drop off date to the Hoffman Gallery Team.
- Signage, inventory, and sales processes will be managed by the Hoffman Gallery in keeping with their standard processes for gallery shows and sales.
- Artist bios will be stored in a reference binder at the gallery desk.

Who to Contact:

- For questions, contact hoffmanclaystudio@gmail.com.