

## **MEDIA SPECIFIC GUIDELINES**

### **Visual Arts**

The purpose of the guideline is to ensure the continued acceptance/inclusion of well crafted pieces into the Market Registry, reflecting Craft Nova Scotia's ongoing commitment to the development of fine craft in Nova Scotia

#### 1. INTENT

***Objects must reflect levels of technique, thought and consideration of intended use which can be readily recognized as examples of the professional and artistic execution of their medium.***

To make an object that recognizable as a unique and expressive example of finely crafted visual art.

#### 2. DESIGN

**A successful object must be the result of careful designing, with obvious thoughtfulness used in determining the proportions, structural integrity, materials and colours used.**

#### 3. PRODUCTION QUALITY & TECHNIQUE

**Whether produced in quantity or as an individual piece, the object must reflect excellent skill and production quality, being visibly well conceived and expertly executed.**

Prints and photographs are to meet the description of an original print as adopted by Visual Arts Nova Scotia and developed by the Print Committee of the Professional Art Dealers Association of Canada, which is as follows:

ORIGINAL PRINT - an original print is an image that has been conceived and executed solely as a print, usually in a numbered edition. Each print in the edition is an original, signed by the artist, and printed from a plate, stone, screen, block or other matrix created for that purpose. There is no one original print from which copies are made. Each print is inked and pulled individually; it is multi-original medium. The number of prints in an edition is decided by the artist, and each print is given a specific number (for example, a print numbered 12/25 is the 12<sup>th</sup> print in an edition of

25). Sequential numbering provides an accounting for the number of prints in the edition.

Included with photographs are Polaroids and prints made from Polaroid negatives.

The visual artist's technical skill and control over the medium should be easily recognized in the finished work.

4. SOURCE

**The design of an object must be an original, or an adaptation of a traditional design which demonstrates the unique skills of the maker and reflects an individual identity of design. The object must be designed and fabricated by the applying maker, or by employees under the direct supervision of that person.**

5. MATERIAL USED

**The object must be constructed of materials, which are of high quality and are appropriate to the structural integrity, utility and visual appearance of the object.**

Conservation quality includes the use of acid free materials, papers, matts, tapes, glues, light fast colours and processing that will allow the longest known life of the object. This includes framing and any other means of presentation.

6. FABRICATED CONTENT

***Commercially fabricated elements in objects, including packaging, must be subordinate to the overall design of the object.***

Objects packaged and sold as a prepackaged unit are defined as gift packages and must be submitted for assessment in the ready-for-sale state.

7. SPECIFIC EXCLUSIONS

**New forms and innovations will be considered by the Standards Committee. Unfinished items are not considered acceptable for Craft NS markets.**

Reproductions of visual art works that do not meet the definition of an original print are not permitted in Craft NS markets.

## 8. LABELLING

*All articles must be signed with the maker's name, address and the pertinent instructions to the consumer concerning care and maintenance as well as any information to the consumer required by law.*