

**Ontario Crafts Council**  
990 Queen St. West  
Toronto, ON M6J 1H1  
T: 416-925-4222  
F: 416-925-4223  
www.craft.on.ca



# Guild Shop Selections

The intent of OCC's The Guild Shop is to provide a marketplace for traditional and contemporary craft that demonstrates excellence in design and craftsmanship.

## APPLICATION PROCESS

Any interested crafts professional who meets the general criteria for selections may apply to sell their work at The Guild Shop.

Each application must include the following information:

- Six digital images that best represent the type of work intended to be sold at The Guild Shop
- An accompanying image list that includes: image file name, title of work, size, material, technique used and retail price. (Commission structure: 55% craftsperson and 45% store)
- CV and headshot image
- Artist statement
- Full contact information, including current mailing address and email
- Non refundable \$25 (+HST) administrative fee for non-members (no critiques given)

All applications must be submitted via email to: [selections@craft.on.ca](mailto:selections@craft.on.ca)

Applications will be reviewed every two months starting March 1, 2012. All applicants will be informed by email of results within two weeks of the application deadline.

## GENERAL CRITERIA

1. Work to reflect the quality image that is associated with The Guild Shop
2. Work is finished to a high standard
3. Work must be the original idea of the craftsperson or a skillful rendering of a traditional or classic design.
4. Articles that require simple assembly of commercially available parts as opposed to skillful manipulation of materials will not be accepted.
5. Ready-made parts or components are permitted only if they are subordinate to the total design and craftsmanship of the object.
6. The object must be capable of serving the purpose for which it was designed.