



SUBMISSION REQUIREMENTS

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 (MLAs), visiting schools, national and international visitors, dignitaries, tour participants and the general public.

Alberta Branded features artists based on criteria including but not limited to craftsmanship, retail potential, artistry and discipline. Our purpose is to extend the visitor experience and encourage an appreciation of Alberta's creative communities while having the selected products for sale. The LAO invites Alberta artists to respond to this ongoing call for applications to have their work considered for retail sales in Alberta Branded.

Applicant Eligibility

2.1 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 crafts.

2.2 Artists and collectives must be residents of Alberta to be eligible. For the purposes 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

2.3 A collective will satisfy the residency requirement if at least half of its members are residents of Alberta in accordance with section 2.2.

2.4 Proof of residency may be required by the LAO.

Product Eligibility

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

- Ceramics
- Drawing
- Fibre art
- Glass
- Jewellery
- Metal
- Mixed media
- Painting
- Photography
- Printmaking (excluding reproductions)
- Sculpture
- Stone
- Traditional/Heritage Art
- Wood

3.2 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.

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

Application Requirements

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

- Completed application form, including the signature of the primary applicant(s) (online form available);
- Resumé or curriculum vitae (two pages maximum) outlining any past exhibitions, achievements and retail involvement as applicable;
- Artist Biography (500 characters maximum) describing the artist's background and artistic career;
- Artist Statement (500 characters maximum) describing through narrative the theme or central idea informing the artist's body of work;
- Product submission list (online form available);
- Visual representations of each of the items included in the product submission (minimum 5, maximum 20 images). Visual representations must be submitted as follows:

1) If applying via mail, digital image files on disc 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

Application Submission

5.1 Applications in response to this call may be submitted as follows:

1) **BY MAIL:** Applications submitted by mail must be addressed to:

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

2) **BY E-MAIL:** Applications submitted by e-mail must be sent to the following e-mail address:

linda.frena@assembly.ab.ca

5.2 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.

Incomplete applications may be rejected as noncompliant.

Assessment

6.1 Applications will be evaluated through the following process:

An assessment panel selected by the LAO will evaluate applications based on the following criteria:

- Retail potential;
- Technique/craftsmanship;
- Idea/concept as it relates to Alberta;
- Medium, practice or concept that is cutting edge, new and/or emerging;
- Submitted item(s) reflects a range of suggested retail price points and
- Mandatory eligibility criteria have been met

Selected applicants will be shortlisted for a second stage of evaluation.

Applicants may be invited to deliver samples from their product submission list for evaluation by the assessment panel or arrange a studio visit.

Notwithstanding any other provision in this submission process 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 submission

Review Schedule and Notification

7.1 Applications can be submitted at any time. Applications are reviewed during the first week of each month or as schedules permit.

7.2 Applicants will be notified, via e-mail within two weeks of the review process, of the result of their application.

7.3 General comments may be made available to applicants upon written request. Specific comments on individual applications will not be provided.

Inquiries

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

Linda Frena, Supervisor of Retail Operations

T: 780.427.0082

E: linda.frena@assembly.ab.ca