

# STANDARDS PROGRAM MANUAL

This manual is to be used in conjunction with the Bylaws and Policies and Procedures of the Pennsylvania Guild of Craftsmen.

***The Pennsylvania Guild of Craftsmen's mission is to create opportunities for traditional and contemporary artists, makers, craft lovers and collectors through education, patronage, advocacy and community.***

## Mission

The Standards Program of the Pennsylvania Guild of Craftsmen (PGC) is dedicated to preserving, celebrating, and elevating the level of craftsmanship among our members, and is based upon the PGC's three benchmarks: Excellence in Craftsmanship, Resolved Design and Unique Voice. The program provides opportunities for critique and peer recognition and helps shape the quality of our fine craft fairs and exhibitions.

The mission of the Standards Committee and its members is to communicate the nature and importance of PGC benchmarks (Excellence in Craftsmanship, Resolved Design, Unique Voice) and to help PGC members improve their work through the Master Artisan program, Fine Craft Fair selection, floor jurying, mentoring, and other means available to the PGC.

All components of the Standards Program are overseen by the VP Standards with counsel from the Standards Committee.

The Standards Committee is comprised of between four and six Master Artisan members of the PGC who together represent a broad knowledge of fine craft disciplines. Nominations for standards committee members are made by the VP Standards and are presented to the PGC board for approval.

The Standards Committee has three primary responsibilities:

- Master Artisan Program
- Fine Craft Fair Exhibitor Selection
- Floor Jurying at the PGC's Fine Craft Fairs

# THE THREE BENCHMARKS

**Excellence in Craftsmanship** is a designation reserved for work that shows the highest standards of technical skill. The work demonstrates a mastery of the medium, far beyond basic and intermediate proficiency. Careful attention to detail is evident.

**Resolved Design** shows good composition and artistic excellence. Choice of materials and methods show innovation and mastery. Criteria for reproduction or original interpretation of traditional work will be the use of materials that are appropriate to the period and style and documentation to support the traditional style of the work being interpreted or reproduced.

## **Unique Voice or Faithful Reproduction**

**Unique Voice** speaks of the true creative nature of the non-traditional-craft Master Artisan. The conceptual richness evidenced in the work shows the nature, complexity and execution that marks the work as particular to this individual artisan. It is distinctive. Unique voice sets it apart from the work of others. It achieves an individual identity readily recognizable as belonging to this artisan.

**Faithful Reproduction** represents the faithful and sensitive reproduction or original interpretation of traditional styles, designs, and shapes that have defined long-respected works of the craftsmen of our history.

Taken together, the three benchmarks, well executed, evidence work that that merits the artisan the prestigious distinction of PGC Master Artisan.

# MASTER ARTISAN STATUS

To attain Master Artisan status in the Pennsylvania Guild of Craftsmen, a member in good standing must present for review by a jury of Master Artisans 4 to 6 works that exemplify the Three Benchmarks described above.

The process of preparing for and participating in the Master Artisan jury process should be a positive learning experience for the artisan, allowing him or her to receive meaningful peer critique and, when appropriate, recognition of high achievement in the medium.

Jurying will be held at the PGC offices, unless other arrangements are agreed to by the Standards Committee. All applicants must complete the full Master Artisan application process, regardless of whether they are invited or self-nominated.

## **BENEFITS OF MASTER ARTISAN STATUS**

- Recognition and acknowledgement that the artisan has achieved a level of exceptional ability and has produced work of true excellence.
- Special consideration for participation in PGC exhibitions.
- Eligibility to win awards presented at PGC Fine Craft Fairs.
- Priority image use on PGC marketing and advertising materials.
- Fine Craft Fair selection scoring bonus.

## **MASTER ARTISAN STATUS JURY PROCEDURE**

### **APPLICATION, DESCRIPTION & IMAGE ASSESSMENT**

Members in good standing are eligible to apply for Master Artisan status via on-line Master Artisan application on PGC website (See Appendix 1 for a representation of the application, which **MUST** be completed and submitted on line), which requires 4 to 6 digital images reflecting the work to be reviewed during the visual review; a statement outlining the applicant's craft background, education, specialized techniques and studio setup (i.e. independent studio, partnership, production studio with assistants or employees); and payment of the application fee.

Applications are reviewed by members of the Standards Committee and select Master Artisan appointees, who are appointed based on their expertise in the medium of one or more applicants. Those applicants who meet the application criteria are invited to attend the next jury session on the PGC calendar. If there are too many qualified applicants to be accommodated in one session, the applicants will be invited according to the date of receipt of their completed application.

The non-refundable application fee is \$55.00. Applicants whose works do not earn Master Artisan status may re-apply within one year from the date of unsuccessful jurying for a reduced fee of \$25.00.

### **PRESENTATION & VISUAL REVIEW**

Applicants will bring 4 to 6 works that they feel best exemplify the Three Benchmarks. Each applicant will give a brief statement about their process to the jury.

#### **Verbal presentation**

Applicants will each have three minutes to answer the following questions:

- How long have you worked in your chosen medium?
- What do you find most compelling about your medium?
- What do you hope to convey with your work – what is your voice?

#### **Visual review**

After the verbal presentations, the applicants will leave the jury area while jurors review the works, to determine whether they successfully meet the three benchmarks. The juror most familiar with the applicant's medium will lead the discussion for each individual applicant's work.

Jurors are expected to have familiarized themselves with the applicant's artist statements and additional details outlined in the application, which will be provided to them via email prior to the jury session; these should also be considered at this time.

The first benchmark to be considered will be Excellence in Craftsmanship. The juror whose experience is most directly related to the medium and/or style being reviewed will take the lead of the discussion for this benchmark alone. If there is consensus that work does not pass this benchmark, there is no need to continue.

If the first benchmark is passed, the jury will review and assess the work based on Resolved Design and Unique Voice/Faithful Reproduction

After a period of discussion, where notes of praise, critique, or concern will be recorded by an appointed jury member (See Appendix 2 – Master Artisan Scorecard), the jury will make a final decision. The decision and critique notes will be used by the VP of Standards to complete a form to be shared with the applicant via email.

After decisions have been rendered, each applicant will be met by at least two jurors who will speak with them, individually about the decision, including providing rationale for the decision and, if the applicant is willing, constructive suggestion(s) for improvement.

Successful candidates will receive their Master Artisan certificate within 4 weeks of the session.

It is important to respect the feelings of unsuccessful applicants, including allowing them to express their disappointment. The Master Artisan session should be, first and foremost, a positive learning experience. Jurors will receive training to achieve this and to help assuage the discomfort of unsuccessful applicants. The VP of Standards will be present and ready and willing to act as a buffer in the event of any uncomfortable exchanges.

***All applications, images, and records of jury reviews will be maintained in the PGC Dropbox system or other such sharable platform and on a hard drive at the PGC.***

# FINE CRAFT FAIRS

## FINE CRAFT FAIR EXHIBITOR SELECTION

PGC's Fine Craft Fair applications are received via Zapplication. The VP of Standards will select panel of Master Artisan jurors for each Fine Craft Fair . Each juror will review images and applications, including the required craft description, process description and details related to the image portfolio submitted for review and score each applicant based on all the information presented and according to the scoring plan announced at the jury session..

The individual juror scores will be combined and averaged to yield a score for each applicant. Master Artisan applicants' scores are raised by 1 bonus point at this time. Top scoring applicants in each medium will be accepted subject to the number of booth spaces allotted by medium for each Fine Craft Fair. Final acceptance will be at the discretion of the VP of Standards with input from Fine Craft Fair Manager and President, PDC.

In the case of available booth space, after a Fine Craft Fair jury session has closed, the VP of Standards will jury applications received as a result of any second-call for entries or request to invite made by Fine Craft Fair manager or other officer of the PGC or PDC.

## FLOOR JURY

Selected jurors will review each booth at PGC events to ensure that the work being displayed is consistent with the images submitted with the Fine Craft Fair application and that the work is of the quality that was conveyed by those images. Floor jurors are NOT to attempt to re-jury the Exhibitor Selection Jury results; this is not a matter for floor jurors.

The selected jurors convene during the first day of each of the PGC Fine Craft Fairs and are charged to:

1. Identify outstanding work exhibited by Master Artisans for consideration as potential Benchmark Award winners.
2. Identify and commend outstanding work from members without Master Artisan status.
3. Identify work that does not comply with the application images.
4. Identify booths with other potential PGC infractions that require review, including but not limited to buy-sell, kits, artisan not present, inappropriate booth set up.

After the review of exhibitors' booths, the jurors will reconvene to share findings. Booths that are identified as meeting one or more of the above-noted considerations will be revisited by the entire jury. Finally, the jury makes determinations on the following items:

1. Benchmark Awards – Master Artisans exhibiting at Fine Craft Fairs are eligible for cash awards, should the PDC elect to make them available.
  - These awards will be determined by the Floor Jury and will be based on the Three Benchmarks: Excellence in Craftsmanship, Resolved Design, Unique Voice or Faithful Reproduction..
  - Winners are announced and Benchmark Award ribbons and prize checks will be presented by the Executive Director and/or liaison from the Standards Committee to the three winners. by the end of opening day.
  - Members participating on the floor jury are not eligible for Benchmark Awards at the Fine Craft Fair(s) they jury.
2. Letters of commendation to non-Master Artisans who exhibit exemplary work.
3. Booths that are so far out of compliance with PGC application terms that immediate removal from the

Fine Craft Fair is appropriate – must be egregious and provable on its face.

4. Exhibitors whose work, display, or behavior should be monitored, reprimanded, or sanctioned. Letters, signed by the VP – standards, are mailed to the exhibitor, according to the following compliance procedure.

## COMPLIANCE PROCEDURE

Notice of Compliance Issue: letter specifically details one or more readily repairable issue(s) that should be handled before the next PGC Fine Craft Fair.

First Violation Notice: letter specifically details a major issue(s) that must be remedied prior to the next PGC Fine Craft Fair, else the exhibitor risks revocation of Master Artisan status, if applicable, and suspension of Fine Craft Fair eligibility.

Second Violation Notice: letter states, with specificity, that the issue(s) noted in the First Violation Notice have not been addressed and therefore results in disqualification from Fine Craft Fair participation for 12 months and revocation of Master Artisan status, if applicable.

Because of the serious consequences of these actions, the standards committee will require strong evidence and supporting information from floor jurors before undertaking to write Violation Notices.

The VP of Standards will create and maintain a file for each exhibitor who receives criticism that might or has led to sending of a letter(s), including the name, address, business name, medium, Master Artisan status, Fine Craft Fair date(s), specific issues/concerns, formal complaints made by fellow exhibitors, and other information that supports the actions of the PGC, and all correspondence in defense of or as inquiry regarding such actions. The VP of Standards will review these files as a prelude to Fine Craft Fair Exhibitor Jury sessions to be sure no sanctioned exhibitor is erroneously accepted into a PGC Fine Craft Fair. Files that have not had negative action for a period of three years should be considered for closing, except in cases of egregious infraction, warranting a lifetime ban from PGC events.

***All floor jury files will be maintained in the PGC Dropbox system or other such sharable platform and on a hard drive at the PGC.***

## REVIEW FOR EXHIBITIONS

The Standards Committee will jury, with guidelines appropriate to the event(s), PGC exhibitions and other such events to assure that the quality of works offered meet the standards of the PGC.

## GUILD STORE

The Standards VP or a designee will cooperate with the Guild Store Manager to assure high quality works by members in good standing are offered in the Guild Store.

## **Appendices**

**Appendix 1: Master Artisan Application**

**1/25/18 Version**

**Appendix 2: Master Artisan Scorecard**

**1/25/18 Version**

# Appendix 1

## SAMPLE MASTER ARTISAN STATUS APPLICATION

NOTE: This form is for reference only; application must be made online at <https://www.pacrafts.org/apply-for-master-status>

### Apply for Master Status

#### Contact Information (Items with \* must be completed)

Only Guild Members May Apply\*

I'm aware that I must be a current member of the Pennsylvania Guild of Craftsmen at the time of this application.

First Name\* \_\_\_\_\_

Last Name\* \_\_\_\_\_

Phone Number\* \_\_\_\_\_

Cell Number \_\_\_\_\_

Email\* \_\_\_\_\_

#### Application Options

##### All fees are non-refundable

I wish to attend the following master session if space is granted\*. \_\_\_\_\_

#### Application Type\*

Re-application may only be submitted within 12 months of original.

- New Application - \$55.00
- Re Apply within 12 months - \$25.00

#### Additional Mediums

Your application includes one medium, you may also apply for:

- no additional mediums/crafts
- 1 additional medium/craft - \$10.00
- 2 additional mediums/crafts - \$20.00

**Provide a short description of your craft(s).**\* (100 max characters fillable field)

#### Image Submission

Submit 4-6 digital images below of your work. The panel considering your application wants to see a body of work that is cohesive when shown together. If your application is accepted, you may bring different work as long as it's similar in style. Accepted file types: jpg, gif, png, jpeg, pdf. Max File Size: 1MB



## **Craftsman Bio & Process Submission**

Upload Your Bio (PDF or Word Doc Preferred)\* Accepted file types: jpg, gif, png, jpeg, pdf, doc, docx. Max File Size: 1MB

**How do you make your work?** (3000 max characters fillable field)

**What equipment and tools do you use to make your work?** (3000 max characters fillable field)

**Do you have assistants/employees? If so, how are they involved?** (3000 max characters fillable field)

**What is your quality control process?** (3000 max characters fillable field)

## **Rules & Regulations**

### **THE MASTER ARTISAN JURY PROCESS**

#### **APPLICATION**

Members in good standing are eligible to apply for Master Artisan status. Applicants submit 4 to 6 digital images, which will be retained for the PGC's Image Library, reflecting the work to be reviewed by the jurors at the Master Artisan Session; a statement outlining the applicant's craft background, education, specialized techniques and studio setup (i.e. independent studio, partnership, production studio with assistants or employees); and payment of the application fee.

While the PGC welcomes artisans, students, and collectors of all mediums, certain classes of works are not eligible for Master Artisan consideration. Should you have questions about this, please contact the Vice President, Standards for clarification.

Works Not Eligible for Master Artisan Consideration:

- o Works created from commercially available kits and patterns
- o (Non-traditional) work that is directly derived from the work of others
- o Consumables
- o Assemblages of found or manufactured items unless it is evident the maker has significantly altered raw materials.
- o Works that are comprised primarily of unaltered commercially produced elements.

Applications are reviewed by members of the Standards Committee and select appointees, based on their expertise in the applicant's medium. Those applicants who meet the application criteria are invited to attend the next jury session on the PGC calendar. If there are too many qualified applicants to be accommodated in one session, the applicants will be invited according to the date of receipt of their completed application.

The non-refundable application fee is \$55.00. Applicants whose works do not earn Master Artisan status may re-apply within one year from the date of unsuccessful jurying for a reduced fee of \$25.00.

Applications must be received at the PGC business office on or before the announced deadline for a Master Artisan jury session.

Standards Committee will review the application and notify the applicant of acceptance to participate as soon as possible, but within ten (10) days of receipt of application, at the latest.

## **THE MASTER ARTISAN SESSION**

On the day of the Master Artisan Session, accepted applicants will bring 4 to 6 works that they feel best exemplify the Three Benchmarks. Each applicant will give a brief statement about their process to the jury.

### **Verbal Presentation**

Applicants will each have three minutes to talk with the jurors about their work, answering these three questions:

- o How long have you worked in your chosen medium?
- o What do you find most compelling about your medium?
- o What do you hope to convey with the work you have brought to this session?

### **Visual Review**

After the verbal presentations, the applicants will leave the jury area while jurors review the works, to determine whether they successfully meet the Three Benchmarks:

- o Excellence in Craftsmanship
- o Resolved Design
- o Unique Voice or Faithful Reproduction (for traditional crafts)

After a period of discussion, the jury will make a final decision. The decision, with comment, suggestion, or helpful criticism will be noted by the recording member of the jury on a form to be shared with the applicant via email.

After decisions have been rendered, each applicant will be met by at least two jurors who will speak with them, individually about the decision, including providing rationale for the decision and, if the applicant is willing, constructive suggestion(s) for improvement.

Successful candidates will receive their Master Artisan certificate within 4 weeks of the session.

Unsuccessful applicants are encouraged to accept constructive feedback from the jurors, but the applicant is not required to do so.

## **THE THREE BENCHMARKS**

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**Resolved Design** shows good composition and artistic excellence. Choice of materials and methods show innovation and mastery. Criteria for reproduction or original interpretation of traditional work will be the use of materials that are appropriate to the period and style and documentation to support the traditional style of the work being interpreted or reproduced.

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Unique Voice speaks of the true creative nature of the non-traditional-craft Master Artisan. The conceptual richness evidenced in the work shows the nature, complexity and execution that marks the work as particular to this individual artisan. It is distinctive. Unique voice sets it apart from the work of others. It achieves an individual identity readily recognizable as belonging to this artisan.

Faithful Reproduction represents the faithful and sensitive reproduction or original interpretation of traditional styles, designs, and shapes that have defined long-respected works of the craftsmen of our history.

Taken together, the Three Benchmarks, well executed, evidence work that that merits the artisan the prestigious distinction of PGC Master Artisan.

### **You Must Accept the Rules & Regulations\***

- Yes, I have read, understood and comply with the Jurying Rules and Procedures

### **Mission Statement**

The PGC's Mission is to create opportunities for traditional and contemporary artists, makers, craft lovers and collectors through education, patronage, advocacy, and community.

Pennsylvania Guild of Craftsmen  
335 N. Queen Street  
Lancaster, PA, 17603  
Ph: 717-431-8706  
.

# Appendix 2

## Master Artisan Scorecard

Date \_\_\_\_\_

Jury Location: \_\_\_\_\_

(PGC, 335 N. Queen St, Lancaster PA or other location)

Applicant Name: \_\_\_\_\_

Applicant's Medium: \_\_\_\_\_

### REVIEW REMARKS

Excellence in Craftsmanship:

Resolved Design:

Unique Voice:

Other comments:

Award Master Artisan status:      Yes    No