

To perpetuate
and further develop
the Roycroft tradition
through head,
heart and hand.



Prospective
Artisan
Application
2010

Criteria:

- High quality hand craftsmanship
- Excellence in design
- Continuing artistic growth
- Originality of expression
- Professional recognition

Checklist:

- Completed application form.
- Current resume.
- CD with four (4) digital images of artwork.
Images should be 4"x6" with resolution between 72-150 ppi.
- Mailed CD and application by March 1, 2010 to:
RALA/Artisan
21 South Grove Street, Suite 110
East Aurora, NY 14052
- Marked your calendar with shipping/jury
delivery dates of your work to RALA.
- Filled out and sent show application*
with proper fees enclosed.
* Show application is a separate form from the artisan application
and is available online at www.ralaweb.com.

For questions contact:

Roycrofters At Large Association

21 South Grove Street, Suite 110, East Aurora, NY 14052

Phone: (716) 655-7252

Email: roycroftmail@verizon.net; website: www.ralaweb.com

Prospectus

Objective

An internationally recognized organization dedicated to enhancing and perpetuating the Roycroft tradition of highest quality craftsmanship in the craft and fine arts. Only those individuals whose artwork exemplifies that tradition, will be conferred upon the use of the Roycroft Renaissance mark in the designation of Artisan or Master Artisan. All Artisans are encouraged and expected to actively participate in the development of the Roycroft organization.

Eligibility

To become a Roycroft Renaissance Artisan, an artist must submit his work to a jury comprised of all the Master Artisans. Only Artisans whose work exemplifies the following criteria are awarded the use of the double R mark:

- 1) high quality hand craftsmanship
- 2) excellence in design
- 3) continuing artistic growth
- 4) originality of expression
- 5) professional recognition

Entries

Artisans are juried using a two (2) part jurying process.

Part 1:

Each artist must submit 4 examples of their artwork in digital format completed within the last four (4) years. Digital images must be submitted as a JPEG and should be 4" x 6" with resolution between 72 and 150 ppi.

Part 2:

Each artist must also submit 4 actual examples of their artwork that will be juried in concert with the digital images on the day of the jury. The combination of digital images and actual artwork will help the jury to establish the authenticity and quality of the artwork submitted.

Fees

Each Roycroft Artisan must hold a Patron Membership in RALA (membership runs June to June): \$ 50.00

Each Roycroft Artisan must participate in one of the two RALA shows each year or pay the Roycroft Mark License Fee \$ 175.00

* No Fees are Required with this Artisan Application, you will be invoiced at a later date.

All prospective Artisans and Master Artisans MUST fill out a show application and submit proper fees. This application is not a show application and cannot be used as the replacement to a show application. See show application for all details and due dates. Show applications available online at www.ralaweb.com.

If an Artisan cannot participate in one of our two shows (due to age, proximity to East Aurora or other extreme extenuating circumstance as reviewed by the RALA board) the artisan must still pay the license fee (\$175) and maintain patron membership in RALA (\$50).

Due to the size restriction of the winter show, any Artisan who participates in the summer show will be given first consideration for admittance into the winter show. ALL Artisans are

expected to participate in the shows. RALA shows, support our organization and showcase our work to the public.

Conditions

All work must have been completed within the last four (4) years and may not have been previously submitted to RALA. RALA reserves the right to reject applications that do not meet requirements. Digital images must be accompanied by a recently updated resume and a completed RALA application.

Shipping

Shipping costs are the responsibility of the prospective Artisan. A check for return shipping, including insurance (call carrier to ascertain this amount) must accompany delivered work, payable to RALA. All shipped work must be received by April 1, 2010.

Ship to:

The Schoolhouse Gallery
1054 Olean Road
East Aurora, New York 14052

Hand Delivery

The prospective Artisan is responsible for hand delivered art. All hand delivered pieces must be dropped off on April 10, 2010 (the day of the jury) to the East Aurora Senior Center between 9:00 and 9:45 am. Work must be picked up between 3:00 and 4:00 the same day.

Important Trademark Rights

The Double R logo, called the Roycroft Renaissance Mark, has been used by Roycrofters-At-Large Association, Inc. (RALA) since the 1970s. This logo is a valuable trademark, and RALA limits use of the trademark to artisans who are members of RALA and whose work is approved by the jury of Roycroft Master Artisans. Such artisans may use the logo for their approved category of artistic work for one year, provided that all pieces bearing the logo are in keeping with RALA's standards, i.e., the high standard of quality workmanship that Elbert Hubbard set for the original Roycrofters. Except as otherwise expressly authorized by RALA in writing, all other uses of the logo are prohibited. By completing this application, you acknowledge RALA's rights in its valuable trademark, and you agree not to use the trademark except as expressly permitted by RALA and in accordance with RALA's standards. If you should fail to abide by these rules, you agree that, upon written notice from RALA terminating your membership and/or artisan approval, you will cease all use of the logo. You further agree: not to contest the validity of RALA's rights in the logo; not to do or cause to be done any act or thing that may in any way adversely affect RALA's rights in the logo or any registrations therefor; not to use the logo or Roycroft name or any confusingly similar logo/name as part of your business name; and upon RALA's request, to use the following trademark ownership legend - "The Roycroft Renaissance Logo is a trademark of Roycrofters-At-Large Association, Inc. Used under license." - on brochures, web pages, product hang tags, and other product-related materials, wherever possible.

Prospective Artisan Information

Please print information

Date: _____ (postmark deadline March 1, 2010)

Applicant Name: _____

Medium: _____

Street: _____

City: _____ Zip Code: _____ Telephone: _____

Email Address: _____

Website: _____

Check this box if you would like contact information published on our website if your application is accepted.

Please answer the following questions concisely, as they will be used during the jurying process in your evaluation to become an Artisan. There isn't a lot of time to read your answers at the jury; simple, short statements are most effective.

1. What motivated you to apply for the use of the Roycroft Mark?

2. If you become a Roycroft Artisan, how can you contribute to the growth of the organization?

3. What are your expectations from the Roycrofters-at-Large Association as a Roycroft Artisan?



Images

Image #1

Title: _____

Year: _____ Dimensions: _____

Height

Width

Depth

Medium: _____

Technique: _____

Artist's Statement about the piece: _____

Image #2

Title: _____

Year: _____ Dimensions: _____

Height

Width

Depth

Medium: _____

Technique: _____

Artist's Statement about the piece: _____

Image #3

Title: _____

Year: _____ Dimensions: _____

Height

Width

Depth

Medium: _____

Technique: _____

Artist's Statement about the piece: _____

Image #4

Title: _____

Year: _____ Dimensions: _____

Height

Width

Depth

Medium: _____

Technique: _____

Artist's Statement about the piece: _____

