

Would you
like to have
your work



represented by
practical art?

practical art is a place to find truly useful, beautifully designed one-of-a-kind items that are locally made with care. People yearn for craftsmanship in the things they use every day (things they can keep, and pass along for their kids to use too). Buying locally handmade things of beauty for everyday living is better for people and our environment.

Please review our web site and visit us to be certain that your artistic style is aligned with the aesthetic of practical art:



locally handmade, classic styling of practical, usable, quality-made goods, at a fair price. The practical art aesthetic is clean lines, with a classic yet modern style. We do not carry oddities, experimental, avant-garde, ethnic designs, nor kitschy "Arizona" motifs like howling

coyotes, kokopellis or the like.

We do not represent items that are primarily imported, manufactured, duplicated or made by machine, even if they were designed, decorated or enhanced by an artist. All items submitted to practical art must be entirely locally hand crafted by you. Of course using any customarily-used



tools or minor machined parts for the craftwork is fine. (Some of our quirks: 1. we do not carry things that were bought at IKEA or the like and decorated by an artist; 2. we do not carry any jewelry that primarily features stones or manufactured beads that were purchased by the artist; 3. nor do we carry anything made from leather or silk.)

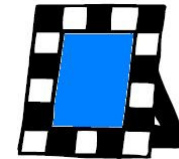
practical art operates exclusively on a standard consignment basis, meaning that our artisans are paid (promptly) after the artwork sells. We do not require exclusive contracts with you, so you are



free to sell your work anywhere else at your stated retail price. We support and promote our artisans in many ways, including opportunities to have private events for your customers at our store. Talk to us to find out more!

practical art donates at least 10% of all proceeds to local arts, human services and environmental causes.

Note that we do not regularly represent artists who make decorative art



such as paintings, prints, photography, sculpture or other non-usable/non-functional media. Please ask us for our Solo Artist Show guidelines if you are interested in a limited one-month show on our gallery wall.

practical art is a member of Local First Arizona www.localfirstaz.com and Green America, www.greenamerica.today.com



When printed, this brochure is on recycled paper. An important part of practical art's mission is to have a minimal impact on the environment - please pass this brochure along to someone else who might be interested and please reduce, re-use, recycle where you can!

If you believe your work meets our directives, please submit (preferably by email, or regular mail) your portfolio for our consideration.

Include:

> Photos of your work (or a link to your web site if you have examples on line).

> A brief artist statement, explaining the particular work you are submitting, including the source of your materials and your inspiration. (Artisans who endeavor to engage in sustainable design, including re-use or repurposing existing material, are preferred).

> A list of other galleries or stores that carry your work or currently represent you. (Emerging artisans who are not yet represented are preferred).

> Whether you have been in juried craft shows or festivals, and if so identify where and when.

> Your retail pricing. (We can help you establish your retail price if you have not done this before.)

Please submit your portfolio information to:

info@practical-art.com

(We prefer email, thanks.)

practical art

5070 North Central Ave

Phoenix, Arizona 85012

Phone 602.264.1414

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THANK YOU FOR CONSIDERING
PRACTICAL ART FOR YOUR WORK!

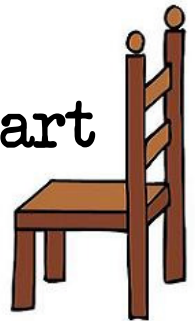
(Please note we can't return
anything you submit to us for
consideration.)

ARTISAN GUIDELINES

FOR



practical art



a shop on Central Avenue in
Phoenix . . . a place to find
wonderful handmade functional
wares
for everyday living