



**What you need to know.**



# Applying

## In the beginning

Your application will be juried by the ARIEL Board of Directors. Any member of the Board who plans to exhibit will recuse themselves from jurying the category in which they will apply to exhibit in the ARIEL Arts Space.

### 4 steps to apply

#### **Select three photos of the work you wish to submit for sale.**

If you want to exhibit in multiple categories – painting, jewellery, and pottery for example, you must present three images per category. Please submit digital images of sufficient quality for use in promotional material, including online marketing.

**Note:** We are not reviewing you, the creator, rather the proffered items. The Board will consider the quality of the item(s); the category, the amount of space required to display the item; and the proposed retail value of the item. The ARIEL Arts Space requires a broad range of items for sale in a diverse price range. We have limited display space.

#### **Complete the online application form.**

We prefer the application to be submitted online. If you are unable to do so, a printed version of the application form is available at 14 Elizabeth Walk on request. Note that printed applications must be accompanied by a thumb drive on which the digital images have been loaded.

Online application form [Application to Exhibit \(arielgroup.ca\)](https://arielgroup.ca)

#### **Submit a creator's statement with your application form.**

In addition to providing the jurors with an understanding of your creative motivation, the creator statement will be used to introduce you to visitors to the Arts Space, as well as online.

#### **Include a list of galleries – if any – with which you have arrangements.**

Confirm that there are no professional conflicts should you be invited to exhibit in the ARIEL Arts Space.

# Compensation

## From creator to exhibitor

There are three categories of compensation based on the retail value that **you** assign to an item.

*Category 1:* Items retailing for \$100 or more.

*Category 2:* Items retailing for \$40 to \$99.99.

*Category 3:* Items retailing for \$39.99 or under.

**You must assign the retail value to your items upon submission.**

**The only time we will ask you to review your assigned value is during a discounted sale promotion.**

### **Category 1**

The exhibitor receives 60%. ARIEL retains 40%.

### **Category 2**

The exhibitor receives 75%. ARIEL retains 25%.

### **Category 3**

The exhibitor receives 80%. ARIEL retains 20%.

### **Option to increase compensation for Category 1 items.**

In exchange for working in retail sales as a customer service ambassador in the ARIEL Arts Space, compensation increases to 70% for the exhibitor. ARIEL retains 30%.

To earn the additional compensation the exhibitor must work three (3) shifts of four (4) hours in length per month.

*Shifts will be assigned by the 15<sup>th</sup> of the previous month. Exchanging shifts with other exhibitors to meet personal demands on your time is permitted. However, missing a shift without ensuring it is covered by another exhibitor is grounds for disqualification. Compensation automatically returns to the standard for Category 1*



## **Retail Promotions**

From time to time, ARIEL Arts Space will conduct promotional and seasonal sales. Exhibitors may opt to exclude themselves from the percentage discount. Advance notice about promotions will be provided to exhibitors.

# Expectations

## While exhibiting

Regardless of whether you are an exhibitor or an exhibitor/ambassador, a high standard of customer care will be expected of all exhibitors. This is due to the unusual layout of the Arts Space.

The Arts Space is housed in the public spaces of the Elliot Lake Arts and Heritage Centre - the public halls and the foyer. Foot traffic will include the tenants of the facility as well as visitors – potential buyers – to the Space.

**Therefore, all exhibitors residing in the Elliot Lake area must attend an Arts ambassador discovery session prior to exhibiting. We are all ambassadors for the ELAHC, the ARIEL Arts Space and the broader Arts community in Elliot Lake.**

### **Ambassadors should be active listeners:**

*Active listening is the practice of listening to understand what someone is saying.*

Discretion must be top of mind when working in a space that is open to members and the public. Every encounter with a stranger in the ELAHC is an opportunity to recruit a new member to your organization; inspire someone to include the Arts in their lives; or sell a creative piece for you or a fellow exhibitor. That makes you an Arts Ambassador!

Ambassadors must be discreet while in public. So please keep gossip and organizational secrets behind closed doors. Ambassadors do not use the retail space in the lobby to socialize. They understand the retail space is there to increase the income of exhibitors. As an ambassador, give visitors room to shop and explore, and give your colleagues opportunities to sell.

One of the goals of operating a retail shop in the building is to create a welcoming space that lures residents and visitors downtown to shop, dine and explore. The job of an Arts Ambassador is to add the warmth of a smile to every transaction. We need to build word of mouth and a reputation for friendliness, prompt service and positivity.

ARIEL thanks you for sharing your talents with Elliot Lake!



### **Active Listening**

Ask open-ended questions to learn more: use how, why or what. Paraphrase and summarize what the other person is saying to ensure you fully understand. Practice non-judgmental listening. Demonstrate patience by focusing on the other person instead of your own thoughts. Use eye contact and leaning in...non-verbal communication. Avoid distractions and multitasking.