

MAKE Southwest Membership Application

An educational charity and membership organisation for professional makers from the Southwest of England, MAKE Southwest seeks to inspire creative excellence through contemporary craft. With a nationally respected reputation, we promote the highest standards of craftsmanship and design and create opportunities for everyone to learn through making.

At Riverside Mill, our Bovey Tracey base, we exhibit the very best international contemporary craft in our Jubilee and Riverside galleries. We also showcase work at other venues in the region and tour exhibitions nationally. Freehand, our education outreach programme to schools, colleges, and community groups, has been established for nearly 30 years, offering opportunities for a wide range of people to experience making with a craft professional.

Our large gallery shop shows a constantly changing display of craft work by our Full Maker Members and we also provide exhibition opportunities for over 220 Full Maker Members and approximately 40 Associate Maker Members. We offer our membership a range of professional development opportunities, workshops, events, talks, a commissioning resource and deliver outreach and educational work to support makers in their development and to engage them in critical debate.

Membership

MAKE Southwest offers three categories of Membership: Full, Associate and Graduate, which are open to any maker practicing in the Southwest (Devon, Cornwall, the Isles of Scilly, Somerset, Dorset, Wiltshire, Gloucestershire, Bristol, and Bath), provided that their work satisfies the Selection Committee (For Associate & Full Membership only).

Full Membership entitles holders to the opportunity to sell work through our craft shop and submit work for the Members-only Summer Exhibition in our Jubilee Gallery and other exhibitions.

Full Membership is payable in January of each year; the current rate is £156 (£130 + VAT) per annum. The charge for Maker Members joining part-way through a year is proportional. The Membership fee will rise annually in January according to the retail price index in September of the previous year.

The standard commission on sales is calculated from the retail price supplied by the Maker Member, and is as follows:

- 47.5% of the cost of any item up to the value of £1,000 retail
- 30% of the remainder exceeding £1,000 retail
- This commission includes VAT payable by the Charity.

Associate Membership is designed to help emerging and aspiring makers to acquire the skills necessary to establish a successful business in craft.

Associate Membership is payable in January of each year; the current rate is £50.40 (£42 + VAT) per annum. The charge for those joining part-way through a

year is proportional. After a minimum of 18 months, Associate Maker Members are encouraged to apply for Full Membership with a fresh body of work.

Benefits of Full Membership include:

- retail opportunities in a large and well-established contemporary craft centre and via our online shop
- opportunities to exhibit work.
- right to use MAKE Southwest branding.
- promotion of work through the charity's website
- opportunities to deliver educational projects e.g., Freehand.
- networking opportunities
- regular e-newsletter with relevant opportunities, news, events, and listings

Benefits of Associate Membership include:

- access to professional development
- opportunity to show work on the MAKE Southwest Associates stand at the Bovey Tracey Craft Festival
- the opportunity to submit a proposal for the Charity's biennial Associate exhibition in the Riverside Gallery
- press and media coverage.
- the use of MAKE Southwest's logo.
- the support and expertise of fellow Maker Members and the charity's staff
- networking opportunities for mutual support, such as invitations to Private Views, and Maker Members' events
- regular e-newsletter with relevant opportunities, news and listings

Maker Member's Responsibilities

In furthering the aims of the Charity for the Maker Members' benefit, you are asked to:

- submit work for exhibitions.
- maintain quality of work for sale in the craft shop or exhibition gallery
- attend Maker Members' meetings.
- attend and support MAKE Southwest events.
- give craft demonstrations.
- maintain price parity between work sold direct and that sold through MAKE Southwest
- include the charity logo and contact details on any publicity.
- actively promote MAKE Southwest

Selection Criteria for Full and Associate Membership

For Full Membership you will need to present a coherent body of work that demonstrates the following:

Creative Voice	Provides and presents strong evidence of a personal/heritage direction which shows a true identity of work.
Craft Skills	Demonstrates that the work is executed to the exceptional standard required with a deep knowledge of materials and processes.
Sustainability	Committed to making sure all materials and processes are locally/ethically sourced with considered alternatives.
Entrepreneurial	Demonstrates commitment to developing their practice through either a business approach and understanding the craft market or teaching/delivering skills.
Collaboration	Actively collaborating within the craft sector through exhibiting, published work, selling at fairs, or having a social practice. To grow a relationship between the Maker and organisation.
Presentation	Shows high quality presentation throughout their work and practice (i.e., digitally/website/social media or through framing/fixings)
Curatorial Direction	The work is distinctive or of heritage value and will enhance and compliment that of our membership, our exhibitions programme, and the direction of the organisation.

The panel will particularly look for work that is engaging, imaginative and exciting.

For Associate Membership applicants must show the Selection Committee that they have the potential, with time, experience, and guidance, to achieve the criteria for Full Membership.

Additional Guidance for Selection Criteria

Quality of images at Stage 1: Images supplied need to be of good quality, with consideration given to lighting and presentation of the work. Though not intended to be prescriptive, you may find it helps to consider scale, photographic angle and to present your work against an uncluttered, neutral background, unless the piece is site-specific. Images should be submitted as high res jpegs.

Coherent body: Applicants are advised to submit a cohesive collection representative of their current work, i.e. work that has been completed within the last 5 years and is linked through themes, ideas, methods or process. The pieces presented should demonstrate the range and scope of your practice.

Craft skills: MAKE Southwest policy is to maintain the highest standards of workmanship and design. Excellent technique in itself would not qualify for membership, but is considered a prerequisite, and the submission must provide evidence of the applicant's craft skills in the work presented. The Selection Committee recognises that makers may outsource elements of their work and, if this is the case, this must be clearly stated in the application and the applicant must have final control over the quality of finish.

Bought-in materials: If bought-in materials are used, this must be clearly outlined in the application, and they must be of an appropriately high standard.

Framing, fixtures and fittings: Additional presentation materials e.g. frames, mounts, stands, mechanisms etc. must be of the same high standard and considered in the same way as you would your work. Work should be presented in a form that represents how it would be presented for exhibition or sale in the shop. Please refer to our detailed framing guidelines which are available online or can be provided upon request.

Prints and photographs: Should be signed and editioned.

Photography as a craft discipline: Photography is accepted at MAKE Southwest. Photographers need to show a distinctive personal voice and an excellence in technique, lighting, composition, and interpretation. Digital photographs which meet the criteria are welcome. Photographers must confirm that the work is of archival quality, i.e. that it has been made from materials which will retain the quality of the work over time.

Materials as a craft discipline: MAKE Southwest admits makers who use raw materials to create what might be termed "primary materials" which can then be used by others to create a finished item. Examples include: lampworked beads, spun yarn, handmade paper, braids, tassels, ribbons and trims, fabric lengths, buttons and buckles. Work submitted in this category will be subject to the same selection criteria as for finished items. Work should be presented in a form that represents how it would be presented in our shop, including labelling and information as appropriate. Presentation materials must be of the same high standard as the work.

Jewellery: If an applicant applies in a discipline which is not jewellery (e.g., glass or textiles), but wishes to sell or exhibit jewellery items in their discipline at MAKE Southwest, the applicant will have to include jewellery in their application for this to be accepted by the Selection Committee. Please see the note above regarding the quality of bought-in materials.

This Selection Process

STAGE 1: Submission of images

There is an application submission fee of £35.

Applications should be made by submitting:

- a completed membership application form
- a maker's statement of no more than 500 words / a single side of A4, font size 12 with 1" margins. This should provide information regarding materials, techniques and processes used in the production of your work (particularly if your work utilises digital tools). Any outsourced or bought-in elements should be disclosed. Applicants should consider the following questions: what do you do, and how; what are your materials, influences, intentions; what are your aspirations for your work?
- a CV or details of experience/training
- 6 to a maximum of 10 good quality digital images, up to c1MB each, showing both detail and full pieces.

Please make careful reference to both the Selection Criteria and Additional Guidelines before making your application.

Successful applicants at Stage 1 will be contacted after the meeting and invited to submit actual pieces of their work for the Selection Committee to view at the Stage 2 meeting.

Unsuccessful applicants at Stage 1 will be emailed after the meeting. The Selection Committee decision is final and not open to negotiation. Unfortunately no feedback is given at this stage.

STAGE 2: Submission of actual work

Those applicants who have passed through Stage 1 successfully are invited to submit 6 to 8 pieces of their work to the next meeting for the Selection Committee to view. Applicants whose work is normally framed should submit at least 3 of their pieces framed to show compliance with MAKE Southwest quality standards. Please refer to our detailed framing guidelines, which are available online. Furniture makers, or others whose work is slow to produce, may submit a reduced body of at least 3, one of which should be a major piece.

Please make careful reference to both the Selection Criteria and Additional Guidelines before making your submission of work.

Photographs may be submitted in support, together with a résumé of training and experience, but these will usually be considered by the Selection Committee only where they have been unable to reach a decision on the basis of pieces alone.

Applicants at Stage 2 will be notified of the result of their submission by email as soon as possible after the Selection Committee has met. Those who are not accepted at Stage 2 will be given reasons from the Selection Criteria of why they were not successful.

Unsuccessful applicants at Stage 2 may make a new submission of work direct to Stage 2 at a later date, upon payment of a further application fee.

The Selection Committee meet three times a year to view Stage 1 applications. Following each meeting, only successful applicants at Stage 1 will be invited to submit samples of their actual work to the next meeting. Information and images must be received by the deadlines specified to be considered by the committee.

Insurance Cover

Work submitted for membership is NOT insured by the Charity. Applicants are recommended to obtain the necessary insurance cover themselves. (NB: Maker Members' work accepted for display in the gallery and shop areas is insured by the Charity.)