

Dear Directory Artisans,

Our expert jurors spend a great deal of time and energy evaluating each entry. They indicate that they are dismayed with being unable to recommend potentially wonderful work for inclusion in the Directory for the following technical reasons.

**Your entry MUST:**

Be **postmarked or electronically received** by February 15, 2021.

Show **exactly five images of your work.**

Show images of **at least two objects.** The Directory is NOT an art show for a single piece of work, it is a selection based on your overall work in this specific type of craft.

If you have NOT already provided a hallmark, provide a sixth image of a **hallmark.** This sixth image does not go to the judges, but they require that we indicate that one has been provided for the entry. An actual piece of fabric, wood, metal, etc. with your hallmark is an appropriate substitute. If you do not hallmark your work you **MUST** provide an explanation of why you do not. Our artists' work is exceptional and the judges require that it not be confused on the market with a true antique.

Show **clear images.** Images that are too dark, out of focus, or too small to show detail when enlarged will prevent the jurors from recommending the work.

Provide **scholarship.** Explain the specific history, dates, and colonial precedent for the work.

Describe the **process.** Describe the materials and methods used. If antique materials are used, explain what, why, and how that use fits a conservation-based mission.

State **intent.** Distinguish between a reproduction and an interpretation. If your entry has BOTH types of work, you must specify which fits each category.

Be **your own.** You may NOT use kits or pre-printed patterns/charts not of your own design.

Be of **indicated length.** A single page is provided for your text. You may print, type, or write in the allotted space or glue another paper in the area provided. Any information outside this area or otherwise attached to the entry will NOT go to the judges. The judging is anonymous. We are always happy to see and reference your catalogs, business cards, flyers, etc. These materials will remain in our publishing offices and are NOT sent to the judges.

We trust that following these guidelines when submitting your entry will give our judges an opportunity to recommend your work for inclusion. Please see the official rules for more details, or contact our offices with questions.

Thank you for your interest in the *Early American Life* Directory of Traditional American Crafts.

Sincerely,

Directory Staff

Dear Artisan,

Thank you for your interest in the 2021 Directory of Traditional American Crafts. Now in our 36th year, we are proud to continue this competition, which showcases the very best in pre-Civil War heritage crafts. Help us in our goal to foster and preserve the arts and skills of our ancestors.

**The deadline for applications is January 15th, 2021.** Your application must be postmarked, or received by email, by January 15th or your entry will not be accepted. Remember, this is a juried competition of works currently offered for purchase, it is not an art show. Not everyone who enters will be selected by the jurors, nor will everyone selected for the Directory be asked to submit pieces for photography.

The Directory Issue will reach our entire circulation. Those who qualify for the Directory will also receive promotional materials including a certificate that may be displayed in a booth or shop, hang tags that can be affixed to items to be sold, artwork for a logo indicating selection for the Directory that can be used in advertisements, and a listing on the EarlyAmericanLife.com website. Firelands Media will not pre-release any selected artist list to our partner organizations until after the individual artist has been notified of his or her acceptance. (Pre-release may be required for timing purposes such as museum newsletters, show invitations, etc., after selection, but before newsstand date.)

Our Museum jurors have requested that we require that all entries in the reproduction category be hallmarked by the maker to avoid confusion with antiques. Unless previously provided to Firelands Media, please include a scan, photo, or rendering of your hallmark with your entry or explain why it is an exception to the requirement. The jurors will receive confirmation of these hallmarks but will not see an actual image.

Please enter in only one category with each application. Enter in the category you are showing in your images, not EVERY type of item you might make. The judges will be commending your work in the category they see, not in all categories you work in. Feel free to enter in several categories each with its own application, fee, and images. You will be listed in the Directory in each category for which you have entered an application and the judges deem your work to be superior.

Please submit your most detailed images. Your entry must contain only five images labeled A, B, C, D, and E. (A sixth image is allowable only if one is a hallmark image not intended for judging.) No other images will be accepted. Then tell the judges everything you can about your images on the anonymous judging form. Why is your work more authentic? How does it differ from the work of others, or from factory-made items? Have you used heritage tools, techniques, materials, or finishes? Were antique materials destroyed to produce your work? Where did you get the idea? Every year some items are eliminated because the work put into them cannot really be seen in their images, or the descriptions did not introduce them fully to the judges. Yes, they want to see the backs and insides of items if there is important detail there such as stitching or joints. The judges just want to fully appreciate all your efforts.

- 1) Fill out the application on pages two and three fully.
- 2) Sign on page four, under the rules.
- 3) Enclose your disc or USB drive (or send electronically by email) with 5 images, plus a hallmark image if not on file already. Show only work that you have done in the last two years (views of at least two different works and one close-up). Digital files must be in jpg format with resolution of at least 1.5 mega-pixels wide.
- 4) Write a check for \$40 made out to "Directory of Traditional American Crafts" to help us cover expenses and pay any jurors' honoraria. ( You will also receive a one year subscription worth \$28.)
- 5) Send it all to us at Directory, Early American Life, P.O. Box 221230 Shaker Heights, Oh 44122. Or email to Directory@firelandsmedia.com. Credit card payment of the fee may be made by phone at (440) 543-8566.
- 6) If you want to know whether we received your entry, send an email to directory@firelandsmedia.com. In the subject line type "Directory Entry Confirmation" (and your name). We will reply when it arrives.

Please remember to support Early American Life and help its efforts to perpetuate heritage crafts and traditions by giving gift subscriptions to your friends, family, and customers.

Thank you for your application. We look forward to seeing your work.  
Alexandra Dreka, Operations Manager  
Early American Life Magazine

## Directory of Traditional American Crafts®

### INFORMATION THAT MAY BE PUBLISHED

Name(s) \_\_\_\_\_  
\_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

Description of Business (Style, Period, Materials) ex. Redware pottery with sgraffito decoration.  
\_\_\_\_\_

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Architectural          | <input type="checkbox"/> Glass               | <input type="checkbox"/> Pottery                         |
| <input type="checkbox"/> Baskets                | <input type="checkbox"/> Indigenous Culture  | <input type="checkbox"/> Textiles / Rugs / Needlework    |
| <input type="checkbox"/> Boxes                  | <input type="checkbox"/> Leather             | <input type="checkbox"/> Toys or Dolls                   |
| <input type="checkbox"/> Clocks                 | <input type="checkbox"/> Metal               | <input type="checkbox"/> Wood                            |
| <input type="checkbox"/> Clothing / Accessories | <input type="checkbox"/> Miniatures          | <input type="checkbox"/> Weaponry / Blades & Accessories |
| <input type="checkbox"/> Floorcloths            | <input type="checkbox"/> Ornamental Painting | <input type="checkbox"/> Miscellaneous                   |
| <input type="checkbox"/> Furniture              | <input type="checkbox"/> Painted Flat Art    | <input type="checkbox"/> <b>Holiday Themes</b>           |
| <input type="checkbox"/> Furniture, Windsor     | <input type="checkbox"/> Paper               | <input type="checkbox"/> History Thematic Painting       |

School of Study: {If you are not self-taught, please list your primary instructor(s) or master}  
\_\_\_\_\_

#### Collaboration Information:

	Name	Work Performed
1.	_____	_____
2.	_____	_____
3.	_____	_____

{Please list additional collaborations on a separate sheet and attach}

Licensed reproductions of my work are available.

Directory of Traditional American Crafts®

Classification:

Exact reproduction

Original interpretation of period design

History Themed Painting  
(modern esthetic of historic event)

Please use this page to identify and describe each of your 5 images. Anonymously explain what makes your work outstanding in displaying authentic period tradition. Scholarship is important. ONLY this side of this page will go to jurors.

# Official Rules for The 2021 Directory of Traditional American Crafts®

1. All work shall be the original production of the artist's own hands, made within the past two years. Work must be in a tradition that pre-dates the Civil War, or pre-1900 for holiday work.

a. If the work is a product of a workshop, those participating in the workshop shall be specified along with their individual contributions to the work.

b. Commercially available pieces and subassemblies may be used if such supply is historically accurate. For example, chair-makers may use legs prepared by another. However, the pieces must be produced in a historically appropriate manner (for example, not by computer-controlled power tools). All commercially prepared pieces must be specified. Jurors may at their discretion make allowances for such composite work.

c. The use of power tools is acknowledged in old works and may be applied to competing works provided the application is of the same nature and extent as the original work—a sawmill is historically appropriate but a high-speed Dremel rotary tool is inappropriate.

d. Machine-made pieces, that is, those made with modern production methods such as computerized numerical control (CNC) tools, injection molding, or similar techniques, shall not be allowed.

2. The originality of the work shall be specified. The following classes are recognized:

a. Exact reproduction of a period design. The artist will identify the original and, if requested, provide images of it.

b. Original interpretation of period design. NOTE: Kits and other commercially reproduced designs made by others shall not be allowed.

3. Materials used in the production of the work with historical reference must be appropriate to the prototype or similar historical work.

a. If the historical material is no longer available in commerce (for example ivory or whalebone), an available material artistically recognized as appropriate may be substituted.

b. If the historical material is hazardous, toxic, or otherwise unsafe for either the artist or prospective consumer of the work (for example, many historic pigments are toxic), the artist may use a modern, safe substitute. However, such substitutions must be noted in the application.

c. Any use of toxic or dangerous materials must be declared and, where an item may be used for cooking, serving, or displaying food, toxicity (such as that of lead-based glazes) must be plainly marked on any piece submitted for review or sale.

4. The work or similar pieces made by the artist must be available in commerce.

a. This is a competition among artists not artworks. It is not an art show. The craftsperson must show his/her skills extend beyond the fortuitous production of a single item.

b. The exact work entered need not be offered for sale, but those of a similar nature shall be available for purchase. Those works offered for sale must be produced by the same methods, materials, and workers as those submitted for jurying.

5. The work must be available to the publisher for inspection.

a. This is not a prohibition on the sale of the item offered for jurying, but said item must be available to the jurors to aid their judging (if necessary) and to resolve disputes from the time of entry until two months after the Directory is published. Purchasers should be made aware of this requirement.

b. If a work is destroyed, disappears, is withdrawn from access to the jurors, or otherwise becomes unavailable, the entry shall be disqualified.

6. The Directory of Traditional American Crafts shall be a juried competition.

a. Work will be selected for inclusion in the Directory based on the collective judgment of the jurors.

b. The jurors are professionals in the field of American crafts and will be selected by Firelands Media Group LLC at its sole discretion.

c. The affiliations of the jurors will be published in the Directory.

7. Participation in the Directory and the jurying process is open to all regardless of race, creed, or national origin.

a. Each entry must be accompanied by a nonrefundable entry-and-processing fee of \$40, which shall be used to defray the costs of jurying (including the expenses and honorarium of each juror).

b. Although Firelands Media Group LLC may use lists of those who have done business with the company to reach potential participants, a business affiliation with Firelands Media Group LLC (for example, as an advertiser or subscriber to Early American Life magazine) will not affect the eligibility for jurying or the anonymous jurying process itself.

8. Participants will submit five (5) digital files in jpg format with a resolution of at least 1500 pixels wide.

a. The digital images must show at least two different pieces from different views with one image being a close-up that reveals the skill and workmanship of the artist. In the case of flat art, one image of the back should be shown so the jurors can see stretchers, stitching, or other relevant details of the construction of the work.

b. The artist's signature or other marks that might identify the artist shall not be visible in any image (except a sixth Hallmark slide) for example, a signature on a painting may be covered when the photo is taken or obliterated from the finished image.

c. With the exception of the preceding paragraph, the image shall not be altered, edited or retouched in any way.

d. Jurors will make every effort to judge the work regardless of the quality of the photography images. Jurors in their discretion may reject any work which they believe is not fairly or clearly represented in the submitted images.

e. The artist will provide separate captions, specifying the filename of each image as "A", "B", "C", "D", "E".

9. Jurying shall be anonymous and based solely on the merit of the work submitted.

a. Firelands will numerically caption the entries, and the

association between the name of the participant and the number assigned the work will not be revealed to the jurors until after all jurying has been completed.

b. The artisans chosen for the Directory will be based on the judgment and expertise of the jurors and Firelands Media Group LLC.

c. The number of Directory listings shall be determined through the jurying process. Firelands Media Group LLC shall decide the final number to be published based on the quality of the works and the collective judgment of the jurors.

d. At their discretion, jurors or Firelands Media Group LLC may select one or more works of outstanding merit for special commendation.

e. Ratings assigned by the jurors and their decisions are final and cannot be appealed, and participants specifically covenant not to sue or initiate any legal action against any of the jurors or Firelands Media Group LLC, its principals, officers or employees in regard to this competition or the Directory.

10. The Directory of Traditional American Crafts is a trademark of Firelands Media Group LLC registered with the United States Patent and Trademark Office, and Firelands Media Group LLC alone directs its use.

a. Those selected for the Directory are licensed to use our trademark solely to identify themselves as having been selected for the Directory, and the license is limited to the duration of two years from the time of publication of the Directory.

b. The license to use this trademark is limited to application as a distinction of honor that indicates they have been selected by a vote of the jurors. It shall not be used to imply any other affiliation with Firelands Media Group LLC or Early American Life magazine.

c. Participants in the Directory competition have no proprietary right to the use of that trademark other than that expressed here.

d. This license may be withdrawn for any reason by the trademark owner, and the unauthorized use of the trademark must cease immediately.

e. No other licenses to use this trademark on the part of the artists are recognized.

11. By entering this competition, the artist grants the publisher an unlimited, nonexclusive license to photograph the work and reproduce such photos as illustrations for articles and promotional pieces regarding the competition, the artist, and the style of work.

a. This blanket license does not include the right to reproduce the work for individual sale, such as an art print, without the consent of the artist.

b. The artist shall retain all rights to the work itself including the right to license commercial reproductions of the work.

c. The entrant also licenses Firelands Media Group LLC to copy or duplicate images submitted for entry as may be necessary for the jurying process and may use the images thereof in conjunction with descriptions or promotion of the Directory.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Check(s) Enclosed (\$40 per entry)

Hallmark information enclosed if not previously provided