

Dear Prospective Member,

Thank you for your inquiry regarding joining the VIVA Gallery (Viroqua Independent Visual Artists) Cooperative, owned and operated by its members since 2004. Please make a note of the following membership requirements, artists' standards and jurying process.

Artist Membership Requirements:

The VIVA gallery requires prospective members to be juried by the membership in order to be accepted to display their art work.

Artist members are expected to share the responsibilities of and participate actively in operating the gallery.

- \$50.00/mo. is payable to VIVA by the first of each month for non working members
- \$35.00/mo for working members
- working members are expected to staff the gallery for the requisite number of hrs/mo.
- a minimum of six months commitment is necessary
- for working members, 15% commission on sales goes to VIVA; for non-working members, 30% of sales
- the exchange of new work for old work is required at least four times a year
- attendance at the annual meeting is required
- familiarity with the Member Handbook is required, and participation in the work of at least one committee is desired

Artist Standards:

Artist members must be residents of the Coulee/Kickapoo/Driftless region

Artists must be juried for each category and medium they show in the gallery. They are requested not to add new media without consulting the membership

Members must supply an artist's statement and biography or resume

Jurying process:

The jury consists of two or more current members of VIVA and one member of the Board of Directors

Jury decisions are made on the bases of the quality of craftsmanship, a mastery of skills in the chosen medium, design (composition, balance, line, form), presentation (framing, matting, appearance) and originality

Professional quality slides, photographic prints (at least 4X6) or on-line images(jpg, 300 DPI, minimally 5X7, horizontal) of at least 5 pieces of art work per medium may be submitted, but a screening of original art work is preferred

The jury committee will make every effort to have the prospective member's work juried by the entire cooperative membership

Application Process:

Please fill out the application form completely, include an artist's statement, and a resume or biography and return to the VIVA Gallery. Be sure to make an appointment to have

your art work juried. The applicant will be contacted promptly after the jury process is complete (usually within two weeks).