



CANADA'S NORTHERN HOUSE

OPPORTUNITY FOR RETAIL SALES

A: Background

Canada's Northern House (CNH) is a visitors centre that will showcase the North as a whole to a world audience leading up to the 2010 Olympic and Paralympic Games. Opening early December 2009, in Vancouver, British Columbia, CNH will remain open until the end of April 2010.

Within Canada's Northern House, there will be a gallery/gift retail store of approximately 800 square feet that will present a mix of northern products including fine arts and crafts, books, music cds, film productions and other unique items from the Northwest Territories and Nunavut.

The goal of this initiative is to promote northern artists, create economic and promotional opportunities and to provide access and exposure to new markets.

PLEASE NOTE: Artists who have applied to the 2010 Visual Arts Program for NWT or Nunavut do **NOT** need to apply again, but do need to contact Points North to express interest in this opportunity.

B: Guidelines for Application

- To ensure there is no market disruption or competition, artists whose work is currently represented in other Vancouver galleries and stores are not eligible to apply.
- We regret in advance that we are not able to accept all qualified applications due to space limitations.
- Extra-large scale works will not be suitable for this space.
- Works will be accepted on a consignment basis. Sixty per cent (60%) of the retail sale price will be paid to the artist within 14 days

of sale, and forty percent (40%) will go back into supporting the retail venue. This is a non-profit initiative.

- Submissions will be accepted from now until the end of January 2010.
- Points North has the right to decline any work if it does not meet the quality standards of work the retail store intends to sell.
- Artists who apply agree to supply regular stock of this item as needed, to the retail area. Work with a limited supply or quantity will be considered on a case-by-case basis.
- Work must be either original works of Canadian art or craft, or work must be printed, recorded and/or produced in Canada.

C: How to Apply

There is no application form. Artists are required to submit the following information either digitally by email, or by mail (addresses at bottom):

- An artist biography/cv.
- A description of your work, material used, methods, etc
- Community and contact information.
- 5-10 high quality digital or hard copy images of your work.
- If you work in more than one genre, please submit at least 3 images from each genre (for example, if you are a carver, jeweller, and basket maker, you would need to submit 3 sample images from each of those genres for a total of 9 images).

Applications that do not contain these things will not be accepted.

PLEASE NOTE: Based on these submissions, individual artists may be chosen to be featured in a 'showcase' display in the retail store. This mini-exhibit will specifically highlight the artist and their work, as well as the community they come from. Chosen artists will be notified, and will be contacted for more information leading up to their showcase.

D: Shipping

If an artist is selected, they will be informed of shipping procedures to Vancouver.

E: Industry Promotion Opportunity

As a retailer belonging to the NWT Arts Branding program, Points North will be tagging all items carried by the retail store in CNH with branding tags to help promote arts in your territory.

Artists not belonging to the branding programs are encouraged to sign up at:

NWT Artists: www.nwtarts.com

Nunavut Artists: contact Ryan Oliver, Senior Advisor for Arts and Traditional Economy, 867-473-2633 or roliver@gov.nu.ca

F: Contact and Submission Information

Applications can be sent via mail to:

Points North

Attn: Lynn Feasey

Box 2371

Yellowknife, NT

X1A 2P8

Or emailed to: info@ptsnorth.ca

All accepted applicants will be notified by Points North.

**We look forward to receiving your applications
and helping to promote our northern arts to the world!**