

NICHE

STUDENT AWARDS

CALL FOR ENTRIES

NICHE magazine, the exclusive trade publication for retailers of American craft, invites you to participate in the 2007 NICHE Student Awards competition, celebrating the most innovative and exciting craft produced in American and Canadian educational institutions. The NICHE Student Awards competition recognizes the creative achievements of individual student artists and provides a new level of exposure for their work. The competition is open to any student craft artist residing in the U.S. or Canada and attending an undergraduate, graduate or certificate arts program.



KATHERINE SCHENFELDER



JON RYAN



JENNIFER WEHLACZ



DAVID BAUSMAN

**DEADLINE FOR ENTRIES
SEPTEMBER 29, 2006**

ENTRY FEE: \$15 / IMAGES ARE NOT RETURNABLE

Eligibility

The 2007 NICHE Student Awards competition is open to any craft student residing in the U.S. or Canada and attending an undergraduate, graduate or certificate art program.

Submitted work must have been produced or introduced after August 31, 2005, to be eligible. Work previously submitted to the NICHE Awards may not be resubmitted.

NICHE magazine reserves the right to cancel or merge categories that do not accrue an appropriate number of applications.

Forms & Entry Fees

Only one application per student is allowed.

Entries must be submitted by the student in the student's name, not in the name of a school. The entry form attesting to the originality of the work and granting NICHE permission to use the images must be signed by the student and must accompany all entries.

Each application must be submitted with a check for the \$15 jurying fee. Applications received without payment of the jurying fee will not be reviewed. Please do not include any other payments in your check for the jurying fee.

Preparation of Images

NICHE magazine is now accepting both slides and digital images for the NICHE Awards. Print the title of the work, the wholesale price, the dimensions and a five-word description in the space provided on the form.

Slides must be in 35mm format. Label each slide with your name, category code, slide identification (A, B or C) and the viewing direction.

Digital images must be submitted on a CD-ROM in JPG or TIF format. Digital images must be 300 dpi and 4 x 6 inches in size. Images not meeting these standards will not be reviewed. Please consult a professional photographer if you are unfamiliar with digital photography. Enhanced or digitally created images will not be reviewed.

Digital files MUST be named as follows: CategoryCode.Title.ArtistLastName.extension. For example, the JPG image file for John Smith's piece entitled "Untitled" in the Glass: Functional category would be named GEUntitled.Smith.jpg. Do not use any spaces in the file name. CD-ROMs MUST be labeled with the artist's full name and school.

You may enter up to three images, but no more than two images per category. If you submit three images, you must enter your third image in a different category than the first two. No additional images showing detail will be accepted for jurying. Each image must be a separate piece of work. You may not enter an individual piece in more than one category.

Images submitted are understood to be the property of the artist with the right to use them

for unlimited publication or must be accompanied by written releases from the photographer(s). All photography credits must be submitted with the application.

All slides and CD-ROMs entered will become the property of NICHE magazine and submitted images may be used for promotional purposes. NICHE assumes no responsibility for handling, loss, theft or damage to any entry or its accompanying slides/CD-ROMs. Slides and CD-ROMs will remain the property of NICHE magazine, which may use any images contained therein in upcoming issues or for other promotional purposes.

Award Finalists

NICHE magazine will send each finalist a finalist's packet containing promotional materials, including a press release and a certificate. Finalists will have the opportunity to exhibit their work at the February 2007 Philadelphia Buyers Market of American Craft. Drop-off and pick-up of items required. Finalists and winners will be featured in the 2007 Spring issue of NICHE magazine.

Judging

The NICHE Student Awards jury is composed of the editors of NICHE and AmericanStyle magazines, and Philadelphia Buyers Market Exhibits Managers. Judging is based on these criteria:

- Technical mastery, both in surface design and form
- A distinct quality of unique, original and creative thought

Decisions of the judges will be final. Notification will be sent in December 2006. Winners will be announced at the NICHE Awards ceremony during the February 2007 Philadelphia Buyers Market of American Craft.

Suggestions for Entrants

- Apply for all protections necessary (e.g. copyright, patent or photographer's release).
- Remove all tape and previous instructions from the slide mount, and re-mount if mount has been opened, cut or torn.
- Submit high-quality images with a plain background. Evenly distribute lighting from at least three light sources so that no shadows are cast. Hire a professional photographer to photograph your work whenever possible.
- Present fashions as worn by professional models.
- Photograph jewelry alone, not worn by a model.

Deadline

All completed entries must be postmarked by September 29, 2006. Entries postmarked after this date will not be judged. To confirm arrival, use registered mail, UPS or Federal Express. NICHE magazine cannot acknowledge receipt by phone, e-mail or fax.

Category Codes*

Ceramics

- [CF] Ceramics: Functional
- [CS] Ceramics: Sculptural

Fiber

- [FW] Fiber: Wearable
- [FD] Fiber: Decorative

Glass

- [GF] Glass: Functional
- [GS] Glass: Sculptural

Jewelry

- [JF] Jewelry: Fashion (non-precious metals, wood, beads, glass, etc.)
- [JFi] Jewelry: Fine

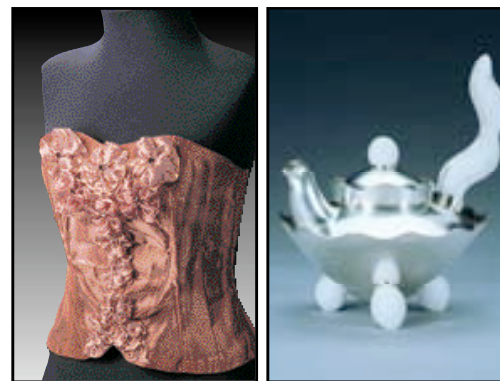
Metal

- [MNF] Metal: Non-wearable, functional
- [MNS] Metal: Non-wearable, sculptural

Other

- [FA] Fashion Accessories (no jewelry)
- [FR] Furniture
- [W] Wood
- [MM] Mixed and Miscellaneous Media (work in a medium not listed above, or work combining two or more media)

*Installation works will not be accepted in any category



MARY BUCKLEY SUTTON

PATRICIA WINNINGSTAD

Arts Educator of the Year

The Arts Educator of the Year award recognizes professors at arts educational institutions who encourage their students to explore and participate in the larger craft community. NICHE magazine encourages you to nominate your professor for the Arts Educator of the Year award. Simply check the box on the application underneath your instructor's information.

2007 NICHE Student Awards

Entry Form Instructions

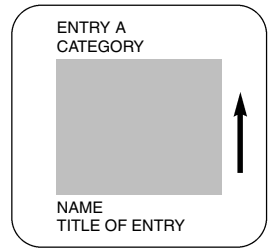
1. Choose up to three of your best 35mm slides or digital images, each showing a single piece of work in its entirety. **No detail slides will be accepted.**
2. You may enter **up to three images**, but no more than two images per category. If you submit three images, you must enter your third image in a different category than the first two. No additional images showing detail will be accepted for jurying. Each image must be a separate piece of work. **You may not enter an individual piece in more than one category.**
3. Label slides with your name, category code, slide identification (A, B or C) and the viewing direction. Digital images must be submitted on a CD-ROM in JPG or TIF format. Digital images must be 300 dpi and

4 x 6 inches in size. **Images not meeting these standards will not be reviewed.**

Digital files **MUST** be named as follows: CategoryCode.Title.ArtistLastName.extension. **Do not use any spaces in the file name.** CD-ROMs **MUST** be labeled with the artist's full name.

4. Place slides or CD-ROMs in acetate sleeves and staple sleeves to the entry form. **DO NOT STAPLE SLIDES OR CD-ROMS.**

5. Complete and sign the entry form and mail, along with the slides and payment for the jurying fee. Check or money orders may be made out to *NICHE* magazine.



**Please staple
slide/CD-ROM
sleeve here.**

PLEASE PRINT CLEARLY

NAME

STREET ADDRESS

CITY, STATE, ZIP

SCHOOL

INSTRUCTOR

DAYTIME PHONE NUMBER (REQUIRED)

INSTRUCTOR'S PHONE NUMBER

STUDENT'S E-MAIL

INSTRUCTOR'S E-MAIL

I nominate my instructor for the Arts Educator of the Year award.

ENTRY A

ENTRY B

ENTRY C

TITLE (REQUIRED)

TITLE (REQUIRED)

TITLE (REQUIRED)

DIMENSIONS (REQUIRED) length x width x height

DIMENSIONS (REQUIRED) length x width x height

DIMENSIONS (REQUIRED) length x width x height

5-WORD DESCRIPTION

5-WORD DESCRIPTION

5-WORD DESCRIPTION

CATEGORY CODE (REQUIRED)

CATEGORY CODE (REQUIRED)

CATEGORY CODE (REQUIRED)

SIGNATURE

SIGNATURE

SIGNATURE

Certification

Please type or print clearly. All information must be completed or signed by student for entry to qualify. By signing the entry form, you are attesting that: 1) I am a student; 2) I am the designer of the work shown in the image(s) submitted; 3) To my knowledge, this design is an original and was executed in the U.S. or Canada; 4) I made the prototype of the work shown; 5) I own this design and take responsibility for any copyright infringement; 6) I hereby grant permission to *NICHE* magazine to use the images presented for the advertising and promotion of the *NICHE* Student Awards competition, *NICHE* magazine and the Philadelphia Buyers Market of American Craft.

SIGNATURE

DATE

Submit Entries To:

2007 NICHE Student Awards
3000 Chestnut Avenue, Suite 300, Baltimore MD 21211
DEADLINE: SEPTEMBER 29, 2006

OFFICE USE ONLY

WWW.AMERICANCRAFT.COM

YOU ARE INVITED TO PARTICIPATE IN THE 2007 NICHE STUDENT AWARDS COMPETITION

CALL FOR ENTRIES

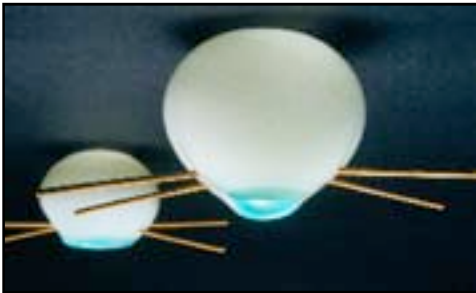
MICHAEL RUTA



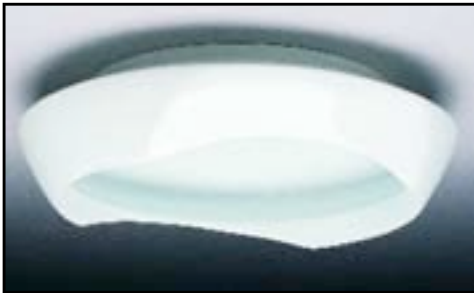
LOUISE R. CHONG



ENAY MEKORI



MUNEITSU TAGUCHI



3000 Chestnut Avenue
Suite 300
Baltimore, Maryland 21211
www.AmericanCraft.com

CALL FOR ENTRIES

DEADLINE: SEPTEMBER 29, 2006