



Frequently Asked Questions Regarding Announcement for 2022 National Norwegian-American Folk Art Exhibition

How do I enter the *National Norwegian-American Folk Art Exhibition* now?

You will enter by filling out a registration form and identification label for EACH entry (at <https://vesterheim.org/folk-art-school/2022-national-norwegian-american-folk-art-exhibition/>). Payment will be required at the end of the registration process. If you do not have access to digital registration and payment, please contact Vesterheim.

How many pieces can I enter in the *National Norwegian-American Folk Art Exhibition* this year?

You can enter up to three total pieces that have been completed within the last four years for judging. This year only, when you enter, you will indicate on the registration form which ONE of the THREE pieces you would like shown in the gallery. Because of a construction project in the museum's Main Building to improve a humidity issue on the third floor, we will show the *National Norwegian-American Folk Art Exhibition* on the first floor and will, therefore, have limited gallery space. Each artist will have one work on view. In addition to one work designated by each artist, all ribbon-winning entries will be exhibited.

How many pieces can I enter in the *National Norwegian-American Folk Art Exhibition* going forward?

In future years, we plan to move the *National Norwegian-American Folk Art Exhibition* to the two galleries on the third floor of the Main Building and show all entered pieces. Artists will be able to enter three pieces to be judged and shown in the *National Norwegian-American Folk Art Exhibition* on even-numbered years going forward.

Will there be an opportunity for me to sell my work in the *National Norwegian-American Folk Art Exhibition*?

Yes. Although our original announcement stated that we would not offer an option for sales this year, we heard from you that sales are a very important part of the exhibition. We have worked with our colleagues to find a solution. We will offer gallery sales this year. Artists will set the price for their works, and that is the price that the buyer will pay. The sale will start on July 29, the Friday morning of Nordic Fest. All transactions will go through our Museum Store staff. Vesterheim will retain 20% of the sale price while the artist will receive 80%. Artists will receive a check in the mail within three weeks of the close of the exhibition. There will not be an auction this year or going forward. Staff cannot consult on pricing.

What will be the procedure for buyers for these sales?

Artworks will be available for sale starting on Friday, July 29, at 9 a.m. - 5 p.m. on Friday, July 29, and Saturday, July 30. Buyers will need to be present or have a named proxy verified in writing. Buyers will finalize their transaction in the gallery and the exhibit label will be marked as sold. Buyers will pay sales tax on artworks from the exhibition. Buyers may pick up the purchased artworks at the close of the exhibition, Saturday, July 30, after 5:00 p.m., or pay to have the artwork shipped.

Will Gold Medalists and Ribbon Winners be recognized this year?

Yes. Vesterheim is currently planning an event that will recognize the 2022 ribbon winners and new Gold Medalists and bring together our folk-art community during Nordic Fest. More information will be announced on May 1.

Going forward, is the *National Norwegian-American Folk Art Exhibition* happening every other year?

We feel that the future of folk art and our mission is best served by continuing to offer both the traditional *National Norwegian-American Folk Art Exhibition* and special-themed juried exhibitions. This year and in even-numbered years going forward, we will host the traditional *National Norwegian-American Folk Art Exhibition*. Alternating with the *National Norwegian-American Folk Art Exhibition* in odd numbered years beginning in 2023, there will be a themed and juried exhibition open to all folk-art disciplines.

Why is Vesterheim doing the *National Norwegian-American Folk Art Exhibition* every other year instead of every year?

The National Norwegian-American Folk Art Exhibition is a celebrated tradition but is exclusive to five folk-art categories. Alternating this traditional exhibition with a thematic juried folk-art exhibition is more inclusive and representative of the larger folk-art community. It allows jewelry artists, knitters, embroidered, and others to highlight their talents and creativity along with rosemalers, woodworkers, weavers, metalworkers, and knifemakers. We want to showcase the work of artists at all levels of experience and work in styles from very traditional to very contemporary in style. Doing both kinds of exhibitions in alternate years helps us to uplift a broader group of practicing folk artists and celebrate both the full range of skill levels and the different folk art being created today.

Can I win points toward a Gold Medal in the thematic, juried exhibit?

No. There will be no points toward Gold Medals offered as part of juried thematic folk-art exhibitions. We will offer other cash awards for Best in Show, People's Choice, and Juror's Choice in the thematic folk-art exhibition.

If the *National Norwegian-American Folk Art Exhibition* is only happening every other year won't this delay my timeline to achieve points toward a Vesterheim Gold Medal?

Not necessarily. In the past, an artist could submit six pieces in three years (2, 2, 2 - or two entries each year). Going forward, an artist can submit six pieces in three years (3, 0, 3 - or three pieces every other

year). The number of entries over a three-year period has not changed, though the number each year has changed.

What do you mean by thematic juried folk-art exhibition?

The exhibit will have a theme, such as “pandemic creativity,” which was the theme in 2021. The theme for 2023 will be "Embellishment" and we encourage artists to start thinking about how they might create work addressing this theme. Artists will send photos of their work and then a jury of folk artists and community members, will select which pieces best express the theme. All of the selected artworks will be displayed. We'll have more information in 2023.