

Qualification Criteria for Professional Art Spaces

The following criteria will be used to assess individual professional artists' and professional arts organizations' eligibility to access art spaces in The Orange Hub at reduced rates. Arts Habitat Edmonton will administer the application process including reviewing and approving applicant submissions. These criteria were based on the alignment of criteria used by several funders and artist support organizations across Canada¹.

Individual Professional Artist Category

A professional artist is an individual who receives, or has received, professional recognition as defined by the following:

1. Mandatory Criteria

Professional artists must meet at least one of these three criteria.

- A. **Training** - Has received professional training, either in an educational institution or from a practitioner or teacher recognized within their profession, OR is in the process of becoming an artist according to the practice of the artistic community in their respective discipline. Methods of non-traditional training, as well as apprenticeship/internship, would also be considered.
- B. **Peer Recognition** - Has received public or peer recognition in the form of honours, awards, professional prizes, or by publicly disseminated critical approval.
- C. **Compensation** - Receives or has received compensation for their work, including but not limited to sales, fees, commissions, royalties, residuals, grants and awards, any of which may reasonably be included as professional or business income.

2. Supporting Criteria

Professional artists must meet at least one of these four criteria.

- A. **Presentation** - Has presented their work to the public by means of exhibitions, publications, performances, readings, screenings, digital media channels, or by any other means appropriate to the nature of their work.
- B. **Promotion** - Devotes a reasonable proportion of their professional time as an artist to promoting or marketing their work, including but not limited to, presenting themselves for auditions, seeking sponsorship, agent or engagements, or similar activities appropriate to the nature of their work.

- C. **Association** - Has membership in a professional association appropriate to their artistic activity whose membership or categories of membership are limited under standards established by the association; or which is a trade union or its equivalent appropriate to their artistic ability.

Professional Arts Organization Category

In order to qualify, the applicant should meet the following criteria:

1. The work and goals of the organization must actively support artistic practice in their discipline(s).
2. The organization must pay the majority of their artists at professional fee standards.
3. The organization must employ at least one paid administrative staff (even if this person is part-time, seasonal, or contracted).
4. The organization must be a registered not-for-profit organization in good standing with Alberta Registries.
5. The organization must have some kind of accreditation or membership in a professional association appropriate to their artistic activity whose membership or categories of membership are limited under standards established by the association; or which is a trade union or its equivalent appropriate to their artistic endeavours and purpose.

General Conditions

1. Applicants must be considered to be in good standing with the City of Edmonton.
2. Applicants are required to provide some degree of creative arts-related activities, programs and/or projects with a community engagement component, as part of their work. This engagement could involve The Orange Hub tenants, other artists, and/or members of the community and neighbourhoods surrounding The Orange Hub.
3. Applicants need to demonstrate how their work and use of these spaces would further the development of an arts collaborative at The Orange Hub.
4. Artists and organizations, including organization members, must be Edmonton-based or conduct the majority of their work in Edmonton.
5. Discounts are provided subject to the availability of space.
6. The space discounts for qualifying Individuals and organizations will apply to standard not-for-profit and commercial rates only. The discount cannot be combined with substandard and storage rates.

¹ Includes Artscape, Canadian Senior Artists' Resource Network, Arts Habitat Edmonton, Canadian Artists' Representation/le Front des artistes canadiens, Canadian Status of the Artist Act, and the Canada Council for the Arts.