Artful Collective

Membership Criteria & Guidance

Updated January 2026

To be eligible for membership you must be a practising artist, designer or maker, living or working in Hampshire & IOW, Wiltshire, Berkshire or Dorset.

Applications are welcomed from all the following disciplines: Painting, Drawing, Printmaking, Ceramics, Jewellery, Woodwork & Furniture, Sculpture, Glass, Metalwork, Textiles, Surface Design, Illustration, Mosaic, Photography, Bookbinding.
If your work doesn't fit into any of these categories or you are unsure, please contact us and we'll be happy to assist.

We strongly suggest that prospective members take a look at our current portfolio of artists before applying. This will help you to see if your work is a good fit.

When you apply you will be asked to select between 6 and 8 photographs to support your application. These will be used together with your form and any supporting web and social media links to assess your application.

When assessing membership applications, this is what we are looking for:

A coherent body of work
Your body of work should demonstrate a consistency of approach to themes, materials, processes and pricing. Product range and variety within your work is fine, but there should be some element that links it as a coherent body, and evidence that you have edited your product selection.

Quality of documentation
Photographs submitted should be of a professional standard demonstrating that you understand the importance of presentation. Good lighting and focus is imperative.

Quality of craftsmanship and use of materials
Your work must demonstrate a clear and consistently high level of skill within your craft discipline. Understanding and use of materials should be appropriate and accomplished.

Originality
It is important that your work is of your own design and craftsmanship, showing individuality. If elements of your work have been outsourced this must be made clear within the application.

Creative and commercial potential
Many of our members are well established with years of experience in their field. We do also welcome applications from emerging artists and makers. In both cases we will apply all the above criteria whilst looking for development potential within your creative and commercial practice.

Commitment to professional development
We will look for evidence that you are actively developing your practice - online presence is a good indicator of this, as is participation in events or exhibitions, association with other creative organisations and awards.

Suitability for our brand
Artful Collective represents a high level of contemporary art and craft. Selection to our membership is objective, taking into account consideration of our brand identity and an understanding of our audience. We will also consider existing members work to minimise competition and ensure variety.