

San Francisco Arts Commission Street Artists Licensing Guidelines/Criteria

The Street Artists Licensing Program is intended to foster the sale of creative artworks on the streets of San Francisco, subject to applicable rules. The Advisory Committee must verify that an artist's item is either *predominately* created or *significantly altered* by the artist.

General Criteria:

Consistent with the history and goals of the Street Artists Licensing Program, the following requirements are applicable to *all* art sold by street artists.

1. First and foremost, *any art or craft item must be predominately created by the artist, and/or at least 51% significantly altered in form by the artist.* Any craft which takes a material and changes it into an entirely different shape, design, form, or function is acceptable as a handcraft. Any work made from a purchased kit is not acceptable unless the resulting work is significantly altered.
2. Images not of the artist's own creation must be significantly altered in form and shall be examined for approval on a case-by-case basis.
3. On request, the artist must demonstrate before the Advisory Committee the process of either predominately creating or significantly altering the form of the item.
4. All artwork larger than 2"x2" must be signed and/or marked with initials or logo in a permanent manner. Artwork smaller than 2"x2" should be signed, initialed or marked with logo if feasible. If not feasible then (a) artwork should be accompanied by an attached label with the artist's name, initials or logo or (b) artist should have in view artist-generated signage no smaller than 8" x 4" or display program generated signage. Signage must indicate the artist's name, initials or logo and the handmade nature of the art being displayed. Artists may contact the Street Artists Program to view and/or obtain a signage template.
5. In addition to commercial labels affixed to commercial clothing, items, or otherwise, the artist must add their own label to each item to let the customer know the design or graphic was created by the artist. i.e. "Design/graphic by ____".
6. All artwork must comply with applicable federal, state, and local laws and ordinances, including any health and safety restrictions. Ex: food items, incense, perfume, body oil, soaps, and other cosmetic products which come in contact with the human body or skin are not allowed. Also not allowed are any items whose components are of endangered species. Artworks may not contain any toxic materials.

Specific Guidelines/Criteria:

In addition to the General Criteria set out above—which apply to all artworks—the following Specific Criteria apply to particular art media that may be sold by street artists. Please note this list is not exhaustive.

Apparel (including t-shirts and repurposed clothing): Artist must alter said garments by at least 51% or significantly altered through printing, painting, or other alteration, utilizing their own original designs.

Aural and visual recordings

In its examination, the Advisory Committee shall listen to and/or view the recording for which the artist seeks certification and shall hear and view the live performance on apparatus provided by the artist. A copy of the artist's recording shall be given to the Street Artists Program and shall be part of the artist's file. The artist/performer of the recording shall not have to be the author of the performance. Other artist/performers involved in the recorded performance may be eligible for certification to sell the recording under the following conditions: (a) the performer(s) must apply for certification as family unit member(s) with the primary artist of the recording. ("Family Unit": two or more persons jointly engaged in the creation or production of an art or craft item, no one of whom stands in an employer-employee relationship to any of the other members thereof); (b) a technician involved in the recording of the performance may be considered as a "family unit" member if the technician uses the technology as an instrument in the performance.

Bead Making: If a craftsperson makes his own beads, he may sell them either individually or strung as a piece of jewelry. If the bead maker creates a string of beads which includes his handmade beads as well as purchased beads, the rules for **Bead Stringing** are applied.

Bead Stringing (using only commercially manufactured beads): Beads cannot be sold the same as when purchased. This includes jewelry strung on elastic cord. Individual beads not made by the craftsperson cannot be sold separately. No purchased bead, bangle, crystal, stone or other object may be solely attached to a store-bought neck ring or chain or cord. The Advisory Committee shall verify whether the beadcraft item's commercially manufactured bead components are significantly or predominantly altered in form by the item's design arrangement. No more than 15% of an artist's total displayed beadcraft may be of items comprised entirely of the same type of bead strung by the artist. At least two dozen finished samples of each type of beadcraft jewelry (bracelets, necklaces, earrings) are required to be submitted for certification. All artificial or dyed beads, stones, artificial shells or other materials must have a label attached to the beadstrung item stating the material's identity or must be identified with adjacent signage.

Pendants: The pendant, stomacher, brooch, cameo, and medallion part of the bead art object for sale must meet the General Criteria. A commercially manufactured pendant may not be

used in a beaded necklace unless the pendant has been determined by the Advisory Committee to be an integral element of, or subordinate to, the total design of the necklace. A pendant composed of components not made by the artist must have at least five (5) components.

Earrings and Stickpins: Earrings and stickpins must have a minimum of three (3) components in addition to their “findings” (working parts, for example: ear wires, jump rings, catches, posts). No commercially manufactured pendant or component for jewelry products can be the dominant feature of the earring. Handmade clasps may be acceptable as components, but handmade jump rings are not. Chain must be broken and a design structure added; cord must be braided, knotted, or cut between the clasps.

Candles: Wax, as a raw material, may be changed into any variety of forms by direct manipulation, and candles dipped, fabricated, and molded from original designs are acceptable. Candles made from molds not created by the craftsperson must show a change from the original mold or in the wax design.

Ceramics: All functional and non-functional ceramics for purchase must be fired. Work that is made from the raw clay by hand using a wheel, coiled, slabbed or other handmade technique is acceptable as glazed or unglazed. This also includes work made from a mold from the artist’s original. Any work that is cast by the artist from a commercially manufactured mold is acceptable if it is glazed and/or decorated by the artist. Pre-made, purchased bisque ware must be predominately (75% of the total surface area) decorated using ceramic materials by the artist and glaze fired. (Examples include but are not limited to underglaze, overglaze, china glaze, decals, transfers and carved and/or incised designs.) Note that it is illegal under California law to use leaded glazes on functional ware. An artist may use in a non-functional manner a ceramic object as a platform for painting, collage, decoupage, application of sculptural materials or any assemblage of other materials.

Computer-Generated Art: Images not of the artist’s own creation must be significantly altered in form and shall be examined for approval on a case-by-case basis. All computer-generated or other printed work must bear the artist’s printed signature, initials, logo, or name of business on or near the image. Each print must be accompanied with an attached or enclosed statement containing the artist’s name and the type of print (for example: laser print, inkjet print, silver print, etc). On request, the artist must demonstrate before the Advisory Committee the creation of his/her own images on a computer or other equipment. The artist is required to provide a computer or other equipment and necessary components to demonstrate the step-by-step creation of the art. Printing on commercially manufactured objects will be evaluated as to whether the artist’s print significantly alters the object.

Decoupage: Decoupage is a collaged creation adhered to an object (artist-made or commercial) finished with a sealant. The decoupage must substantially alter and/or cover the object.

Doughcraft: Hand crafted dough object must be properly sealed and finished.

Engraving: Items that may be engraved upon are items that have been certified as the artist's own creation, significantly altered commercial items, or significantly altered naturally derived items (excluding any materials as endangered species). If the item is not of the artist's own creation or significantly altered then the engraving must reflect significant artist input.

Fabricated and/or Cast Jewelry: The craftsperson may make jewelry by fabricating (may include bending, cutting, and/or hammering) and/or casting with raw materials such as silver, gold, bronze, etc. Casting from commercial wax patterns is not acceptable unless the pattern or resulting work is significantly altered by the artist. Casting must be done by the artist. Assembly alone of an item shall be reviewed on a case by case basis. If items are fabricated or cast, the craftsperson does not necessarily have to do his own lapidary work, but stones not cut by the craftsperson cannot be sold separately, as described below under "Lapidary."

Feather Art: The feather work must be constructed by the craftsperson, using feathers and other accessories. Pre-strung boas, pre-glued "mats", and other pre-constructed pieces are not acceptable as standalone items. No items containing feathers from endangered species will be allowed. Receipts showing provenance may be required. Feather earrings must be comprised of at least three (3) elements not including earwires and findings. Feather necklaces must be composed of at least five (5) elements.

Fiber Art: Macrame, crochet, knitting, weaving and other fiber crafts start with unknotted cord, string, rope or yarn, producing a finished product using a series of knots and braids with the option of including other materials. Fiber spun, felted \and/or dyed by the craftsperson can be sold individually.

Glass Art: Glass must be formed (blown, slumped, fused, etc) by the artist. Stained glass must be cut and set by the artist.

Lapidary: Raw stones must be significantly altered by the artist. On request by the Advisory Committee, the artist must demonstrate knowledge of the tools of lapidary, e.g., cutting, polishing, engraving.

Leathercraft (including Belts, Bags, Accessories and Soft Clothing): All tooling must be done by hand by the artist. No machine design work, or commercially "rolled" or "clicker" is allowed. Sewing machine applied designs are allowed. No belt buckle may be sold separately unless it is made by the craftsperson. A commercially manufactured belt buckle may be displayed and sold only if it is functionally attached to a belt created by the artist and (a) the buckle is no wider than twice the width of the belt, and (b) at least one (1) foot of the belt (not including the buckle) is displayed.

Papermaking: Handmade paper is acceptable if the artist works from the raw materials to the final product.

Photography: The artist must do the original shooting of the subject. Each photograph must be accompanied with an attached or enclosed statement containing the artist's name and the type of

print (for example: laser print, inkjet print, silver print, etc). Printing on commercially manufactured objects will be evaluated as to whether the artist's print significantly alters the object.

Printmaking: The artist must create the original artwork, but prints of the artist's work produced by a commercial printer are acceptable. Each print must be accompanied with an attached or enclosed statement containing the artist's name and the type of print (for example: laser print, inkjet print, silver print, etc). Printing on commercially manufactured objects will be evaluated as to whether the artist's print significantly alters the object.

Sewn Items: If the artist begins with a basic fabric, cutting and sewing it together to produce a finished product, the item is acceptable (examples: garments, toys, appliqué, embroidery, pillows). Mass-produced commercial patches or iron-ons cannot be the dominant design feature of a work.

Woodcraft: The artist must start with one or more pieces of wood and significantly alter it.