

HOW TO CREATE YOUR OWN PERSONAL AMERICAN INDIAN ART MUSEUM

You can easily create your own personal American Indian Art Museum without breaking your wallet by considering a few simple tips.

- **Do not expect to build your collection overnight.** You want to buy quality American Indian art. Your collection will grow over time. Take your time to develop it. It is better to purchase one quality piece at a time than to go for the lowest price item that you can find.
- **American Indian Art is an expression of individuals from many different cultures.** You should appreciate the difference between cultures so that you can truly appreciate your collection, and be able to explain it to others.
- **You may want to focus on a specific item, or artist as the foundation of your collection.**
- **Be absolutely certain that the items you include in your collection are authentic.** Always ask for documentation about the items that you choose when acquiring items for your collection.
- **Purchase items that *speak to you*.** Be selective in what you buy for your collection. If it is the right item, you will enjoy it forever.
- **Always purchase from a trusted source.** Look for the IACA seal wherever you purchase items for your collection. This seal guarantees you of the honesty and integrity of the people you work with in building your collection.

Take your time, be selective, and enjoy developing your very own American Indian Art Collection.



INDIAN ARTS & CRAFTS ASSOCIATION

SINCE 1974



THE WORLD'S LEADING AMERICAN INDIAN ARTS ALLIANCE

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The IACA Mission

*To promote, preserve and protect authentic
American Indian arts and crafts.*

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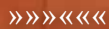
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AMERICAN INDIAN ART

combines ancient indigenous tradition, innovation and talent. In all its forms American Indian art gives a collector a wide variety of styles to satisfy all tastes and budgets.

These creations of art, many influenced by centuries of history, combine an intrinsic spirit with timeless appeal to enhance any surrounding. From prehistoric artifacts to contemporary jewelry and media, there is nothing more wonderful than holding something beautiful, created by hand with a spirit of tradition.

Whenever a collector purchases a piece of American Indian art, it helps to continue the expression and livelihood of American Indian artists and the preservation of this country's only indigenous art.

Today there is a great variety of work being done by American Indian artists who use different techniques and materials and produce at all levels of collecting. Since these differences will often be reflected in the price, it is important to be informed about the art you are purchasing.

TIPS FOR COLLECTING:

- Purchase from the artist whenever possible. This gives a collector a first-person experience with the art and artist.
- Purchase from established, reputable dealers. Members of IACA support the preservation, protection and ethical promotion of authentic American Indian arts and crafts.
- Ask for a written record or certificate of authenticity with your purchase.
- Avoid stores with "perpetual" sales – prices are often inflated and then marked down.
- Keep written records and receipts together for your personal files.
- Talk to the people you are purchasing from – artists and dealers are great sources of information and many offer artist demonstrations.
- What is the art piece made of? If there are stone settings, are they natural or man-made?
- Was the art piece completely handmade or is it created using manufactured components?

- If pottery, is it hand coiled, wheel thrown or poured greenware?
- Read more about American Indian art and crafts in all areas in which you are interested. Talk to other collectors whenever possible.
- Above all – buy what you like! Your personal taste and interest will help guide you.

WHAT IS "AUTHENTIC"? IS THERE A LAW THAT PROTECTS ME?

The Indian Arts and Crafts Act of 1990 (P.L. 101-644), as amended, makes it illegal to offer or display for sale, any art or craft product in a manner that falsely suggests it is American Indian produced, an American Indian product, or the product of a particular American Indian Tribe.

All products must be marketed truthfully regarding the Indian heritage and Tribal affiliation of the producers so as not to mislead the consumer. For example, products advertised as "Hopi Jewelry" would be in violation of the Act if they were produced by someone who is not a member of the Hopi Tribe.

Covering all American Indian and Indian-style traditional and contemporary arts and crafts produced after 1935, the Indian Arts and Crafts Act broadly applies to the marketing of arts and crafts by any person within the United States.

For more information call 1-888-278-3253 or online at www.iacb.doi.gov.

