



## **The World's Leading American Indian Art Alliance**

### **An Overview and Portfolio of IACA**

#### **Background**

The Indian Arts and Crafts Association was established in 1974 in response to the growing problem of misrepresentation of American Indian arts and crafts in the marketplace. The original founders were American Indian artists and reputable businesses located primarily in the Southwest. Today, IACA is an international organization representing every link in American Indian arts – Native artists from the U.S. and Canada, along with consumers, retailers, wholesalers, museums, government agencies, suppliers and supporting members.

In the early 1970s, the American Indian arts and crafts industry was booming and, as so often happens with successful businesses, unscrupulous dealers, knockoffs and imported goods appeared in the market to the detriment of the unsuspecting consumer and respectable artists, wholesalers and retailers.

Legislation governing the industry and the labeling of authentic arts and crafts produced by Native Americans was weak or non-existent. Where it did exist within several of the States, it was rarely enforced.

Realizing that if these conditions were to continue, the buying public would soon lose confidence in the intrinsic value of American Indian products, these individuals did what people in similar circumstances have done since ancient times. Rather than face the issue privately, they banded together and founded the "Indian Arts and Crafts Association" and incorporated it under the laws of the State of New Mexico.

#### **The IACA Mission**

The original IACA Mission "to enhance and maintain the image of marketing of handmade American Indian arts and crafts," was later refined and today that statement is "to promote, preserve and protect authentic American Indian arts and crafts."

IACA has established itself as a highly respected international trade association, and for more than thirty-five years has hosted the largest trade show of authentic handmade art made by American Indian artists from the United States and Canada.

To complement the trade show, IACA has added the Business of Art seminars for artists and retailers before each show. Additionally the IACA Education Fund provides a number of educational programs and publications to promote understanding of the arts.

IACA's work to support the effective protection, ethical promotion of authentic Native American art, and preservation of material culture has helped to instill confidence in the consumer marketplace through a broad range of programs and initiatives.

### **IACA Programs and Initiatives**

IACA conducts a number of programs and initiatives to the benefit of all IACA members, from marketing and education to wholesale markets and legislative activities.

#### **The IACA Seal**

The IACA Seal is the most recognized symbol in the world of American Indian Art. Displayed by IACA member artists, wholesalers and retailers, the seal assures the consumer of quality and authenticity of the American Indian art where the IACA seal is displayed.

#### **Vetted Membership**

Applicants for membership in the retail or wholesale categories undergo an extensive background check before membership is granted. An applicant must receive a positive recommendation from at least two current IACA members. Finally, the applicant is submitted to the entire IACA membership for comment before membership is awarded to the applicant.

Artist applicants must present evidence of tribal membership, along with a portfolio of their work.

The decision whether to accept or reject an applicant is the responsibility of the IACA Board of Directors.

## **IACA Education Fund**

The IACA Education Fund is the 501(c)3 arm of IACA. Founded in 2002, the IACA Education Fund serves as the publishing and educational arm of IACA.

## **IACA Journal**

The IACA Journal is a beautifully designed and produced magazine that informs and entertains aficionados of American Indian art. It spotlights member galleries, museums and artists and provides interesting insights into the joy of collecting American Indian Art. This is a publication of the IACA Education Fund.

## **IACA Educational Brochures**

A series of primers, these brochures touch on nearly every aspect of American Indian Art. The brochures are designed for schools and for students, young and old, that are interested in learning about American Indian Art. The series is available at many IACA member retail galleries, and are available for printing on the IACA website. This is a project of the IACA Education Fund.

## **IACA Market Research and Tips**

Each year IACA conducts the most extensive survey of its kind within the American Indian art industry. The survey reports on trends and feelings about the American Indian art industry from the perspective of the artist, the wholesaler and the retailer.

Additionally IACA provides white papers to members with subjects ranging from “Building a more effective website,” to “A demographic profile of the American Indian art market.”

## **In Store Merchandising Support**

Using the IACA seal for display at shows, in galleries, or on the website, is one of the most powerful marketing tools available in the industry. The IACA website provides a broad range of IACA tools, from website logos to a variety of counter cards and displays that can be used by IACA members.

## **IACA Collectors Guild**

The IACA Collectors Guild is a consumer initiative that is intended build increased loyalty of American Indian art buyers to IACA Member artists and retailers. This program provides a number of benefits to IACA Collector members, including a member discount on purchases from participating IACA members.

## **IACA Wholesale Markets**

The IACA Wholesale markets are the only market dedicated exclusively to taking American Indian art to the marketplace. American Indian art retailers have the opportunity to select from thousands of offerings by today's top artists and American Indian art wholesale companies.

## **The IACA Artist of the Year**

Each year, the IACA selects one outstanding IACA member artist as the IACA Artist of the Year. This in perhaps the most prestigious award in the world of American Indian Art, and is an honor held by just a little over 20 artists. This is a project of the IACA Education Fund.

## **IACA Business of Arts Seminars**

Each year, in conjunction with IACA wholesale markets, **the** IACA Education Fund produces a series of seminars that cover various aspects of running an American Indian art business. Subjects range from “how to photograph your artwork,” to “how to protect your work through copyrights.”

## **IACA Legislative Action**

When legislation arises that can affect American Indian art and artists, IACA is actively involved to insure that the interests of American Indian art are protected and preserved.

## **IACA Website**

More than a website, IACA.Com is a resource for members and American Indian art enthusiasts. While the site provides basic information about IACA, it also provides a number of downloadable items that are of interest to everyone who is interested in American Indian art as well as up to date membership directories.

### **Event Listings on the IACA Website**

IACA members have the opportunity to list shows and events on the IACA website at no charge.

### **Co-op and Website Advertising**

IACA offers members the opportunity to advertise in national publications and on the IACA website at very attractive IACA rates.

### **IACA Radio and IACA Podcasts**

IACA Radio presents a series of programs including interviews with leading IACA artists.

### **The World's Leading American Indian Art Alliance**

The Indian Arts and Crafts Association is the only association in the world to bring together all sectors of the Indian art market, from artists, to wholesalers, retailers and museums, to the end consumer.

Day to day business of IACA is conducted by volunteers, including a Board of Directors that is elected by the membership.