



## PDA MEMBERSHIP GUIDELINES AND CRITERIA

### 1. Unique Creative Response

We look for those who have clearly found their own voice as artists across all genres, people who have a unique, personal vision about how and what they create and who are able to present a body of work that has that cohesive 'individual edge'. They need to be clear in thought and understanding of their own journey and be able to communicate this to others with clarity and vision. In order to keep a strong individual brand we ask applicants only to apply within one genre.

### 2. Development of ideas

Members need to be able to demonstrate that they have researched their subject, have profound relevant knowledge through study, and have developed their ideas through determined experimentation with appropriate resources, techniques and processes that result in the creation of a unique product. We look for artists with focus, those who can show that they have the ability to analyse where they are heading and have been selective in that process.

### 3. Skill and Presentation

Members are expected to have expertise in their chosen field and demonstrate that they are highly skilful in all aspects of production. Further than this, however, they need then to be able to present it visually with a high standard of professionalism including setting up a top quality stand for any PDA event. We expect our members to be able to explain their philosophy, reflect on their work and be able to discuss their progress with clarity and confidence.

### 4. Professional and Business Experience

We take into consideration the education, professional training and work experience of each individual. All members are expected to have some trading knowledge and experience in exhibiting and selling their work in suitable venues and at events that are specialist to their genre. It is important that members are continually striving to attain their goals through their business plans and projections.

### 5. PDA Reciprocal Expectations

We discuss with applicants what they hope to gain from membership of PDA and also try to ascertain what they might potentially be able to contribute to the group in terms of useful skills or past experiences. PDA is an energetic collective and we encourage each member to contribute in as many ways as they are able.