

# *Munarthnuun* — For Artists

A Guide to Working with the  
Alutiig Museum Store



Produced by the Alutiiq Museum and Archaeological Repository  
215 Mission Road, Suite 101, Kodiak, AK 99615  
844-425-8844  
<https://alutiiqmuseum.org>

The Alutiiq Museum is a non-profit organization dedicated to preserving and sharing the history and living culture of the Alutiiq people. Representatives of Kodiak Alutiiq organizations govern the museum with funding from charitable contributions, memberships, grants, contracts, and sales.

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*Fedosia Inga and children with weavings, Old Harbor, ca. 1947.  
Photo by Fred and Marie Bailey, courtesy of Wilmer Andrewvitch (AM694:306).*

# Cama'i – Hello

Alutiiq/Sugpiaq artists help Alutiiq culture thrive. Every beaded bracelet, ivory carving, and painted paddle is a window into Alutiiq traditions, an expression of our world view. In the colors, patterns, and materials our artists use, you will see both the legacy of our ancestors and the vibrant, living culture of our people. Through their work, artists tell Alutiiq stories, teach traditions, and build pride in Native heritage.

At the Alutiiq Museum we are proud to work with artists and we know that making a living as an artist isn't easy. Artists put many hours and valuable materials into their creations. To continue creating, they must sell their works. This means navigating the art market. Every successful artist is also a businessperson, with the resources, knowledge, and connections to move their creations from studio to marketplace.

For Native artists, there are additional hurdles. Did you know that a large percentage of the Native-style artwork sold in the United States is made by non-Native people? This practice is illegal but fakes still make their way into stores and compete with genuine works for sales.

The Alutiiq Museum is committed to helping artists support themselves. Our store is a program—for both artists and our community. With arts education, marketing, and professional development we create opportunities for artists to grow skills, find inspiration, and sell their work. The store also helps museum visitors learn the value of authentic Native works with truthful labeling and support our creative community with a purchase.

Whether you are beginning your journey as an artist or an established practitioner, we are committed to helping you. This guide shares some of the ways we can assist. When artists prosper, our community prospers.



April Laktonen Counciller  
Executive Director



*April Laktonen Counciller, photo by Janet Kotwas*

# The Alutiiq Museum Store



*Chyian Heine, Store Coordinator, in the Alutiiq Museum Store*

The Alutiiq Museum opened in 1995 to preserve and share the story of the Alutiiq people. Through exhibits, program, events, and cultural workshops, the museum revitalizes cultural traditions and invites all people to explore Kodiak's rich cultural heritage.

The Alutiiq Museum Store is a central part of this effort. The store is an active museum program, a place where artists can sell their works to earn support for continued creation and where patrons can expand their understanding of the Alutiiq world.

At present, 46 artists sell their work in our store and 64 artists are registered with the Alutiiq Seal, our art authentication program. We also provide ongoing support for local and Alutiiq artists through cultural arts workshops, teaching opportunities, research opportunities, instructional materials, and branding assistance.

The Alutiiq Museum Store features Alaska's largest selection of authentic Alutiiq art and jewelry. We also carry a wide assortment of books, stationary, apparel, and gifts for children.



# Selling in the Store

## Quality

The Alutiiq Museum Store provides artists with a place to sell their handmade art and jewelry. Our non-profit business is centrally located, staffed by professionals, and serves thousands of visitors each year. Items offered for sale at the museum must:

- Reflect the museum's collections and our mission to preserve and share Alutiiq culture;
- Be made of high-quality materials and demonstrate fine craftsmanship;
- Be made by an artist with demonstrated expertise; and
- Use materials in accordance with the law (e.g., regulations governing the use of marine mammal and migratory bird parts)



*From left: Baby booties by June Pardue, beaded necklace by May Jane Longrich, steel ulu by Willard Church.*

## Sales Policy

*The Alutiiq Museum Store will primarily sell materials reflecting the prehistoric, historic, and contemporary culture, language, and history of the Alutiiq people. To promote understanding of Alutiiq heritage through comparison, merchandise may also focus on the heritage of related or neighboring cultural groups, and the natural history of northern environments as reflected in the museum's collections. The Alutiiq Museum Store will be Alutiiq in theme but will not be limited to Native Alutiiq works.*

— Alutiiq Museum Store Policy

Find our store policy and a consignment form on the artist page of our website at [alutiiqmuseum.org](http://alutiiqmuseum.org).

# Sales Options



## **Consign your artwork with the Alutiiq Museum Store**

Most artists begin selling their work through the consignment program. With consignment, you receive payment only after an item sells. If items do not sell, we will return them. Many artists prefer the consignment option as it maximizes the percentage of the sales price they receive.

The cost of consignment is 25%. Each artist determines the price at which their work will be sold in the Alutiiq Museum Store. When a piece sells, the artists receive 75% of the sale price and the museum keeps 25% to cover its costs. For example, if an item sells for \$10, the artist receives \$7.50 and the Museum receives \$2.50.

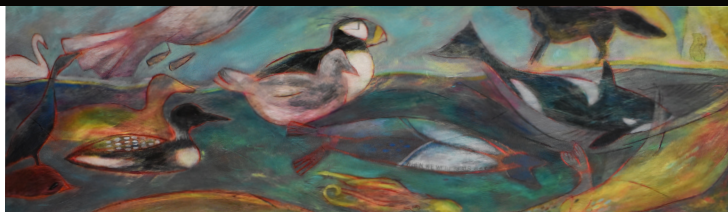
*We do not call the consignment cost a markup because that implies 25% is added to the artist's price. Instead, the 25% consignment fee is applied to the total sale price.*

## **Sell your artwork to the Alutiiq Museum Store**

At the discretion of museum staff, the store purchases merchandise that is directly related to the museum's collections and mission. This option is usually offered to artists with an established history of sales through the store. A benefit of this option is that the artist will receive payment within a few weeks of the sales agreement.

For this type of sale, the artist determines the price at which their work is offered to the museum, is sometimes referred to as the wholesale price. If the museum chooses to purchase the work, the store will add 40% to the wholesale price to set the retail price.

# Supporting Artists



*When We Were Seals, detail, oil and acrylic on panel, by Lena Amason, 2022.  
Purchased with support of the Kodiak Island Borough School District.*

The Alutiiq Museum offers assistance with promotion and professional development. Our goal is to help artists develop tools to market their work successfully. The assistance listed here is provided for free, within the capabilities of the museum.

## **Artist Biography**

Do you need help writing a short biography or editing an existing one? Ask us for assistance. We'll interview you and write a paragraph to help you promote yourself. Tell your patrons who they are supporting.

## **Professional Photographs**

We have skilled photographers, cameras, lights, and the know how to take high quality professional photographs of your artwork. Let us help you produce images to promote your work and build your portfolio.

## **Business Card Design**

A business card helps patrons connect with you. The museum offers simple card design. We'll work with you to capture and layout your information and provide you a digital file ready for printing.

## **Artist's Page on the Museum Website**

Promote your work with a free artist's page on the museum's website. We'll interview you and create the page with a biography, photos of your work, and contact information.

## **Resource**

The Alaska Native Artist Workbook, produced by the Alaska State Council on the Arts has excellent information and many tools to help Native artists advance their careers. Find a free copy at:

[arts.alaska.gov/Media/ArtsCouncil/pdf/  
AK\\_Native\\_Artist\\_Resource\\_Workbook.pdf](https://arts.alaska.gov/Media/ArtsCouncil/pdf/AK_Native_Artist_Resource_Workbook.pdf)



# The Alutiiq Seal Program

## Genuine Alutiiq Made

The Alutiiq Seal is a mark of authenticity. When you see the seal emblem attached to a piece of artwork, you can be certain that it was crafted by an Alutiiq artist. Only Alutiiq artists registered with the Alutiiq Museum can use the logo. Alutiiq Seal registered artists are often featured in Alutiiq Museum social media posts, and are prominently displayed in the store.

To be eligible for the Alutiiq Artists' Registry an artist must be at least 18 years old and provide documentation of Alutiiq ancestry. With one of the following:

- Tribal enrollment card showing membership in a federally recognized Alutiiq tribe; or
- An official letter from an Alutiiq tribe or village council stating the applicant is a member; or
- An official document from an Alutiiq village regional corporation formed under the Alaska Native Claims Settlement Act, stating the applicant is an Alutiiq shareholder or descendant.

Register Online: [alutiiqmuseum.org](http://alutiiqmuseum.org)



*Sealskin bracelet by Alutiiq Artist Diana Velez*

# Other Places to Sell

These organization actively purchase and/or consign Alaska Native artwork. Reach out to learn more about the opportunities to market your work and connect with more potential buyers.

**Alaska Native Heritage Center Gift Shop, Anchorage**

907-330-8009 | [giftshop@alaskanative.net](mailto:giftshop@alaskanative.net)

**Alaska Native Medical Center Craft Shop, Anchorage**

(907) 729-1122

**Anchorage Museum Store, Anchorage**

(907) 929-9200 | [store@anchagemuseum.org](mailto:store@anchagemuseum.org)

**Friends of the Alaska State Library, Archives & Museum Store**

[info@foslam.org](mailto:info@foslam.org)

**Friends of the Sheldon Jackson Museum Gift Shop, Sitka**

(907) 747-8981 | [friendsofsjm@gmail.com](mailto:friendsofsjm@gmail.com)

**Kodiak History Museum Store, Kodiak**

(907) 486-5920 | [info@kodiakhistormuseum.org](mailto:info@kodiakhistormuseum.org)

**National Museum of the American Indian Museum Stores**

[NMAIMuseumStore@si.edu](mailto:NMAIMuseumStore@si.edu)

**Pratt Museum Store, Homer**

(907) 235-8635

**University of Alaska Museum of the North Store, Fairbanks**

(907) 474-1595



*Salmon skin containers by Cheryl Lacy*

# Funding Opportunities



*Kayla McDermott with her beaded headdresses in the museum gallery.*

## **Access to Alaska Native Collections (AANC) Program**

With funding from the CIRI Foundation, Museums Alaska administers AANC grants. These grants assist Alaska Native artists with accessing Alaska Native collections. Grant funds cover the costs of research visits to museum collections in Alaska. Available to Alaska Native artists located in the State of Alaska. Learn more:

[museumsalaska.org/aanc](https://museumsalaska.org/aanc)

## **Alaska Arts and Culture Foundation, Boochever Fellowships**

Fellowships support emerging Alaskan artists of exceptional talent. Awards are given every other year. Learn more: [akarts.org/arts-programs/connie-boochever-artist-fellowships](https://akarts.org/arts-programs/connie-boochever-artist-fellowships)

## **Alaska State Council on the Arts, Grants to Individuals**

Learn more: [arts.alaska.gov/grants-to-individuals](https://arts.alaska.gov/grants-to-individuals)

**Career Opportunity Grants (up to \$1000):** Assistance to travel to in-state, national, or international events, programs, or seminars that will strengthen an artist's professional standing or skill.

**Master Artist and Apprentice Grants:** For serious one-on-one study between an apprentice and a recognized master artist in any traditional Alaska Native art form.

**Alaska Contemporary Art Bank:** Buys artwork from Alaskan artists and loans it to organizations to expose more Alaskans to high quality work. Learn more: [arts.alaska.gov/artbank](https://arts.alaska.gov/artbank)



# Funding Opportunities

## **Rasmuson Individual Artist Awards Program**

Rasmuson Foundation provide artists and culture bearers living in Alaska with funding to concentrate on their work, immerse themselves in a creative endeavor, and experiment, explore and develop their artistry more fully.

**Project Awards (up to \$10,000):** For emerging, mid-career and established artists in all disciplines for specific, short-term projects that have a clear benefit to the artist and the development of his/her work.

**Fellowships (up to \$25,000):** For mid-career or established artists to focus their energy and attention for a one-year period on developing creative work.

Learn more: [rasmuson.org/grants/individual-artist-awards](https://rasmuson.org/grants/individual-artist-awards)

## **Alaska Art Fund**

Every year the Alutiiq Museum purchases contemporary art for its collection with support from Rasmuson Foundation. The Alaska Art Fund provides grants to purchase visual art made by established artists living in Alaska. We seek original works that reflect the heritage of the Alutiiq people, share a message, and display exceptional craftsmanship.

Propose a piece to the museum by completing an online application. Contact the store manager for more information.



*Ing-iq Barometer Mountain, oil on canvas by Genevieve Opheim, 2017. Purchased with support from Rasmuson Foundation.*

*Since 2003, the Alutiiq Museum has received \$285,078.50 from the Alaska Art Fund and purchased 151 works by 46 artists. These pieces can be enjoyed in the contemporary art gallery on our website.*

# Community Engagement



*Susan Malutin leading a fur sewing workshop for educators.*

**First Friday Art Walk** – The Kodiak Arts Council and The Frame Shop organize monthly First Friday Art Walk events that provide artists an opportunity to showcase their work and provides community members a fun way to enjoy new arts experiences. The Alutiiq Museum hosts artists in our gallery. Artists interested in showcasing their work, demonstrating a skill, or giving a presentation can contact our Gallery Manager for more information.

**Holiday Bazaar** – Every December, the museum coordinates a holiday bazaar. At this popular event artists sell directly to the public from tables in our gallery. There is a small table fee to support advertising costs. We recruit vendors for the bazaar in October and advertise the application process in September.

**Tourism** – The cruise industry and the Alutiiq Museum are beginning to partner on special opportunities for cruise ship passengers. Several times a summer we pay artists a stipend to meet with a group of 10 to 25 visitors. Artists share their artwork, talk about their training and heritage, and answer questions from guests. To add your name to the contact list for this opportunity, please speak to our gallery manager.

**Workshop Development** – The Alutiiq Museum works with artists to design and host cultural arts workshops. Artists may propose a workshop and request assistance from the museum. A portion of the workshop fees are shared between the artists and the museum. The museum also applies for grant funding for workshops and pays artists to act as teachers and mentors. Artists interested in hosting a workshop can contact our Gallery Manager.

# Connecting to Collections



## Study Collections

The Alutiiq Museum's collections contain many pieces of ancestral artwork—beadings, carvings, weavings, ceramics, sculpture, and much more. Artists can study these objects to learn about design, material use, and manufacturing techniques. Inform and inspire your work by scheduling a visit to the museum's collection. Begin by completing the research request form available on the collections section of our website.

*Painted wooden kakangaq disk, ca. AD 1600, Koniag Collection, Karluk One, AM193.*



## Amutat

Alutiiq cultural treasures are stored in museums around the world. The online Amutat database helps people connect to them. Amutat means “things to pull”. The database pulls together items from many collections and creates a central place to find Alutiiq objects. Visit Amutat on the collections section of our website.

*Halibut Hook, late 19<sup>th</sup> / early 20<sup>th</sup> century, courtesy of the Old Harbor Native Corporation. AM615.*



## Publications

Alutiiq art and artifacts are featured in Alutiiq Museum publications. See ancestral objects and learn about Alutiiq colors and designs in books featuring our collections. Available to browse in the Koniag Cultural Library or purchase from the Alutiiq Museum Store.



## Assistance

To access collections please contact:

Amanda Lancaster, Curator of Collections  
amanda@alutiiqmuseum.org  
844-425-8844, x22



# Museum Store Staff

We are here to help. Please contact a member of our team to discuss how we can assist you. We are happy to answer questions, discuss a possible collaboration, and learn about your needs as an artist.



**Djuna Davidson, Director of Advancement & Operations**  
Phone: 844-425-8844, extension 120  
Email: [djuna@alutiiqmuseum.org](mailto:djuna@alutiiqmuseum.org)

As a member of the museum's management team, Djuna oversees gallery and store and supervises staff. She is also responsible for museum fundraising and special events.



**Samantha Heglin, Gallery Manager**  
Phone: 844-425-8844, extension 130  
Email: [samantha@alutiiqmuseum.org](mailto:samantha@alutiiqmuseum.org)

Samantha runs the day-to-day operations of the museum gallery and store. She works directly with artists to sell and consign artwork, plans gallery events, and updates the store website.



## STORE Hours:

Tuesday - Friday: 10am-4pm  
Saturdays: 12pm-4pm

215 Mission Road, Suite 101  
Kodiak, Alaska 99615



# Calling all Artists

How can I sell artwork in the museum store? Where can I get professional pictures of my work? What is the Alutiiq Seal program and how do I participate? The answers are inside. Open this booklet to learn how the Alutiiq Museum supports Kodiak's visual artists. We connect the creative community to museum services, encourage artistic expression, and provide opportunities for many people to enjoy the arts. When artists prosper, our community prospers.



  
Alutiiq  
MUSEUM | Store