

ALUTIIQ SEAL PROGRAM



The Alutiiq Seal Program

The Alutiiq Seal program seeks to advance the accurate labeling of artwork offered for sale in the Alutiiq Museum Store, across Alaska, and beyond through a professionally managed registry of Alutiiq artists. As such, the Alutiiq Seal program promotes the work of Alutiiq artists and assists the public in identifying authentic works of Alutiiq art.

The Alutiiq Seal emblem is the program's symbol. This emblem is a mark of authenticity and a guarantee to the consumer. When attached to a piece of artwork, the Alutiiq Seal emblem indicates that the work is the original creation of one or more Alutiiq artists. Only original Alutiiq artwork (contemporary and traditional), may be identified and marketed with the Alutiiq Seal emblem. This includes original designs made with manufactured materials and/or processes (e.g., casting, printing, silk screening). However, reproductions, entirely manufactured works, or works made in collaboration with Non-native artists may not carry the Alutiiq Seal emblem.

Program Management

The Alutiiq Seal program is managed the Alutiiq Museum & Archaeological Repository generally, and the Alutiiq Museum Store specifically. The museum develops, maintains, and implements all aspects of the program—from the criteria for participation to all uses of the Alutiiq Seal emblem, maintenance of an Alutiiq Artists' Registry, and program promotion.

The Alutiiq Museum reserves the right to remove any individual from the Alutiiq Artists' Registry. Grounds for removal from the registry include but are not limited to willful falsification of records, inappropriate use or distribution of the Alutiiq Seal emblem, unethical or illegal behavior surrounding the creation and sale of artwork.

Eligibility

To be eligible for the Alutiiq Artists' Registry an artist must be at least 18 years old and provide documentation of Alutiiq ancestry. Accepted documentation includes 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 corporation or Alutiiq regional corporation formed under the Alaska Native Claims Settlement Act, stating the applicant is an Alutiiq shareholder or descendant.
- Other documentation of Alutiiq ancestry (e.g., genealogical information, testimony from a relative).

Application

Artists who wish to use the Alutiiq Seal emblem must apply to the program and complete the application for listing in the Alutiiq Artists' Registry. By applying to participate, artists agree to follow all of the program's guidelines. There is no cost to apply. Once registered an artist may remain on the registry indefinitely. An artist may request to be removed from the registry at any time by sending a written note to the Alutiiq Museum.

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To apply for inclusion in the Alutiiq Artists' Registry, artists must complete an application, online or on paper and attach the required supporting documentation (see eligibility). All applications must be completed in full. Paper applications may be mailed to:

Alutiiq Seal Program
Alutiiq Museum
215 Mission Road, Suite 101
Kodiak, AK 99615

Applicants who have questions or would like assistance with an application may contact Chyian Heine at the Alutiiq Museum Store, 844-425-8844, chyian@alutiiqmuseum.org.

Applications will be processed by the staff of the Alutiiq Museum Store within 30 days of receipt, and applicants notified of their status. All applicants who meet eligibility requirements will be added to the Alutiiq Artists' Registry. Any issues of eligibility will be referred to the Alutiiq Museum's Executive Director for an evaluation and final determination.

Alutiiq Museum board and staff members are eligible to participate in the Alutiiq Artists' Registry even though they are not eligible to sell merchandise in the Alutiiq Museum Store.

Use of the Alutiiq Seal Emblem

The official emblem of the Alutiiq Seal program is a seal face inspired by ancestral petroglyphs. Designed by Hanna Sholl, the emblem is depicted in black and white.



Applicants who are successful at joining the Alutiiq Artists' Registry will be provided one complimentary set of Alutiiq Seal emblems for use in labeling their original creations. Additional emblems may be purchased from the Alutiiq Museum Store at cost. Additionally, the Alutiiq Museum will add emblems to the labels of any artwork offered for sale or consignment in its store by an artists listed on the Alutiiq Artist Registry.

Only artists who have completed the registry application process may use the Alutiiq Seal emblem. Emblem stickers are not transferable. They may only be used by the artist to which they

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are issued, on works meeting program criteria. Emblem stickers may not be sold, traded, or gifted, and they may not be affixed to works that do not meet program criteria.

Upon request, the Alutiiq Museum will provide a member of the Alutiiq Artists' Registry with a digital copy of the Alutiiq Seal emblem for use in printing artwork labels. This digital file will be available for personal use only. It may not be shared with other artists or distributed in any way other than as an artwork label.

The Alutiiq Seal emblem is protected under Alaska trademark statute and regulation and may only be used by individuals or organizations with written permission from the Alutiiq Museum & Archaeological Repository.

Public Promotion

The Alutiiq Museum will publish a list of the people on the Alutiiq Artists' Registry to its website. The list will be updated at least annually to reflect changes in the registry. By applying for the registry, artists agree to have their name shared publicly.

Use of Other Emblems

Alutiiq artists may use the Alutiiq Seal emblem in conjunction with other authentication program emblems (e.g., Made in Alaska, Made in Kodiak, Silver Hand). However, the artist is responsible for ensuring that all program emblems are used correctly and that there is no conflict between the Alutiiq Seal program and others authentication programs.

Adopted August 18, 2020