

## **MEDIA SPECIFIC GUIDELINES**

### **Soft Toys**

The purpose of the guideline is to ensure the continued acceptance/inclusion of well crafted pieces into the Market Registry, reflecting Craft Nova Scotia's ongoing commitment to the development of fine craft in Nova Scotia.

#### **1. DESIGN**

**A successful object must be the result of careful designing, with obvious thoughtfulness used in determining the proportions, structural integrity, materials intended use, finishes, colours and decoration.**

Thoughtful designing should exhibit:

- Appropriate proportions within the forms
- Appropriate choice of materials for intended use
- Suitable choice of process for fabricating the piece showing a high level of skill
- Unique visual appearance reflecting maker

#### **2. PRODUCTION QUALITY AND TECHNIQUE**

**Whether produced in quantity or as an individual piece, the object must reflect excellent skill and production quality, being visibly well conceived and expertly executed.**

##### **CONSTRUCTION**

- Seams, joints and eyes should be secured

##### **FINISHING**

- Toys for young children must be free from finish details or accessories that are potentially harmful

#### **3. SOURCE OF INSPIRATION**

**The design of an object must be original, or an adaptation of a traditional design which demonstrates the unique skills of the maker and reflects an individual identity of design. The object must be designed and fabricated by the applying maker, or by employees under the direct supervision of that person.**

Since, in reproduction, there is no design input, the onus of judgment is upon technical skill alone. Copying currently produced work is not acceptable.

#### **4. MATERIAL USED**

**The object must be constructed of materials which are of high quality and are appropriate to the structural integrity, utility and visual appearance of the object.**

Materials used must be evaluated in terms of safety and ease of cleaning if toys are intended for children.

#### 5. COMMERCIALY FABRICATED CONTENT

**Commercially fabricated elements in objects, including packaging, must be subordinate to the overall design of the object. Objects packaged and sold as a prepackaged unit are defined as gift packages and must be submitted for assessment in the ready-for-sale state.**

#### 6. SPECIFIC EXCLUSIONS

**New forms and innovations will be considered by the Standards Committee. Unfinished items or kits for consumer assembly are not considered acceptable for Craft NS Markets.**

Preprinted panels and kits are not acceptable.

#### 7. IDENTIFICATION/LABELLING

**All articles must be labeled with the maker's name, address and the pertinent instructions to the consumer concerning care and maintenance, as well as any information to the consumer required by law.**

An appropriate business card or tag should be included with each piece, including any special instructions concerning care or use of the piece.

Please note a "Stuffing Permit" is required in Ontario.