

# Inuit Art Foundation's Igloo Tag Program

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Snow Goose Gallery Bilingual Tag ᐅᐃᑦᐅᐃᑦ ᐅᐃᑦᐅᐃᑦ ᐅᐃᑦᐅᐃᑦ















# New Licensees ᓄᑦᑦ ᓇᓂᓇᐃᑦᑦᑦᑦᑦᑦᑦᑦ

12. Carvings Nunavut ᓄᓇᑭᑦᑦ ᓂᓇᓂᑦᑦᑦᑦᑦᑦᑦᑦ

13. Winnipeg Art Gallery ᐃᓂᐱᑦᑦᑦᑦᑦᑦᑦᑦᑦᑦᑦᑦ

14. Snow Goose ᑦᑦᑦᑦᑦᑦ ᓂᑦᑦᑦᑦᑦᑦᑦᑦ

15. Inuit Gifts ᐃᓄᐃᑦᑦ ᑦᑦᑦᑦᑦᑦᑦᑦᑦᑦ







# Nunatsiavut Specific

Current production of arts and crafts in Nunatsiavut today include:

Stone and antler carvings, jewellery, grass work (basket, ornaments), textile art, sealskin garments, caribou hair tufting

Potential license holders:

Nunatsiavut Government

Inuit Community Governments (ICG)

Illusuak

## Led by Inuit, For Inuit

The Igloo Tag Trademark is the internationally recognized symbol of authenticity for Inuit visual arts. Established in 1958, the mark was created to protect Inuit artists from mass-produced, fraudulent work.

In July 2017, the IAF took full ownership and control of the Igloo Tag Trademark from the Government of Canada. The IAF is currently reviewing and expanding the program to provide comprehensive protections to both artists and collectors.



As the only national organization representing Inuit artists in all regions and working across all media platforms, the IAF is uniquely positioned to control and enforce the use of the Igloo Tag Trademark to further protect, promote and support Inuit art in Canada and internationally. IAF's ownership enables the Inuit art community more agency over its art, to both benefit Inuit artists and help preserve the value of Inuit cultural heritage.

The Igloo Tag Trademark is only applied to Inuit art, including:

- Sculptures
- Textile art
- Crafts
- Ceramics
- Jewellery
- Fashion goods, such as shoes, boots, hats, scarves, socks, gloves, mittens

There are three license categories under the current Igloo Tag Program:

- Artist Association or Non-Profit Organization
- Inuit Art Retailer
- Inuit Art Distributer

Licensees are assigned a unique identification number and are not allowed to let anyone else use the Igloo Tag Trademark.

For a list of licensed users, see [iglootag.inuitartfoundation.org](http://iglootag.inuitartfoundation.org)

## Developed in Consultation



As part of the Inuit Art Foundation's commitment to widely consulting on the future of the Igloo Tag Trademark, it is offering all stakeholders the opportunity to have their voices heard. In addition to in-person consultations, the Foundation offered online surveys specifically for artists, collectors and distributors in the winter of 2018.

These results have helped us understand the perception of the Igloo Tag amongst the three primary demographics of Inuit art. From this point, we have learned what we need to improve upon and now have a better idea of the direction we should be moving in.

To read the result, visit [iglootag.inuitartfoundation.org/survey](http://iglootag.inuitartfoundation.org/survey)

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