Inuit Art Foundation's Igloo Tag Program

ᐃᓄᐃᑦ ᓴᓇᙵᐊᖅᑐᓕᕆᔨᒃᑯᑦ ᑐᙵᕝᕕᖕᒐᑦᑕ ᐊᐅᓚᑦᑎᓂᖕᒐᑦ ᐃᒡᓗᕕᒐᙵᐊᖅ ᓇᓗᓇᐃᒃᑯᑕᖅ

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Snow Goose Gallery Bilingual Tag ᑲᖑᖅ ᓂᐅᕕᕐᕕᐅᑉ ᓇᓗᓇᐃᒃᑯᑕᖓ

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Snow Goose Gallery Bilingual Tag ᑲᖑᖅ ᓂᐅᕕᕐᕕᐅᑉ ᓇᓗᓇᐃᒃᑯᑕᖓ

Inuit Art Foundation’s Igloo Tag Program

ᐃᓄᐃᑦ ᓴᓇᙳᐊᖅᑐᓕᕆᔨᒃᑯᑦ ᑐᙵᕕᖓᑦᑕ ᐊᐅᓚᑦᑎᓂᖓᑦ ᐃᒡᓗᕕᒐᙳᐊᖅ ᓇᓗᓇᐃᒃᑯᑕᖅ

- The Canadian federal government introduced the Igloo Tag Trademark in 1958 in order to identify artworks made by Canadian Inuit.
- ᒐᕙᒪᑐᖃᒃᑯᑦ ᐃᒡᓗᕕᙵᖓᖑᐊᕐᒥᑦ ᓇᓗᓇᐃᒃᑯᑕᒥᑦ ᓴᕿᑦᑎᓚᐅᖅᓯᒪᔪᑦ 1958ᖑᑎᓪᓗᒍ ᓇᓗᓇᐃᖅᓯᔪᒪᓪᓗᑎᑦ ᑲᓇᑕᐅᑉ ᐃᓄᖏᓐᓂᑦ ᓴᓇᙳᐊᖅᑕᐅᕙᒃᑐᓂᒃ.
- The purpose of the Igloo Tag Trademark was primarily to separate Inuit-produced sculptures from mass-market, mass-produced, fraudulent works not produced by artists of Canadian Inuit origin.
- ᐱᔾᔪᑎᒋᓪᓗᒍ ᖃᐅᔨᑎᑦᑎᔪᒪᓪᓗᑎᒃ ᓴᓇᙳᐊᒐᓪᓚᑦᑖᓂᒃ ᐃᓄᖕᓂᑦ ᓴᓇᔭᐅᓯᒪᔪᓂᑦ, ᐃᔾᔪᐊᖅᑕᐅᖃᑦᑕᕐᓂᖏᓐᓄᑦ ᓴᓇᙳᐊᒐᙳᐊᕈᓗᖕᓂᑦ ᑲᓇᑕᐅᑉ ᐃᓄᖏᓂᑦ ᓴᓇᔭᐅᙱᑦᑎᐊᖅᑐᓂᒃ.
- In March of 2017, Indigenous and Northern Affairs Canada (INAC) transferred ownership of the iconic Igloo Tag Trademark, and its management and administration, to the Inuit Art Foundation (IAF).
- ᒫᔾᓯᐅᑎᓪᓗᒍ 2017ᒥᑦ ᒐᕙᒪᑐᖃᖅᑯᑦ ᐃᓄᓕᕆᔨᒃᑯᖏᑦ ᑐᓂᓯᓚᐅᖅᐳᑦ ᐃᒡᓗᕕᒐᙳᐊᖑᔪᖅ ᓇᓗᓇᐃᒃᑯᑕᒥᑦ ᐊᐅᓚᑕᐅᓂᖓᓂᒡᓗ ᐃᓄᐃᑦ ᓴᓇᙳᐊᖅᑐᓕᕆᔨᒃᑯᑦ ᑐᙵᕕᖓᓄᑦ.

The Igloo Tag Trademark is only applied to Inuit Art, including:
ᐃᑦᓗᕕᒐᙵᐊᖅ ᓇᓗᓇᐃᒃᑯᑕᖅ ᐊᑐᕐᑕᐅᔪᓐᓇᖅᑐᑐᐊᖅ ᑭᓯᐊᓂ ᐃᓄᙱᓂᑦ ᓴᓇᔭᐅᓯᒪᔪᓄᑦ, ᐅᑯᓂᙱᒐ:

- Sculptures ᓴᓇᙵᐊᒐᓄᑦ
- Textile art ᒥᖅᓱᒐᓄᑦ
- Crafts ᐊᓯᙱᓪᓗ ᓴᓇᙵᐊᖅᓯᒪᔪᑦ
- Ceramics ᒪᕋᕐᒥᑦ ᓴᓇᓯᒪᔪᓄᑦ
- Jewellery ᓯᐅᑎᕈᑎᑦ, ᐅᔭᒦᑦ, ᐊᒡᒐᐅᑏᑦ
- Fashion goods, such as: shoes, boots, hats, scarves, socks, gloves and mitten ᐊᓐᓄᑖᑦ ᓲᕐᓗ: ᐃᓯᒐᐅᔭᑦ, ᑲᒦᑦ, ᓇᓴᐃᑦ, ᖁᙱᓯᕈᐃᑦ, ᐊᓕᖅᓲᑦ, ᐊᒡᒐᑦ, ᐳᐊᓗᐃᓪᓗ

There are 3 license categories ᐱᖓᓱᒃᑦ ᑎᒦᑦ ᓇᓗᓇᐃᒃᑯᑕᖅᑖᕈᓐᓇᖅᑐᑦ

- Artist Association or Non-Profit Organization ᓴᓇᙳᐊᖅᑐᓕᕆᔨᑦ ᑲᑐᔾᔨᖃᑎᒌᑦ ᐅᕙᓗᕙ ᑮᓇᐅᔭᓕᐅᖅᑎᐅᓇᓱᒐᑎᒃ ᑲᑐᔾᔨᖃᑎᒌᑦ
- Inuit Art Retailer ᓂᐅᕕᐊᒃᓴᖃᖅᐸᒃᑐᑦ ᓴᓇᙳᐊᒐᓂᒃ
- Inuit Art Distributer ᓂᐅᕕᐊᒃᓴᖃᖅᐸᒃᑐᑦ ᓴᓇᙳᐊᒐᓂᒃ ᓲᕐᓗ ᑯᐊᐸᒃᑯᑦ

Licensees ᓇᓗᓇᐃᒃᑯᑕᖅᑐᑦ

1. La Guilde (formerly) Canadian Guild of Crafts
2. La Fédération des coopératives du Nouveau-Québec ᐃᓚᒋᔭᖅ (ᓄᓇᕗᒃ)
3. The Northwest Company ᓂᐅᕕᕐᕕᖅ*
4. Arctic Co-operatives Limited (Canadian Arctic Producers)ᑯᐊᐸᒃᑯᒃ ᐅᑭᐅᖅᑕᖅᑐᒥᑦ
5. West Baffin Eskimo Co-operative (Dorset Fine Arts)ᑭᙵᐃᑦ ᑯᐊᐸᒃᑯᖕᒋᑦ
6. Coppermine Cooperative ᖁᕐᓗᖅᑑᑉ ᑯᐊᐸᖕᒋᑦ*
7. Government of Canada ᑲᓇᑕᐅᑉ ᒐᕙᒪᖕᒐᑦ*
8. Government of Nunavut, Department of Economic Development &Transportation ᓄᓇᕗᑦ ᒐᕙᒪᖕᒐᑦ
9. Central d’artisans du Québec ᑯᐸᐃᒥᐅᑦ ᓴᓇᙳᐊᑐᓕᕆᔨᑦ*
10. The Canadian Arctic Co-operative Federation Limited ᑯᐊᐸᑯᑦ ᓯᕗᓕᖕᒐᑦ*
11. Nunavut Development Corporation ᓄᓇᕗᑦ ᐱᕙᓪᓕᐊᔪᓕᕆᔨᒃᑯᑦ ᑯᐊᐸᓈᓴᖕᒐᑦ

* Past License holders. No longer Licensees

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New Licensees ᓄᑖᑦ ᓇᓗᓇᐃᒃᑯᑕᖃᖅᑐᑦ

12. Carvings Nunavut ᓄᓇᕗᑦᒥᑦ ᓴᓇᙵᐊᖅᑐᓕᕆᔨᑦ
13. Winnipeg Art Gallery ᕕᓂᐱᐊᒃᒥᑦ ᑕᑯᔭᒐᖃᕐᕕᒃ
14. Snow Goose ᖃᖑᖅ ᓂᐅᕕᕐᕕᒃ
15. Inuit Gifts ᐃᓄᐃᑦ ᑐᔫᓯᐊᖕᒋᑦ

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Why is it important? ᖃᓄᐃᒻᒪᑦ ᐊᑐᕐᓂᖃᖅᐸ?

The Igloo Tag Trademark establishes provenance allowing collectors, curators and dealers to connect an Inuit artist with their work as well as by adding tangible value to the artwork.

ᓇᓗᓇᐃᒃᑯᑕᖅ ᐃᒡᓗᕕᒐᙵᐊᖅ ᖃᐅᔨᒪᔾᔪᑕᐅᕗᖅ ᓴᓇᔭᐅᓯᒪᔫᑉ ᐅᓂᒃᑳᖕᒐᓂᒃ, ᓴᓇᙵᐊᖅᑕᐅᓂᑯᓂᒃ ᓂᐅᕕᒃᐸᒃᑐᓄᑦ, ᑕᑯᔭᒐᖃᕐᕕᖕᓂᑦ ᐃᖅᑲᓇᐃᔭᖅᑎᓂᒃ, ᓴᓇᔨᐅᔫᓪᓗ ᐅᓂᒃᑳᖕᒐᓂᒃ ᐊᒻᒪᓗ ᐊᑭᑐᓂᖅᓴᐅᓕᕈᓐᓇᖅᓱᓂ ᓇᓗᓇᐃᒃᑯᑕᖃᕈᓂ.

The Inuit Arts Economy Study (2017), commissioned by Indigenous and Northern Affairs, concluded that consumers are willing to pay an additional $117 on average for pieces sold in association with the Igloo Tag Trademark.

ᐃᓄᐃᑦ ᓴᓇᙵᐊᖅᐸᒃᑕᖕᒋᑕ ᒥᒃᓵᓄᑦ ᖃᐅᔨᓴᕐᓂᐅᓚᐅᑐᖅ (2017ᒥᑦ) ᑎᓕᔭᐅᓯᒪᓪᓗᓂ ᐃᓄᓕᕆᔨᒃᑯᓐᓂᑦ, ᐅᓂᒃᑳᓚᐅᖅᐳᖅ ᓴᓇᙵᐊᒐᓂᒃ ᓂᐅᕕᒃᐸᒃᑐᑦ $117ᓂᒃ ᐊᑭᖕᒐᑕ ᖃᖕᒋᕐᓗᒍ ᐊᑭᓕᕈᓐᓇᖅᑐᑦ ᓇᓗᓇᐃᒃᑯᑕᖃᑐᐊᖅᐸᑦ ᓂᐅᕕᕋᓱᒃᑕᖕᒐᑦ.

This adds approximately $3.2 million annually to the Inuit arts economy.

ᑕᐃᒪᐃᑎᓪᓗᒍ $3.2 ᒥᓕᐊᖑᔪᓂᒃ ᑮᓇᐅᔭᓂᒃ ᐃᓚᒌᖑᕗᖅ ᐃᓄᐃᑦ ᑮᓇᐅᔭᓕᐅᖅᐸᒃᑕᙱᓄᑦ ᓴᓇᐅᒐᒃᑯᒃ.

Many collectors will not purchase an Inuit art piece if it does not come with an Igloo Tag Trademark.

ᐊᒥᓱᑦ ᐃᓄᐃᑦ ᓴᓇᙵᐊᒐᖕᒋᓐᓂᒃ ᐱᔪᒻᒪᐃᑦ ᓇᓗᓇᐃᒃᑯᑕᖃᙱᑐᐊᖅᐸᑦ ᓂᐅᕕᓐᓇᔪᔾᔭᖕᒋᑦᑐ.

Other ᐊᓯᖏᑦ

- Should other media be marked with the trademark
  Do other types of contemporary Inuit art also need to be protected ?
- ᐊᓯᖏᑦ ᐃᓄᖕᓂᑦ ᓴᓇᔭᐅᕙᒃᑐᑦ ᑕᑯᒥᓇᖅᑐᑦ ᓇᓗᓇᐃᒃᑯᓯᕆᐊᖃᕆᕙᖅᑲᐃ?.
- Would subject matter have to be specifically “Inuit” for the trademark to apply. Should the trademark’s use be expanded to include music, would it have to have something about it that made it distinctly Inuit, like throat-singing or drum dancing?
- ᐃᓄᖕᓂᑦ ᓴᓇᔭᐅᔪᑦ ᐃᓄᖕᖑᐊᖑᐃᓐᓇᐅᔭᕆᐊᖃᖅᐸᑦ, ᐃᙱᑦᑏᑦ ᐱᓯᖏᑦ ᓇᓗᓇᐃᒃᑯᑦᑎᕆᐊᖃᕆᕚᑦ? ᐅᕙᓘᓐᓃᑦ ᑭᓯᐊᓂ ᕿᓚᐅᔭᖅᑐᑦ ᑲᑕᒡᔭᖅᑐ
- Collaborative Works: There are many Inuit artists who work with other non-Inuit artists on a regular basis, which presents an issue for the application of the trademark.
- ᑲᑐᔾᔨᖃᑎᒌᒃᑐᓂᒃ ᓴᓇᐅᒐᐃᑦ ᐊᒥᓲᒪᑕ ᓴᓇᙱᐊᖅᑏᑦ ᐃᓄᒻᒪᕆᐅᖏᑦᑐᓂᒃ ᑲᑐᔾᔨᖃᑎᖃᖅᓗᑎᒃ ᓴᓇᙱᐊᓲᖑᖕᒪᑕ, ᑕᐃᒪᓕ ᖃᓄᖅ ᓇᓗᓇᐃᒃᑯᓯᖅᑕᐅᓇᔭᖅᐸᑦ?

Consultations ᐊᐤᖃᑎᖃᕐᓂᖅ

As part of its management of the Igloo Tag Trademark, the Inuit Art Foundation is undertaking comprehensive stakeholder engagement to determine how the use of the Igloo Tag Trademark can be expanded to better support Inuit artists across the country.

ᐃᓄᐃᑦ ᓴᓇᙳᐊᒐᖅᑐᓕᕆᔨᒃᑯᑦ ᑐᙵᕕᖓᑦᑕ ᐊᐅᓚᑦᑎᓂᖓᑦ ᐃᒡᓗᕕᒐᙳᐊᖅ ᓇᓗᓇᐃᒃᑯᑕᒥᑦ ᐱᔾᔪᑎᖃᖅᓱᑎᒃ, ᓱᓕ ᐊᐤᖃᑎᖃᕋᓱᐊᖅᐳᑦ ᑭᒃᑯᓕᒫᓂᑦ ᓇᓗᓇᐃᒃᑯᑕᕐᒥᑦ ᐊᑐᓲᖑᔪᓂᒃ ᐃᑲᔪᒃᑲᓐᓂᕈᒪᒧᑦ ᐃᓄᖕᓂᑦ ᓴᓇᙳᐊᒐᖅᑎᓂᒃ.

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

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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

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Inuit Art FOUNDATION

Authentically Inuit

canada
inuit art inuit

The Trademark at a glance

Why is it important?
The Igloo Tag Trademark establishes provenance allowing collectors, curators and dealers to connect an Inuit artist with their work as well as by adding tangible value to the artwork, as shown in the Impact of the Inuit Arts Economy Study, which concluded that consumers are willing to pay an additional $117 on average for pieces sold in association with the Trademark,

Who can use it?
Only licensed organizations can apply the Igloo Tag Trademark on behalf of Inuit artists for the sale of their artwork. All use of the Igloo Tag Trademark is controlled by the IAF, and all licensees must follow all IAF's policies, terms and conditions.

How does it benefit artists?
In addition to protecting Inuit artists, the Igloo Tag Trademark allows practicing artists to be a part of, and benefit from, the robust 60-year legacy of an internationally recognized marker of Canadian Inuit art. The Igloo Tag Trademark helps Inuit artists to be paid fairly for their work, facilitates the export of their work from Canada and protects Inuit artists, and dealers and collectors of Inuit art from its appropriation and unauthorized reproduction.

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

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.