

Snow Goose Gallery Bilingual Tag ᑲᕐᓂᑦ ᓂᓯᓄᓐ ᓄᓯᓄᓐ ᓄᓯᓄᓐ ᓄᓯᓄᓐ ᓄᓯᓄᓐ ᓄᓯᓄᓐ



New Licensees ᓄᑦᑦ ᓇᓂᓇᐃᑦᑦᑦᑦᑦᑦᑦᑦ

12. Carvings Nunavut ᓄᓇᑦᑦᑦ ᓇᓇᓂᓂᑦᑦᑦᑦᑦᑦᑦᑦ
13. Winnipeg Art Gallery ᐃᓂᐱᑦᑦᑦᑦᑦᑦᑦᑦᑦᑦᑦᑦ
14. Snow Goose ᑦᑦᑦᑦᑦᑦᑦᑦ ᓂᑦᑦᑦᑦᑦᑦᑦᑦ
15. Inuit Gifts ᐃᓄᑦᑦᑦ ᑦᑦᑦᑦᑦᑦᑦᑦᑦᑦᑦᑦ

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)

Ilusuak

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.



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2534 km
to Nunavut.

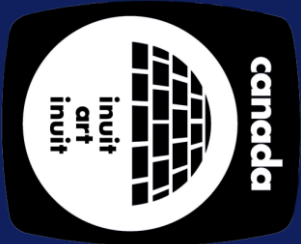
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InuitArt

FOUNDATION

Authentically 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.

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