

Inuit Art Foundation's Igloo Tag Program

ᐃᓄᐃᑲ ነᜂ ዾᜈ ቅᜈ ሁᜈ ሁᜈ



Inuit Art Foundation's Igloo Tag Program

ᐃᓄᐃᑲ ነᜄ ዾᜄᜈ ᑭᜄᜈ ᑭᜄᜈ



Snow Goose Gallery Bilingual Tag ᐃᓇᐃᑦ ሆᐊᓂᖓ ቅᓄᐃᑦ የᓇᓇᐃᑲል



Snow Goose Gallery Bilingual Tag ᖃᓇᐃᔭᖅ ሚᐱᒧᐧᐃᓂᒃ ᐅᓄᐊᓂ



Inuit Art Foundation's Igloo Tag Program

ΔεΔ^c ήε^ωΙΔ^ωΒερ^ωδ^c Β^ωΙΑ^ωΙ^c ΙΙ^cΟσ^ωΙ^c Δ^ωΙΑΙ^ωΙΔ^ω δ^c

- The Canadian federal government introduced the Igloo Tag Trademark in 1958 in order to identify artworks made by Canadian Inuit.
 - ᒪᓈᐯᒧᐱᒫ ሆ້າ የጀົດ ሁ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ
 - 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.
 - ለ'ጀົດ ሁ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ
 - 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).
 - ወ'ጀົດ 2017 ໂດຍ ເນັດ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ ດີ້າ

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

- Sculptures ካወቸුጭ
 - Textile art ፍቃድ
 - Crafts ልሬምና ካወቸුጭ
 - Ceramics ለናገር ካወቻለ
 - Jewellery የጠበብ, የትິ, የሆነዎች
 - Fashion goods, such as: shoes, boots, hats, scarves, socks, gloves and mitten ልቦና ስራ: ማረጋገጫ, ቤት, ዘዴል, ዓይነቶች, ልብ, ልሆነ, ጥሩ

There are 3 license categories ሌሎች በጥር የሚገኘውን ነው

- Artist Association or Non-Profit Organization ካሱ በቅርቡ እና ተወስኗል፡፡
- Inuit Art Retailer ማቅረብ እና በቅርቡ እና ተወስኗል፡፡
- Inuit Art Distributer ማቅረብ እና በቅርቡ እና ተወስኗል፡፡

Licensees **ლიცეეს**

1. La Guilde (formerly) Canadian Guild of Crafts
2. La Fédération des coopératives du Nouveau-Québec ΔლტԻ (ԹԸՑ)
3. The Northwest Company σ▷Ա՞Ա՞
4. Arctic Co-operatives Limited (Canadian Arctic Producers)ՃԱՀՅԺ ՇՊԸԾԴՐԸ
5. West Baffin Eskimo Co-operative (Dorset Fine Arts)ՊԱԼԱԾ ճԱՀՅԺՐԸ
6. Coppermine Cooperative ՚ԺԿՌ ճԱՀՅՐԸ
7. Government of Canada Կանադական իշխանություն
8. Government of Nunavut, Department of Economic Development & Transportation ԹԱՌՈՒՆԱՎՈՒՏ ՆԱԽԱՐԱՐՈՒԹՅՈՒՆ
9. Central d'artisans du Québec ճԱՐԴԸ ԿԱ ԱՅՆԱՌԵՆԴՐԸ
10. The Canadian Arctic Co-operative Federation Limited ճԱՀՅԺ ՌՊԸԾԱՆԸ
11. Nunavut Development Corporation ԹԱՌՈՒՆԱՎՈՒՏ ՇՐՋԱՐԱՐՈՒԹՅԸ ճԱՀՅՆԻՆԸ

New Licensees

12. Carvings Nunavut ᐊᓇᐃᑦ የᓇᓈᑦ ᑭᓯ៥
 13. Winnipeg Art Gallery ብጀጀ ስጀጀ ጥጀጀ ምጀጀ
 14. Snow Goose ፕጀጀ ማጀጀ ምጀጀ
 15. Inuit Gifts ምጀጀ ምጀጀ ምጀጀ

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.

ይጠቀል የሚከተሉት ስምዎችን አገልግሎት ተደርጓል፡፡ የሚከተሉት ስምዎችን አገልግሎት ተደርጓል፡፡

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.

አዲስ አበባ የፌዴራል ማስታወሻ ተወስኝ የሚከተሉት የሚመለከት ስምምነት መረጃዎችን የሚያሳይ (2017) በመመርመጥ የሚከተሉት የሚመለከት ስምምነት መረጃዎችን የሚያሳይ ይገልጻል፡፡

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

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

- Should other media be marked with the trademark
Do other types of contemporary Inuit art also need to be protected ?
 - ᐃᑉර් ଅମ୍ବାର୍ ନାମିଦିଲ୍ କାନ୍ତି କାନ୍ତି ଏବଂ ପରିପରା କାନ୍ତି ?
 - 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?
 - ଅମ୍ବାର୍ ନାମିଦିଲ୍ ଅମ୍ବାର୍ ନାମିଦିଲ୍ ଏବଂ ପରିପରା କାନ୍ତି , ଅମ୍ବାର୍ ଏବଂ ପରିପରା କାନ୍ତି ? ପରିପରା କାନ୍ତି ଏବଂ ପରିପରା କାନ୍ତି ?
 - 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.
 - ବିଜ୍ଞାନ ଏବଂ ପରିପରା କାନ୍ତି ଏବଂ ପରିପରା କାନ୍ତି ଏବଂ ପରିପରା କାନ୍ତି , ଏବଂ ପରିପରା କାନ୍ତି ?

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.

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:

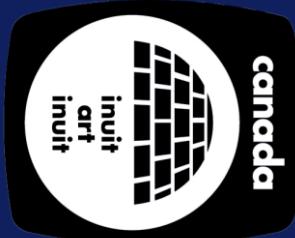
Nunatsiavut Government

Inuit Community Governments (ICG)

Illusuak

Inuit Art FOUNDATION

Authentically Inuit



2534 km
to Nunavut,
10 steps
to your mailbox.

Get Updates from the IAF
Sign up for our e-newsletter today at:
InuitArtFoundation.org

Subscribe to the *Inuit Art Quarterly*, the world's only
Inuit art magazine

SPECIAL ARTIST OFFER

1 year in Canada only \$5 + tax

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.

The Igloo Art Foundation is a registered charity in Canada (BN # 121033724RR0001) and the United States (# 9500140282).

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



Developed in Consultation

Led by Inuit, For Inuit

The Trademark at a glance

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 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 Distributor

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

Why is 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.