

ART FAIR OFF THE SQUARE

31st Annual



July 10 and 11, 2010
Madison, Wisconsin

Martin Luther King Jr Blvd and Olin Terrace Walkway

More than 200,000 people are expected to visit downtown Madison during this two-day celebration of visual art which has become a highlight of the summer season. The Art Fair Off the Square is sponsored and produced by the Wisconsin Alliance of Artists and Craftspeople, a nonprofit corporation formed to promote and create contact between Wisconsin artists and craftspeople and the public. The Art Fair Off the Square takes pride in having been developed and operated by the artists themselves. Along with providing a market for exhibitors, we continue to educate the public about art and provide important one-to-one interaction between artist and buyer.

New This Year

Digital images are required for jurying. If you need to have digital images made from your slides, WAAC will do this service for you for a fee. (See fees section.)

Calendar

Feb. 25, 2010 - applications due (postmarked)

Late March - notifications mailed

July 9, 2010 - optional early set up

July 10, 2010 - Art Fair, 9 am - 6 pm

July 11, 2010 - Art Fair, 10 am - 5 pm

Applications postmarked from Feb. 26 through March 4 will be accepted if a late fee of \$10 is included. Applications postmarked after Mar. 4 will be returned.

Fees

Membership Fee: \$25

You must be a member of WAAC to exhibit in the fair. The membership fee is \$25 per year. The fee for a two-person team is \$40.

Jury Fee: \$15 per category entered, nonrefundable.

Booth Fee: \$225, nonrefundable. Checks will be deposited 10 days after acceptance letters are mailed.

See complete fee schedule on page 2.

A small number of double-size booths will be available for an additional fee of \$140.

Slide Conversion: \$20 per set of five slides. Send traditional slides along with your completed application. WAAC will scan the slides and format them for jurying. Your original slide set will be returned to you.

Rules

Eligibility - The Art Fair is open to Wisconsin artists/craftspeople 18 years and older. As proof of residency, you will be required at the time of check-in at the show to present a valid WI Driver's License.

Category - All displayed work must be designed and executed by the artist. Artists must submit a set of images for each category in which they wish to exhibit. (ie: artists accepted in a category other than jewelry must also jury in jewelry if they wish to sell jewelry at the fair). Acceptable categories include: Ceramics, Fiber (including Leather), Glass, Graphics (drawing, printmaking), Jewelry, 2-D and 3-D Mixed Media, Painting, Photography, Sculpture and Wood. WAAC reserves the right to change the category in

which you have applied in the event that another category is more appropriate for your work.

Unacceptable work includes, but is not limited to: work produced from commercial molds, kits or casting patterns; compositions of plant or animal life (dried flower arrangements); hobby items, country crafts, imports, decoupage and mass-produced items. Work done by a production studio is not acceptable. Tapes or CDs of instruments made by the artist may be sold along with the instrument, but not alone.

Exhibitors - After paying your booth fee, you are considered to have made a commitment to exhibit. **Your booth fee will not be refunded if you cancel.** Accepted artists who cancel will be required to rejury next year. Exceptions to rejurying may be considered if you have cancelled for reason of emergency or illness, in which case you may appeal to the Board to maintain your status as an Invited exhibitor by putting your request in writing, including the reason for cancellation, and submitting it to the Board within 6 weeks following the show.

Artists must oversee the exhibit at all times and display their work for the duration of the show. Assistants, including family members, are welcome, but not in place of the artist.

Anyone failing to exhibit on the second day of the fair will be required to rejury.

Display - Each exhibitor is responsible for supplying and erecting his or her own display. Display must fit within the 10'6" wide by 10' deep area, including chairs, flip-bins and customer walk-around space. When back-to-back with another exhibitor, no work is to be displayed on the rear of your booth. The sides of your display should not interfere with your neighbor's display.

Exhibited Work - Each exhibitor will be screened during the fair to be certain the images submitted for jurying reflect the work being exhibited. In case of a discrepancy, the artist may be asked to remove the work or leave the fair. Under these conditions, there will be no refund of the booth fee. All decisions of the fair committee in such situations are final. All work on display must be for sale.

Reproductions - Mechanical reproductions may be sold but must be individually labeled as "reproduction" **on the front of the work.** Browse bin collections of reproductions may be labeled with one general sign rather than individually. Reproductions must be limited to 50% of the display area.

Artist's Statements - Each exhibitor is required to display an artist's statement in the booth.

Shared Space - Two exhibitors may share a booth provided the work is compatible. An additional fee of \$10 per exhibitor will be required. Please submit separate applications and images along with an explanation of your arrangements for sharing. Two exhibitors producing a single product need not pay the additional \$10 fee.

Dual Exhibiting - It is not permissible to exhibit simultaneously at the Art Fair Off the Square and any other Madison art fair.

Awards and Amenities

"Best of Category" awards will be presented at the annual artists' picnic Saturday night. Amenities include: Booth sitting services, an Art Fair T-shirt at a reduced exhibitor's price, artists' picnic Saturday night and coffee/pastry both mornings.

Show Layout

The Art Fair is located on the 200 block of Martin Luther King, Jr. Blvd. and on Olin Terrace Walkway leading up to the Monona Terrace Convention Center. Occasionally the booths on the Walkway are exposed to strong winds. Indicate on the registration form below if you could accommodate one of these spaces. Patron traffic is exceptionally high on the Walkway. Much attention is given to booth placement with regard to distribution of media. If you have special needs, please enclose an explanation with your application.

Jurying

Your images will be juried by a panel of highly qualified artists and craftspeople who are active in the art fair business and representative of various media. Once accepted, exhibitors will not be required to jury for the next two years providing their work remains up to the standard of their images and no rule violations occur. Exhibitors called from the Wait List are accepted for the current year only.

Entries will be evaluated only on the basis of images submitted. It is important these images be sharp, consistent and of professional quality. Your description of your work, as written on the registration form, will be read to the jury as the images are being viewed. Images will be projected in a 2 over 2 format with the booth image aligned to the right of the 4 work images. Applicants should submit a Compact Disc with 5 images: four of current work and one of the display booth. The booth image should show the full interior of your booth as it would be set up at an art fair. A view of the canopy is optional. The CD will not be returned to you.

Image Specifications: (the same as images that have been prepared for Zapplication)

1. File Format: Save as Baseline Standard JPG. Do not save as Progressive JPG.
2. File Size: Should be approximately 2 MB.
3. Color Space: Save images in RGB color space, preferably sRGB.
4. Dimensions: 1920 pixels high by 1920 pixels wide.
5. File Name: LastName-booth.jpg, LastName-image1.jpg, LastName-image2.jpg, etc.

Note: *Digital adjustments for brightness, contrast, color correction and removal of scratches or debris are acceptable, but no other manipulation is permitted.*

For more information on jurying or on digital image preparation, see www.artcraftwis.org/Resources.html

Entry Checklist

- Complete the registration form.
- Enclose a CD of 5 images: 4 images of your work and one of your display.
- Enclose fees. Make all checks payable to WAAC.
- Enclose business-size self-addressed envelope with .44 postage
- Send the above materials to

WAAC
P O Box 1791
Madison, WI 53701-1791

Questions? Contact us . . .

Sue Werner, **WAAC Executive Director**
608-204-9129
waac@artcraftwis.org

Art Fair Off the Square - Registration

Exhibitor Name _____
 Business Name _____
 Mailing Address _____
 City _____ State _____ Zip _____
 Phone _____ Vehicle License # _____
 E-mail address _____
 Web site _____
 Wisconsin Sales Tax # _____

I have read the rules governing the Art Fair Off the Square and I understand and agree to abide by these rules. I release the Wisconsin Alliance of Artists and Craftspeople, Inc., its representatives or agents, the Monona Terrace and the City of Madison from any liability whatsoever for loss, damage, theft or defacement of any property displayed or used in connection with my display at the Art Fair Off the Square, nor will I be a party to any legal action against the Wisconsin Alliance of Artists and Craftspeople, Inc., its representatives or agents, the Monona Terrace or the City of Madison.

If accepted I give permission for my images to be used for publicity.

Signature _____

Date _____

Could you accommodate a booth that is open to both the front and the back? Yes No Would you be willing to accept one of the "windy-but-with-high traffic" spaces? Yes No

Check the category which best describes your work: Ceramics Glass 3-D Mixed Media Jewelry Photography Wood
 Fiber Graphics Painting 2-D Mixed Media Sculpture

Describe your process, technique, materials and/or dimensions. Be specific. **Maximum 40 words.** This statement will be read to the jurors.

Fees

amount enclosed

<p>CHECK #1 Jury Fees</p> <p><input type="checkbox"/> For each category entered \$15</p> <p><input type="checkbox"/> Optional: conversion of 5 slides to digital images \$20</p> <p><input type="checkbox"/> Late Fee if postmarked Feb 26 - March 4 \$10</p>	
<p>CHECK #2 Optional Membership Fee <i>Individual fee: \$25, Two-person team: \$40</i></p> <p><i>All memberships paid with this application will expire March 31, 2011</i></p> <p><input type="checkbox"/> My fee has already been paid for this year.</p>	
<p>CHECK #3 Booth Fee \$225</p> <p>If you are not accepted your booth fee check will be returned. If you are accepted, your booth fee check will be deposited ten days after acceptance letter is mailed.</p> <p><input type="checkbox"/> I would like to be considered for a double size booth. If assigned a double, I agree to pay an additional \$140 when billed.</p>	
<p>TOTAL ENCLOSED Make all checks payable to WAAC.</p>	