

36th Annual Winter Art Fair Off the Square

Date & Location:

- **When:** November 8-9, 2025 (Saturday: 9 a.m. - 5 p.m., Sunday: 10 a.m. - 4 p.m.)
- **Where:** Monona Terrace Community and Convention Center, Downtown Madison, WI

The Winter Art Fair Off the Square is an indoor fair in downtown Madison, featuring approximately 135 booths. Artists can drive into the building for unloading, though they must cart their work to their booths.

About the Winter Art Fair Off the Square

The Winter Art Fair Off the Square is one of two juried fairs sponsored by the Wisconsin Alliance of Artists and Craftspeople, Inc. (WAAC), a non-profit organization dedicated to promoting and fostering connections between Wisconsin artists and the public. WAAC is artist-run and takes pride in ensuring a marketplace for exhibitors and educational opportunities for the public, with a focus on artist-buyer interaction.

Special Features:

- **Silent Auction (Saturday):** A key feature of the fair.
 - **Young Collectors' Corner:** Children 12 and under can purchase art at affordable prices (\$5, \$7, \$9) without adult supervision.
 - **Mini Maker's Space:** A new addition where children can make a free art project to take home, sponsored by Monroe Street Arts Center.
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Admission:

- **Adults:** \$5 at the door
 - **Children (under 12):** Free
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Fair Hours:

- **Saturday:** 9 a.m. – 5 p.m.
- **Sunday:** 10 a.m. – 4 p.m.

Important Dates to Remember:

- **January 15:** Applications Available
- **March 1:** Application Due
- **March 17-28:** Jury Process (Artist payments not accepted during this period)
- **August 15:** Acceptance Due
- **November 7:** Set-Up Day
- **November 8-9:** Event Dates

Booth Fees & Amenities:

- **Standard Booth (10x10')**: \$300
- **Corner Booth (10x10')**: \$375
- **Oversized Booth (10x15')**: \$475
- **Oversized Corner Booth (10x15' corner):** \$550
- **Electricity (optional):** \$65
- **Side Curtain(s) (optional):** \$75 per side

Booths are located on a level, Frank Lloyd Wright-designed floor. Artists are encouraged to bring a rug or carpet to enhance their booth.

Media Categories

WAAC reserves the right to reassign works to more appropriate categories. Artists must submit images for each category they wish to exhibit in. Categories include:

- **Ceramics:** Functional or decorative work in clay or porcelain.
- **Digital Media:** Original work created or manipulated on a computer.
- **Fiber (including Leather):** Work crafted from fibers, including basketry, weaving, leatherwork, etc.
- **Glass:** Work made primarily of glass, including blown, kiln-formed, molded, or fusing techniques.
- **Graphics:** Works created using dry or fluid media, such as chalk, charcoal, pastels, pencil, ink, etc.
- **Jewelry:** Art designed to ornament the body or worn on clothing.
- **Mixed Media 2D:** Two-dimensional work that incorporates two or more media.
- **Mixed Media 3D:** Three-dimensional work that incorporates multiple media.
- **Painting:** Two-dimensional images created with oils, acrylics, or watercolors.
- **Photography:** Work created with a camera and processed by the artist.

- **Sculpture:** Three-dimensional work created through additive, subtractive, or casting processes.
 - **Wood:** Functional or sculptural work made primarily of wood.
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Jury Process

- **Jury Fee:** \$30 per category (non-refundable).
 - **Eligibility:** Only Wisconsin residents, 18 or older, may apply.
 - **Submission Requirements:** Artists must submit sharp, professional-quality images for each category they wish to exhibit in. Jury decisions are based solely on submitted images.
 - **Description:** Artists must provide a description of materials and techniques used for each work. The jury process is anonymous, so images should not include the artist's name.
 - **Exhibitor Requirements:** Once accepted, exhibitors are not required to jury for the next two years, as long as their work continues to meet the standard of their images.
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Booth Set-Up

- **Set-Up:** Begins on Friday afternoon and continues into the evening. Artists with oversized vehicles or trailers will have special accommodations for unloading. Set-up continues on Saturday morning before the fair opens.
 - **Booth Assignments:** Returning artists who participated in the previous year's fair and requested the same booth are given first priority. All booths are on a perfectly level floor.
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Exhibitor Rules & Regulations

- **Exhibitor Eligibility:** Only Wisconsin residents, 18 or older, may exhibit at WAAC Art Fairs. Exhibitors must provide a valid Wisconsin Driver's License at check-in.
 - **Work Requirements:** All displayed work must be designed and executed by the artist. No mass-produced or commercially manufactured items are allowed.
 - **Membership:** Artists must be current members of WAAC.
 - **Taxes:** Artists are responsible for collecting and reporting Wisconsin and Dane County sales tax (5.5%).
 - **Display Guidelines:** Artists must oversee their exhibit at all times, with assistants allowed but not in place of the artist. Displays must not extend outside the booth or interfere with neighboring displays.
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Additional Opportunities

- **Silent Auction Donation:** Artists are encouraged to donate items for the Silent Auction to help offset booth fees.
 - **Young Collectors' Corner:** Artists may provide up to 10 kid-friendly pieces marked with their booth number and kid-sized price for sale in the Young Collectors' Corner.
 - **Volunteer Opportunities:** Artists are encouraged to volunteer in various roles, such as booth sitting, ticket taking, and helping with the Silent Auction or Young Collectors' Corner.
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Membership Fees & Booth Fees:

- **Jury Fee:** \$30 per category (non-refundable).
 - **Membership Fee:** Included with the application.
 - **Booth Fees:** Standard booth is \$300, with additional costs for corner, oversized booths, electricity, and side curtains.
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Trailer and/or Oversized Vehicle Information:

Artists with oversized vehicles or trailers can arrange for parking at Monona Terrace in advance. Costs vary based on vehicle size and duration. Arrangements can be made with SP Plus Parking or Monona Terrace.

Winter Art Fair Off the Square Layout:

The Exhibition Hall at Monona Terrace is well-lit, and artists can drive in to unload but must cart their work to their booths. Carts are available for free use at Monona Terrace if needed.

Final Acknowledgement

By applying, artists agree to the rules governing the Winter Art Fair Off the Square, as outlined by WAAC. Artists release WAAC, Monona Terrace, and the City of Madison from any liability related to loss, damage, theft, or defacement of artwork.

For more information, please refer to the official Winter Art Fair Off the Square guidelines.

