

46th Annual Art Fair Off the Square

Hosted by: Wisconsin Alliance of Artists and Craftspeople, Inc. (WAAC)

Location: Downtown Madison, Wisconsin

Dates: July 12-13, 2025

Hours:

- Saturday: 9 a.m. – 6 p.m.
 - Sunday: 10 a.m. – 5 p.m.
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Fair Overview

The Art Fair Off the Square is one of two juried fairs sponsored by WAAC, celebrating visual art in downtown Madison. The event attracts over 200,000 visitors and features approximately 113 artist booths. It runs concurrently with the Art Fair on the Square (not affiliated with WAAC).

Key Dates to Remember

- **January 15:** Applications Available
 - **March 1:** Application Due
 - **March 17-28:** Jury Process
 - **April 11:** Acceptance Due
 - **June 21:** What to Expect at the Art Fair (Zoom Session)
 - **July 11:** Booth Set-up
 - **July 12-13:** 46th Annual Art Fair Off the Square
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Exhibitor Eligibility & Requirements

- **Eligibility:** Only Wisconsin residents, 18 or older, may apply. Applicants must provide a valid Wisconsin driver's license during check-in.
- **Membership:** Artists must be current members of WAAC.
- **Exhibitor Responsibility:** Artists must oversee their exhibit at all times. Assistants/family members may help but cannot replace the artist.
- **Exhibited Work:** All work displayed must be created and executed by the artist.
- **Work for Sale:** All displayed work must be for sale.

- **Reproductions:** Mechanical reproductions (e.g., giclees) are allowed but must be labeled as reproductions, printed on archival-quality media, and numbered in a limited edition. Reproductions must not take up more than 50% of the display area.
 - **Prohibited Items:** No mass-produced work, commercial molds, kits, or "buy/sell" items. Items must be original creations, not work done by a production studio.
 - **Assistants:** Family members or assistants can help with the booth, but the artist must be present for the entire event.
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Booth Fees

- **Standard Booth (10' x 10'):** \$315
- **Premium Booth - Outside Display Wall (10' x 10'):** \$365
- **Premium Booth - Extra Storage (10' x 10'):** \$365
- **Oversized Booth (10' x 15' min.):** \$515

Note: Premium and Oversized booths are available on a first-come, first-served basis. Limited availability.

Jury Process

- **Jury Fee:** \$30 per category (non-refundable).
 - Artists may apply for up to **six categories** (separate application and jury fee required for each category).
 - **Jury Criteria:** Your images will be juried based on quality and consistency. The jury process is anonymous, so ensure that no names or business names appear on the images.
 - **Acceptance:** Once accepted, exhibitors do not need to jury again for the next two years, as long as their work remains up to standard.
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Booth Assignments

- **Returning Artists:** Those who participated in the previous year's fair and requested the same booth have first priority for booth selection.
- **New Artists:** All other requests will be considered after returning artists.
- **Booth Layout:** Booths are assigned based on available space and media distribution. Special booth requests will be considered but are not guaranteed.
- **Set-Up Times:** Booth set-up starts on Friday afternoon and continues into the evening, with some set-up available on Saturday morning before the fair opens.

Booth Specifications

- **Size:** Standard booth space is 10' x 10'.
- **Display Requirements:** Artists are responsible for providing and setting up their displays. Canopies, umbrellas, racks, and other items must stay within the booth's assigned space.
- **Booth Upgrades:**
 - **Premium Booth (Outside Display Wall):** Additional \$50, includes outside display walls.
 - **Premium Booth (Extra Storage):** Additional \$50, allows for extra storage space outside the standard 10'x10' area (3' max).
 - **Oversized Booth:** \$200 additional fee for spaces larger than the standard booth (minimum size 10' x 15').

Exhibited Work Guidelines

- **Design and Execution:** All work must be designed and executed by the artist.
- **Reproductions:** Artists may sell reproductions, but they must be labeled as such and limited to 50% of the display area.
- **Mechanical Reproductions:** Items produced without the direct involvement of the artist, like offset lithographs or giclees, must be clearly marked as reproductions.
- **No Mass-Produced Items:** Only handmade, original work is allowed. No commercial molds, kits, or buy/sell items.

Additional Important Notes

- **Sales Tax:** Artists are responsible for the collection and payment of 5.5% Wisconsin and Dane County sales tax.
- **No "Sale" Signs:** "Sale", "Reduced", or "% Off" signs are prohibited.
- **Special Booth Requests:** If you require extra storage or have other special needs, please indicate them in your application.
- **Cancellation Policy:** Booth fees are non-refundable once accepted. Cancellations may require re-jurying for the next year. Exceptions for illness or emergencies may be considered.

Layout Changes This Year

- **Booth Arrangement Update:** New gaps between booths on Martin Luther King, Jr. Blvd. to increase airflow.
 - **Booth Location:** Booths on the City-County Building sidewalk have been reconfigured to accommodate obstacles such as bike racks and trees.
 - **Mini Maker's Space:** A free children's project area hosted by Monroe Street Arts Center will be available.
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Vehicle and Trailer Information

- **Parking:** Oversized vehicles and trailers can park at Monona Terrace with advance arrangements. Contact SP Plus Parking at (608) 261-4070 or Monona Terrace at (608) 261-4000 for details.
 - **Trailer Restrictions:** Trailers are not allowed to drive on Martin Luther King, Jr. Blvd. and must park at the designated spots at either end of the block.
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Rules and Regulations

- **Work Ownership:** All work must be the artist's original creation.
 - **Reproductions:** Mechanical reproductions must be clearly labeled as such and printed on archival-quality media.
 - **Liability:** WAAC, Monona Terrace, and the City of Madison are not liable for any loss, damage, or theft of work displayed.
 - **Publicity:** By accepting your application, you agree to allow WAAC to use your images for publicity purposes.
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Volunteer Opportunities

WAAC depends on volunteer participation from artists. If you or your assistant can contribute time, please let us know. It's a great way to meet other exhibitors!

For more information, please refer to the WAAC Art Fair guidelines or contact the event organizers directly.