

ARTIST ²⁰¹¹ ROW

Artist Application for the
Friends of the Rochester Public Market
7th Annual Public Market Juried Art Show

Sunday September 18, 2011
Rochester Public Market
10 a.m. - 4 p.m.

Non-Refundable Application Fee of \$40 (\$60 after 7/15/2011) **with Booth Space FREE!**

This non-refundable application fee covers processing costs and underwrites costs for the event.
180 spaces available. Booth space assigned upon acceptance

Best of Show receives the Maria A. Friske "Arty" trophy and a \$250 cash prize.

Additional "Arty" trophies and other cash prizes will also be awarded.

Contact Information Please Print Clearly

First and Last Name _____

Business Name _____ Phone _____

Street address _____

City _____ State _____ Zip _____ Need Electricity? Yes No

E-mail Address _____ Preferred Booth Space Number _____
(Please note: Your acceptance or rejection will be sent to this email) (If available, not guaranteed)

Indicate ONE category in which your work will be judged?

- Ceramics/Pottery Fiber Arts Mixed Media Photography Other:
 Drawing/Graphics Jewelry Painting Sculpture _____

Please give a short description of your body of work:



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Return to

Artist Row Application
Rochester Public Market
280 North Union Street
Rochester, NY 14609

585-325-5058

artistrowrochester@gmail.com

Rules and Regulations Continued on Page 2

- Apply early to ensure acceptance. Space is limited to 180 booths.
- Your application must be accompanied by a \$40 (\$60 after 7/15/2011) non-refundable application fee in the form of a check made payable to The Friends of the Rochester Public Market. Checks only, no cash.
- Submit at least 3 digital photographs of your work on a CD enclosed with your application, or by email to ARartentry@gmail.com.
- Most booth spaces are 10 feet by 30 feet, however a few vendor booths are non-standard in shape and size.
- Failure to obey the rules and regulations will result in being terminated from the Artist Row event.

Release and Signature

- I agree to the above Rules and Regulations.** I hereby release and forever discharge the Artist Row Public Market Art Fair (ARPMFAF), the City of Rochester, all sponsoring organizations, and their directors, officers, employees, agents and volunteers from any responsibility, personal liability, claims, loss or damage arising out of or in conjunction with my application to or participation with the ARPMFAF. ARPMFAF will not be responsible for any injury sustained by exhibitors or guests while within the space designation for exhibits. I will defend and indemnify sponsors and promoters of the ARPMFAF from any and all claims, liabilities, expenses, damages, and penalties caused or incurred by wrongful acts of exhibitor(s) or their agents or employees, including breach of Fair Rules. Further, I understand that I store my art at my own risk without exception or limitation.

Signature _____

To Apply

- Send this **application form** and the **non-refundable application fee** to the Rochester Public Market.
- Submit your application by 7/15/2011 for the lower application fee of \$40. After this date, the fee is \$60.
- Enclose at least three **digital photos of your work** on a CD, or email at least three digital photos of your work to ARartentry@gmail.com.
- You will be notified of the status of your application at your e-mail address.



Rules and Regulations

Questions? Please call (585) 325-5058 or e-mail artistrowrochester@gmail.com

Applying

All Artist Row applicants must submit the following materials to be considered for acceptance as vendors:

- a completed, signed application form (send by mail).
- a **non-refundable** application fee (send by mail).
- at least 3 digital photographs of the artist's work, consistent with what will be shown (send by mail or e-mail).

NO applications will be accepted after 8/30/2011. Early application is encouraged as booth space is assigned on a first come, first serve basis.

Application Fee

You must include a **non-refundable application fee** of \$40 with your application (\$60 after 7/15/2011). Please pay by check. Checks should be made out to the *Friends of the Rochester Public Market*. Your non-refundable application fee covers the cost of processing your application materials, and is the only fee that you will pay if you are accepted to participate. **Booth space is free.**

Digital Photographs

Each applicant must also submit at least 3 digital photographs of their work. These photographs must depict examples consistent with the artwork to be displayed at Artist Row. Please choose **one** of the following options for submitting photos:

- Submit at least 3 digital photos on a CD and include in the envelope with your application form and check.
- OR**
- Submit at least 3 digital photos as e-mail attachments sent to ARartentry@gmail.com.

Please ensure that your digital photographs meet the following minimum technical requirements:

- Digital photos must be print quality resolution (300 dpi) at a size of at least 3 inches by 5 inches.
- Digital photos should be in one of the following standard image formats: .jpg, .tif, or .pdf
- Title each photo file with the artist's name. Number the photos in the order that you would like the judges to view your artwork, for example: Name01.jpg, Name02.jpg, etc.

Please note: Artist Row will no longer accept hard-copy photographs or physical samples of artwork.

Criteria for Eligibility

Because selection to participate in Artist Row is based on digital photographs, these photos must accurately represent the work to be exhibited on the day of the event. By signing this application form, the applicant guarantees that he or she has direct, hands-on involvement in the creation and execution of each piece of work to be exhibited.

Artist Row features unique, fine art created by hand: original, one-of-a-kind, limited-edition, visionary, imaginative, professional, and expertly executed art work. Along that end, we cannot give booth space to vendors with work made from commercial kits, patterns, stencils or molds, bought or sold items, imported items, personal care items, candles, plants, or beaded jewelry made solely by restringing commercially produced or purchased beads.

Jurying

A jury consisting of persons knowledgeable in the field of fine art (such as gallery owners, art directors, professional artists, etc.) will review all applications. Selections will be made based upon a combination of factors including originality, technique, design and overall impact. All decisions of the jury panel are final. Please note: if you are not accepted to Artist Row, your application fee is non-refundable.

Notification

You will be notified about the status of your application (acceptance or rejection) by email at the address that you listed on your application form.

At Artist Row

The use of a booth at Artist Row is restricted to the artist to whom it is assigned. Only the work of the designated artist may be displayed or sold. The work must be consistent with the digital photographs submitted by the artist.

Booth Space

Space locations are assigned in advance by Friends of the Rochester Public Market. Each vendor will be assigned a rectangular space measuring approximately 10' wide by 30' deep. *Please note: some spaces are non-standard in size or shape.*

Visitors are responsible for bringing their own supplies to display their artwork in an outdoor environment, including:

- Booth Structure
- Canopy / Tent
- Racks
- Display Units
- Tables and Chairs
- Leveling Devices (shims)
- Extension cords
- Rope
- Tape
- Signage

While most booth spaces have partial overhead cover from the existing market sheds, exhibitors are encouraged to be prepared for any inclement weather with appropriate rain covers, tarps, tie downs and weights.

Sales and Sales Tax

No commissions on artist's sales will be retained by Friends of the Rochester Public Market. However, all participating artists are required to collect and pay the appropriate New York State Sales tax (8% on all items sold).

Awards

Each participant's work is evaluated by an on-site jury on the day of this show. This awards jury consists of local art professionals. *Best of Show* receives the Maria A. Friske "Arty" trophy and a \$250 cash prize. Additional "Arty" trophies and other cash prizes are also awarded.

Important Dates

- July 15, 2011: **Application Fee Increases to \$60**
- August 30, 2011: **Final Application Deadline**
- September 7, 2011: **Mandatory Artist Orientation**
- September 18, 2011: **Artist Row Show Day!**