

ARTIST

2010

Artist Application for the
Friends of the Rochester Public Market
6th Annual Public Market Juried Art Show

ROW

Sunday September 19, 2010

Rochester Public Market

10 a.m. - 4 p.m.

Booth Space only \$25 (\$40 after 8/10/2010)

This non-refundable fee covers processing costs and underwrites costs for the event.
168 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 _____

Street address _____

City _____ State _____ Zip _____ Phone _____

E-mail Address _____ Need Electricity? Yes No

Check the one category which best describes the work you are displaying:

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

Please give a short description of your body of work:

Rules and Regulations for Artist Row 2010

- Application must be accompanied by a self addressed stamped (SASE) envelope for confirmation or rejection and a \$25 (\$40 after 8/10/2010) application fee, check or money order made payable to The Friends of the Rochester Public Market. No cash.
- Submit 3 examples of your work in photo, slide, color copy or CD format. See Rules and Regulations (pg. 2) for specifics. An additional self addressed stamped envelope may be submitted if you want examples of your work returned to you.
- Applications are reviewed by jurors as they are received. Apply early to ensure acceptance.
- Stalls must be left clean and free of litter and debris at the event end. All sales must stop at 4 pm.
- All items are to be confined within the boundary lines of the stalls to prevent injuries and to facilitate foot traffic. If the vehicle area of the stall is utilized for display and or sales, the vehicle must be moved to a designated area of the market.
- Vendors are responsible for bringing their own tables, tents, extension cords, signage, and other display items used to show their wares and/or use in their booth space.
- **Failure to obey the above 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 (ARPMF), 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 ARPMF. ARPMF 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 ARPMF 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 _____



Return to

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

ARTIST Rules and Regulations

ARTIST
ROW

- Stalls must be left clean and free of litter and debris at the end of the market.
- All items are to be confined within the boundary lines to prevent injuries and to facilitate foot traffic.
- If the vehicle area of the stall is utilized for display and or sales, the vehicle must be moved to a designated area of the market.
- All stalls will be assigned to artists through the event. All sales must stop at 4pm.
- All work exhibited must be original art produced by the artist.
- Vendors are responsible for bringing their own tables, tents, extension cords, signage, and other display items used to show their wares and/or use in their booth space.
- The work exhibited must be consistent with slides submitted by the artist.
- Failure to obey the above rules and regulations will result in being fined or terminated from the market.

Application

All applicants must submit separate applications unless applying as an organization or entity. Collaborating artists must show and sell only their joint work. Applications on photocopied forms are acceptable.

Artists wishing to exhibit work in more than one media category must submit one application, set of 3 slides, photos, CD or color printouts of their work and application fee.

The application fee is \$25 (\$40 after 8/10/2010). Application fees should be combined in one check. The fee must be in the form of a bank check or money order made payable to The Friends of the Rochester Public Market.

Groups, Organizations or Entities

Groups, organizations or entities may fill out one application and list contributing artists on a separate sheet of paper. Only one fee is required for a group of applicants - but they will only be able to use one booth space. Each artist in a group must supply one example of their work.

Deadlines

Applications must be postmarked on or before 8/30/2010. Early application is encouraged to insure a spot as accepted entries are assigned in a first come first serve basis. Cancellations are not refundable.

Samples of Work

Your application must include a total of 3 examples of your work as slides, photos, color copies or digital images. If you want these items returned to you, send an additional self-addressed, stamped envelope with your application and write the word "examples" on the bottom left hand corner. Examples will be returned only if a suitable sized SASE with the required postage (weighed by your post office) is included with the artist's application.

To properly label your examples:

- Slides: Hold the slide so that you see the image correctly. Place a large red dot in the lower left-hand corner of the cardboard or plastic mount. Include a sheet of paper detailing artist name and category for each slide.
- Photos: list artist name and category on the back of each photo
- Color copies: list artist name, category, and names for each image (if titles apply) on the top of page.
- Digital Images on CD: list name, email address, and category on each CD.

Jurying

The jury, consisting of persons knowledgeable in the field of fine arts and crafts such as gallery owners, art directors, professional artists, etc., will review the work. Selections will be made upon a combination of factors including quality and originality of work. The jury will use its best efforts to represent a sampling of all art categories in the show. All decisions of the jury panel are final.

Notification

Applying artists need to submit a SASE with their application and will be notified as applications are received and before September 7, 2010. Work will be returned if there is a SASE with correct postage.

Booth Space

Space locations are assigned in advance by Friends of the Rochester Public Market, and the use of a location is restricted to the artist to whom it is assigned. Only the work of the designated artist, artists or organization, may be displayed or sold.

Each exhibitor will be assigned a space measuring 10' wide x 30' deep. Artists are to provide their own display booths, racks, and/or tables in order to display their works in an outdoor environment. Double booth spaces are available for organizations that specify the need. Bring your own extension cords, rope, tape etc. Since not all booth locations are level, exhibitors are advised to bring leveling devices.

Exhibitors are responsible for providing their own booth structures with a canopy, racks, tables, display units, or other fixtures suitable for outdoor use. Exhibitors are encouraged to be prepared for any inclement weather with appropriate rain covers, tie downs and weights.

Work on Display

Work exhibited must be comparable in style and quality to the work pictured in slides submitted for and accepted by the jury. The artist guarantees authenticity and the accuracy of the description of the works presented. By signing this prospectus, the principal artist responsible for creation of the exhibited work assures that he or she has direct, hands-on involvement in the creation and execution of each piece of work to be exhibited.

Sales and Sales Tax

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

If accepted, artists are asked to attend a planning meeting on **September 8, 2010**.

Questions? Please call (585) 325-5058 or email artistrowrochester@gmail.com with inquiries.