#### 2017 Saint Louis Art Fair – Artist Prospectus

The Saint Louis Art Fair (SLAF) invites you to apply to be an exhibitor at the 2017 annual Art Fair. The Art Fair will be held September 8, 9 & 10 in the downtown district of Clayton, Missouri.

In addition to the amazing visual art exhibition, the festival will feature live performing arts ensembles across three stages, street performers, 14 of St. Louis' most delectable restaurants and the Creative Castle, an area featuring educational art projects for children.

Click here for a video about the Saint Louis Art Fair https://goo.gl/5KNHnm.

## For the Emerging Artist Program

Please click here for details about our Emerging Artist Program or call us at 314-863-0278.

http://www.saintlouisartfair.com/community/emerging-artists-program.html

#### **Festival Dates and Times**

Hours are subject to change.

Friday, September 8 5:00 p.m. – 10:00 p.m. Saturday, September 9 11:00 a.m. – 10:00 p.m. Sunday, September 10 11:00 a.m. – 5:00 p.m.

(Please do not apply if you will not be able to remain at the show throughout all published hours of the Art Fair—Exhibiting artists are required to personally check in at registration and be on-site during all hours)

#### **Important Dates**

Application Available December 1, 2016

Application Deadline 11:59:59 PM CST March 16, 2017

Jury Preview (open to public) April 6, 2017

Jurying April 7, 8 and 9, 2017

All notifications emailed No later than April 22, 2017

Accepted artists go live on saintlouisartfair.com

No later than April 21, 2017

Deadline Participation Deadline May 19, 2017

(Registration packets must be completed and received by this date along with booth fee.

If not received by deadline, artist will be replaced by a reserve artist.)

Refund (Full) Deadline July 13, 2017

### **Entry/Application Rules and Instructions**

Applications post after 12:00 am midnight Central Standard Time March 16, 2017 will not be considered. We reserve the right to refuse any application.

All artists must submit a total of five (5) images for jurying (4 images representative of the artist's work to be exhibited; 1 of the artist's OUTDOOR BOOTH display).

This is a blind jury process. Do not submit booth images with any identifiable sign or image of the artist themselves. If your signature is visible in the work please be sure to photoshop the signature out. Same with the artist description of material and technique, please do not personalize.

All decisions are final. Our primary concern is the creative vision of the applicant and the quality of the work. Work must be original, hand crafted. We reserve the right to refuse any application.

Artists must guarantee the accuracy of the description of the works presented and the authenticity of the work as the creation of their own hands. Commercial studios involved in multiple or volume production will not be considered for the show.

Artists may submit more than one application, only the booth image may be repeated.

NEW this year you have two mediums in which to apply under, Two-Dimensional Work and Three-Dimensional Work. Example: Artists that create work that is two-dimensional i.e. Digital Art, Drawing/Pastels, Fiber (non-wearable and non-sculptural), Painting, Photography, Printmaking, and Non-Sculptural Mixed Media would apply under Two-Dimensional Work.

### **Artist Statement**

The application will automatically have a question for an artist description of material and technique of up to 300 characters. We recommend a description that provides a balance between material & technique and inspiration. Statements are read aloud to the jurors. Jurors are able to see the statement therefore we ask that you not personalize the information.

#### **Booth Image:**

- We prefer to see an image of your outdoor booth set-up.
- The booth image must be recent within the last 3 years.
- If you do not have a current outdoor booth image please provide a description explaining details of your outdoor booth set-up.
- If your indoor/outdoor booth set-up is the same (with the exception of a canopy tent) then simply state that in the description.
- We want to see what your booth will look like onsite at the Saint Louis Art Fair (not structure but presentation).
- Booth images may not be created in a computer program or manipulated, enhanced or otherwise affected by a computer in any way.
- If a booth image is not available please call us at 314-863-0278.
- Shows the jury your body of work, provides dimension and scale, shows overall continuity and presentation of your current body of work

 Note: The booth image is a reference. You are not juried in for ALL work represented in the booth image. You are juried for the body of work represented in the 4 images.

# **Collaborating Artists**

If you are submitting an application as a collaborating artist/partner, you must submit the name(s) with the application and only joint signed work may be shown and sold. Below are instructions for submitting an application as collaborating artists:

- Go to "my Profile: on ZAPP
- Enter one of the two collaborating artists as the primary contact in the profile form (this name will always appear first in the publications and online if accepted).
- After completing the information requested, enter the collaborating artist's name(s) in the section at the bottom of the profile page.
- This information is carried over to the application for purposes of identifying a collaborative effort.
- You may not add a partner/collaborator after the jury.
- Both partners/collaborators must check-in at registration and be on-site during all 3 days of the fair.
- If artists working as partner/collaborator are found to apply as a single artist, the artist will be disqualified without a refund.
- If you have any questions or difficulties registering the partner, please contact the SLAF office (314-863-0278) before submitting your application.

### **Price Range of Work**

We expect artists to have varied prices. We ask that the images you submit for jurying show a range of your pricing. Take advantage of the character space provided in this section and give a detailed description (see example below). Ideally we would like to see a range in the submitted images but many times the best way to show price point range is in your booth image.

Example: Price range \$50-\$5000 Earrings range \$50-\$200 Bracelets range \$150-\$1000 Necklaces range \$1000-\$5000

Providing a detailed description will help alleviate questions about what was actually juried in the show and more accurately portray the work the jurors will see in your booth. Please call us if you have any questions 314-863-0278.

#### **Jury Process**

Jurying is scheduled for April 7, 8 & 9, 2017. Applying artists are invited to a special Jury Preview on April 6, 2017. The preview is an opportunity for artists to view their images in the same manor in which the jury will see them. Artists will be notified of the Jury Preview details.

Jurying is conducted by a panel of experienced arts industry professionals and is based solely upon the quality of work as illustrated in submitted digital images. Images are viewed simultaneously, horizontally and grouped by media.

The jury will select a balanced show; however, there are no quotas. Award recipients from the previous year are invited to participate and are exempt from jurying. The balance of the show will be selected by the jury. The integrity of the jury panel review process is paramount to our credibility among artists and to our larger success in the community. The Cultural Festivals organization strongly supports the jury review process and decisions made by the panel and will not, as a normal course of business, circumvent or alter these selections. It must, however, reserve the right to make specific changes and to determine the final composition of the show.

The Executive Director, acting on the Board of Directors' behalf, has final authority to make such adjustments as deemed necessary and the right to invite up to 5 artists.

#### Acceptance

Artists will be notified of their acceptance via email, no later than April, 21, 2017. All decisions are final.

A reserve list of artists will also be selected to ensure a complete and balanced show. Reserve artists will be notified by telephone should a spot become available.

### Insurance

Upon acceptance Exhibitors must provide Cultural Festivals with an appropriate Certificate of Insurance, naming Cultural Festivals as an additional insured pursuant to a general liability insurance policy with a minimum coverage of \$1,000,000.

# **On-Site Rules**

Please do not apply if you know you will not be able to meet the following on-site rules.

If the artist does not register and personally attend booth (except for reasonable breaks) during all published hours, the artist's booth will be shut down, and the artist forfeits all fees.

Artists may not show in other fairs, exhibitions or events in Greater St. Louis Metropolitan Area taking place at the same time as SLAF.

Both partners/collaborators must check-in at registration and be on-site during all 3 days of the fair. You may not add a partner/collaborator after the jury.

All work exhibited and sold must be "original works of art." "Original work" means no copies, reproductions or facsimiles of any type. No machine reproductions, photo mechanical reproductions or commercial reproductions are permitted. No mass reproduction in combination with original, hand-crafted work is permitted. Copies from the works of masters, advertisements and widely circulated photographs are not considered original works of art and will not be permitted.

All work exhibited must be comparable to work shown in submitted images. The Executive Director reserves the right to ask that any work that is inconsistent with the juried subject be removed.

Artists accepted to the show for two-dimensional categories (e.g., photography, painting, watercolors, graphics, pastels, prints and drawings) must exhibit work as appropriately framed and glazed pieces. Unframed, matted works may be shown in a portfolio for customer browsing.

## **Display Booths**

Each exhibitor is provided a 100 square foot (10' x 10') exhibition space along with a 2' perimeter around the booth. All work exhibited must be limited to the 10'x10' space. Only one booth is available per artist. Exhibitors receive access to electrical service; no generators are permitted. Exhibitors are responsible for providing all display booths, racks, tables, light fixtures and associated display equipment and supplies. 24-hour security is provided, however, Cultural Festivals is not responsible for any damage that may occur to work, equipment or other material due to rain, wind, fire, theft, etc.

Priority for booth assignments is given to invited artists. Booths not assigned to invited artists are assigned first-come, first-served based on when fees and contract paperwork are received.

Artists accepted to the show must exhibit two-dimensional work (e.g., photography, painting, watercolors, graphics, pastels, prints and drawings) as appropriately framed and glazed pieces. Unframed, matted works may be shown in a portfolio for customer browsing.

#### **Booth Structure**

Due to high wind concerns light-weight accordion style pop-up tents are STRONGLY discouraged. Tents must be weighted properly to ensure safety for you the artist, the artists next to you, and our guests. SLAF will not provide tent weights. The artist(s) assumes liability if their tent in not properly weighted.

**Fact Sheet** 

**Location: Central Business District of Clayton, Missouri** 

**Event Name: Saint Louis Art Fair** 

Contact: Laura Miller

Mail Address: 225 S. Meramec Avenue, Suite 105, St. Louis, MO 63105

Telephone: 314-863-0278

Fax: 314-863-0418

Website: www.saintlouisartfair.com

Avg. Sales: \$13,095 (based on 2016 post event survey and includes commission work

reported to us as of November 9, 2016)

Jury Images: 4 Images of work plus one booth image

Viewed: simultaneously with images horizontally across the screen (booth image is last

image in the row)

Jurors: The jury panel is made up of arts professionals, peer jurors, and a

buyer/collector (all paid) for a total of 5 jurors.

Scoring: yes, no, maybe

Jury/Application Fee: \$40 non-refundable

Booth Space Fee: \$625 and \$725 Cash Awards: Up to \$22,000

**Booth Space:** 10'x10' with 2' buffer all around **Electric: 500** watts provided free, no generators

Produced by: Cultural Festivals 501(c) 3 Non-profit corp.

Artist Presence: Required
Reproductions: Not allowed
No. of Applicants in 2016: 1176
No. of Exhibitors from Jury Pool: 144
No. of Exhibitors Exempt from Jury: 37

Security: 24-Hour

Parking: Free/Reserved