

ARTISPHERE

ARTS. CULTURE. LIFE.

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**MAY 7-9,
2010
WEST END
DOWNTOWN
GREENVILLE, SC**

PRESENTED BY



CAROLINA FIRST

KEY DEADLINES

October 8, 2009	Paper Application Deadline
October 22, 2009	Final Application Deadline
December 4, 2009	Notification of Acceptance
January 8, 2010	Acceptance of Festival Participation and Booth Fees Due
February 26, 2010	Final Date for Cancellation and Receipt of Refund

LOCATION

Artisphere's site extends throughout the West End Historic District of Greenville, SC. Exhibitor booths are located along Main Street overlooking Falls Park on the Reedy River in the heart of Downtown. Greenville is located among the Blue Ridge Mountains in the northwest corner of South Carolina on I-85 about halfway between Atlanta and Charlotte.

EVENT DATES AND TIMES

Opening Night Gala:	Thursday, May 6 - 6pm–10pm
Artist Check-In:	Friday, May 7 - 7am–2pm
Festival Hours:	Friday, May 7 - 4pm–8:30pm Saturday, May 8 - 10am–8:30pm Sunday, May 9 - 11am–6pm
Artist Load-Out:	Sunday, May 9 - 6pm–until

ADVERTISING AND PROMOTION

Artisphere's extensive advertising and publicity campaign publicizes the festival throughout the Southeast region with media sponsors in print, radio, and television. The festival will also be marketed through social media, the Artisphere website, and paid advertisements in tourist publications.

ELIGIBILITY AND RULES

Artists must be present during the entire event and must personally staff their exhibit space. No agents, dealers, or representatives may attend the event in place of the artist.

All work exhibited must be original, handcrafted work produced by the artist and may not be the result of work from commercial kits, molds, patterns, or plans.

Artists may only exhibit and sell work in the media category for which they are accepted. All jewelry must have been juried into the jewelry category. The work exhibited must match the quality and style as represented by the artist in his or her application.

No animals are allowed on the festival site.

Any artist closing their booth prior to the end of the festival will not be permitted to return the following day or in subsequent years.

2D REPRODUCTION POLICY

A reproduction is defined as any existing work of art (such as a painting, watercolor, drawing, photograph, etc.) that is copied by digital or photographic means and printed on an offset press, a serigraph press, or through a computer by means of an ink jet or electrostatic printer. This definition includes giclees and reproductions with additional enhancement by the artist.

Limited editions, signed and numbered on the front of each piece, displayed on one wall and/or browse bins only. Reproduction pieces must be clearly marked as a "Reproduction" or "Limited Edition Reproduction" on the front of each piece. Reproductions may not be in the same browse bin as originals. An explanation of the reproduction process should be included in the Artist Statement.

No laser prints or color photocopies will be permitted.

AWARDS

\$10,000 in prize money will be distributed at the festival. Awards will be given to Best In Show, 2nd Place, 3rd place, and four merit awards and will be awarded at the discretion of the on-site judge.

PURCHASE AWARDS PROGRAM

Since 2006, the Purchase Awards Program has provided an average of \$17,500 in additional art sales each year.

CANCELLATION/REFUNDS

Exhibitors who do not show and do not cancel will not be re-invited.

Cancellations received prior to February 26, 2010 will receive full refund of Booth Fees. Cancellations received after February 26, 2010 will not be refunded for Booth Fees.

BOOTH SPACE

Each exhibitor will be provided a space measuring (minimum) 12'x12' to house a booth structure with dimensions no larger than 10'x10'. Exhibitors will be responsible for providing all booth structures, racks, tables, chairs, display units, or other fixtures suitable for outdoor use. Please be sure that the image of your booth is representative of the booth quality you would provide at the festival.

Booth assignments are at the sole discretion of the festival and are not interchangeable. Artisphere will attempt to honor specific location requests, but can make no guarantees. Corner spaces may be requested, but are assigned solely on the basis of availability and at the discretion of the festival.

JURY PROCESS

No fewer than 100 artists exhibit in the Artisphere festival. Spaces are reserved for award winners along with the poster artist from the previous year.

Each year four jurors are selected to jury visual artist applications. The jury consists of a range of experienced art professionals including professors, gallery owners, museum administrators, and practicing visual artists. An Artisphere Board Member will also view all applicants to select the final accepted exhibitors.

Artisphere uses Zapplication to administer its entire application and jury process. For artists needing assistance with the digital application process, Artisphere is able to help you. For a \$50 fee, you can apply with a Paper Application and we will handle the digitizing of your slides and set up your account with Zapplication. This also enables you to apply to other Zapplication art festivals with ease. Paper applications are due on Thursday, October 8, 2009.

Artist images are reviewed by the jury review panel in a blind jury process. The identities of artists are not disclosed to jurors. The panel of four jurors and one board member is convened in the same room, each having access to a computer monitor for scoring purposes. The jury review panel views the five (5) submitted images simultaneously. Artist statements are shared with jurors upon request. Images are reviewed for as long as the jury deems necessary. **Please Note: This is a blind jury process, please do not submit booth images with any identifiable signage.**

Applicants are asked to submit an artist statement of one hundred (100) characters or less to be read by the jury during the jury review.

Images are scored from 1 (low) to 7 (high) with no 4. All scores are combined and averaged. Each juror records his/her scores anonymously.

A wait list, by category, will be established based on jury scores. Images from accepted and wait listed artists will be retained for promotion.

SLIDES AND FEES

SLIDES:

- You must submit five (5) slides per medium.
- Four (4) slides (#1-#4) must be of individual pieces, which accurately represent the body of work to be exhibited.
- Slide #1, if accepted, will be retained for use in publicity.
- The booth slide (#5) should be representative of presentation and work to be displayed and should illustrate the quality of the booth structure you will provide. Artist's name should not appear on booth slide. Slides must be undamaged, 35mm format, in standard 2"x2" plastic mounts, sent in a protective sleeve.
- Artisphere will digitize your slides and set-up your account with Zapplication.
- Slides will be returned to those artists not selected to exhibit only if a #10 self-addressed stamped envelope with adequate postage for slide return is included with the artist's application. The slides of selected artists will be retained permanently by Artisphere for use in publicity and show documentation.

FEES:

- Jury Fee: (\$30) A nonrefundable check made payable to Artisphere must be included in your application. This fee will be deposited upon receipt.
- Paper Application Fee: (\$50) A nonrefundable check made payable to Artisphere must be included in your application. Artisphere will digitize your slides and set-up your account with Zapplication. This fee will be deposited upon receipt.
- Exhibitor Fee: (\$225) Accepted artists will be sent an Artist Acceptance of Festival Participation Form which is to be signed and returned with the Exhibitor Fee no later than January 8, 2010. **Please do not send the \$225 Exhibitor Fee with your application.**

IMAGES

Images #1 - 4 must represent the complete range of work that you plan to show. Image #5 must be your booth with your work displayed. Your application will not be considered without a booth image.

ARTIST STATEMENT

Artists must post an Artist Statement explaining the process and materials used in displayed works. The reproduction process must also be disclosed in this statement.

MEDIA CATEGORIES

CERAMICS: Original clay work. No machine made or mass produced work is accepted.

DIGITAL ART: Any original work for which the original image, or the manipulation of other source material, was executed by the artist using a computer. Work in this category must be in limited editions, signed and numbered on archival quality materials. Traditional photographs taken with digital media should apply in the photography category.

DRAWING/PASTELS: Original work made with pen, pencil, charcoal, pastel, or chalk.

FIBER: Original work of primarily fiber including soft sculpture, batik, or painted fabric intended to be wearable or decorative.

FURNITURE: Decorative or functional furniture.

GLASS: Original work in which the primary material is glass. No mass production accepted.

JEWELRY/PRECIOUS: Original work primarily made from materials using 14k gold, sterling silver and the use of precious stones and enamels. No commercial casts, molds or production studio work is permitted.

JEWELRY/SEMI-PRECIOUS: Original work primarily made from precious and/or non-precious metals and other materials such as glass, ceramics, paper, fiber, wood, leather, polymer clay, semiprecious stones, etc. No commercial casts, molds or production studio work is permitted.

METALWORKS: Original functional, non-sculptural metal work.

MIXED MEDIA (2D): Original 2 dimensional works incorporating more than one material.

MIXED MEDIA (3D): Original 3 dimensional works incorporating more than one material.

PAINTING (OIL/ACRYLIC): Original painted works made with oils or acrylics.

PAINTING (WATERCOLOR): Original painted works made with paint soluble in water.

PHOTOGRAPHY: Category includes all photographic prints made from the artist's original negative or digital image processing, which have been processed by the artist under his or her direct supervision. Photographers are required to disclose both their creative and printing processes. Work in this media category must be limited editions, signed and numbered on archival quality materials.

PRINTMAKING/GRAPHICS: Prints hand pulled by artists from traditional methods, including etching, engraving, silkscreen, stone and plate lithography, linoleum block or woodcut, produced in signed and numbered limited editions from an original image created by the artist.

SCULPTURE: Original non-functional, 3 dimensional work of any material.

WOODWORK: Original woodwork hand tooled, carved, or machine worked.

FOR INFORMATION PLEASE CONTACT

Liz Rundorff Smith, Program Director

Phone: 864-271-9355

email: liz@greenvillearts.com

website: www.artisphere.us

ARTIST APPLICATION

Name (Please type or print as you would like it to appear in festival publicity.)

First **Last**

Name of Second Artist/Partner (fill in only if work is collaborative effort, see rules.)

Address

City **State** **Zip**

Area Code and Phone Number

E-mail Address

The following descriptions must be provided and correlated to the appropriately numbered slides:
(Note: Slide #1 will be used for any publicity.)

SLIDE #1 Dimensions _____

Process/materials, description _____

SLIDE #2 Dimensions _____

Process/materials, description _____

SLIDE #3 Dimensions _____

Process/materials, description _____

SLIDE #4 Dimensions _____

Process/materials, description _____

SLIDE #5 (Booth Display) Dimensions _____

PLEASE NOTE: Artist's name should not appear in the #5 booth slide.

The five slides are mandatory.

Please indicate the price range of your work.

\$ _____ to \$ _____

Release: I have read the information contained in this application and agree to abide by the rules and regulations described. I hereby certify that the work represented in this application is original, hand crafted, one-of-a-kind design. I hereby indemnify and hold harmless Artisphere, the City and County of Greenville, SC, all sponsoring and participating 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 the Artisphere Festival.

Applicant's Signature **Date**

Partner's Signature (if exhibiting team)

Category/Medium

Check the ONE category which best describes the entered pieces:

- | | |
|--|---|
| <input type="checkbox"/> Ceramics | Mixed Media |
| <input type="checkbox"/> Digital Art | <input type="checkbox"/> (2-D) |
| <input type="checkbox"/> Drawing/Pastels | <input type="checkbox"/> (3-D) |
| <input type="checkbox"/> Fiber | Painting |
| <input type="checkbox"/> Furniture | <input type="checkbox"/> (Oil/Acrylic) |
| <input type="checkbox"/> Glass | <input type="checkbox"/> (Watercolor) |
| Jewelry | <input type="checkbox"/> Photography |
| <input type="checkbox"/> (Precious) | <input type="checkbox"/> Printmaking/Graphics |
| <input type="checkbox"/> (Semi-Precious) | <input type="checkbox"/> Sculpture |
| <input type="checkbox"/> Metalworks | <input type="checkbox"/> Woodwork |

Checklist

- \$50 Paper Application Fee
- Completed/signed application form
- \$30 check for nonrefundable jury fee
- Artist Statement (no resume) 100 characters or less
- Five properly labeled and numbered slides in a protective sleeve
- #10 Self-addressed stamped envelope, with adequate postage for slide return

Paper application must be postmarked by Oct. 8, 2009.