

SEPTEMBER 15 & 16, 2012

# RAM GREENWICH VILLAGE ART FAIR

## IMPORTANT DATES / DEADLINES

### April 30 | Postmark Date

Entries must be postmarked by April 30 and include all applicable fees

### May 15 | Last Date for Late Entry

Late entries must be postmarked by May 15, with an additional \$30 late fee

### May 16 | Jury Date

### May 31 | Notifications Mailed

Notifications will be mailed to artists by May 31

### June 30 | Booth Fee Due

Booth Fee due upon notification of acceptance but no later than June 30

### September 15 & 16, 2012 | GVAF

Saturday | 10 am – 6 pm

Sunday | 10 am – 5 pm

## ABOUT GVAF

The Rockford Art Museum Greenwich Village Art Fair is one of the oldest, continuous outdoor art fairs in the Midwest and combines juried artists with family-friendly children's activities, live music, and an atmosphere that brings the community together in a vibrant and art-filled setting. More than 120 artists are juried into the show in categories of 3-D Functional, 3-D Non-Functional, 2-D Medium, Jewelry, Photography, and Painting. Awards totaling \$4,500 are presented to Best of Show, Judges Choice, and Honorable Mention. Local business and individual art collectors pledge more than \$10,000 in purchase awards.

The event takes place in Rockford, the third largest city in the State of Illinois, on smooth, level pavement at Riverfront Museum Park (which houses RAM) and is always held on the second weekend after Labor Day.

## RULES AND ELIGIBILITY

- This is a rain or shine event, held regardless of weather.
- Artists must check in **no later than 8 am** on the Saturday of the event; otherwise this will be considered a "NO-SHOW" and the space will be given to waitlisted artists who are present.
- Artists must provide their own tent, tables, and chairs.
- Smoking is **NOT** permitted within the defined area of the GVAF or respective booth spaces.
- Artist's booths must be staffed by the artist during **all** hours of event operation. **No** early tear down is permitted.
- The RAM Greenwich Village Art Fair reserves the right to reject or relocate any and all vendors.
- Rockford Art Museum, Riverfront Museum Park, or Rockford Park District will not be held responsible for property loss or damage.

The RAM Greenwich Village Art Fair presents artists' original work, not the work of mass production studios. All work must be presented in a finished manner. 2-D pieces should be framed or the equivalent. No work that utilizes commercial kits, molds, patterns, plans or prefabricated pieces is allowed. The RAM Greenwich Village Art Fair reserves the right to refuse exhibition of work not consistent with submitted images and these guidelines.

Exhibition of work purchased from other artists for resale is strictly prohibited. Artists themselves must be present at registration and throughout the entire event. If the work is produced by more than one artist, all artists must sign the application. Further all collaborators must attend the event. Artists are not allowed to show separately produced work under one name. Upon registration exhibitors must present a valid state ID.

The jury committee will view images simultaneously projected and artists may specify the order in which they appear. Artists are selected based on criteria including the quality of work by media and the booth image showing display techniques. Artists not initially selected in their category may be considered for the wait list and offered show positions as they become available, up to and including the day of the show.

## HOW TO SUBMIT WORK

Please submit **five** digital images on CD/DVD or email to [jjones@rockfordartmuseum.org](mailto:jjones@rockfordartmuseum.org). **Four** images showing current work in media category applied for and **one** image which shows typical booth set-up. Images must show work that is less than 2 years old.

Images should be **high-resolution** and must be at least 4 x 6 inches at 300 dpi. Accepted formats are: **tiff** files, **jpg** files or **PDFs**.

Images should be named with your first initial, underscore, last name, image number, file extension. **(Example: J\_Smith1.jpg)**

CD or DVD must be labeled with full name and media. **Slides**,

**photos**, or other documents **WILL NOT** be accepted, considered for entry, or returned.

Digital images become property of RAM and **WILL NOT** be returned. By applying to the GVAF, you are consenting to allow any submitted image to be used for marketing or advertising purposes.

Each entry must be accompanied by the **application**, and **\$30 non-refundable** application fee. Please label the outside, lower left, of each envelope with media category.

Artists may apply in as many categories as they wish, however each application must be for a single category and include all applicable fees. All applications must include a separate compact disc of images. One image will be selected for publication in the RAM Greenwich Village Art Fair program/map listing artists and their booth space.

## **MEDIA CATEGORIES**

### **2-DIMENSION**

Includes mixed-media, digital, drawing, printmaking. Only prints hand-produced by the artist executed by monoprint, serigraph, lithograph, and similar methods, properly signed and numbered, are permitted to be displayed. Commercial print multiples may be shown in only one flip bin and must be clearly identified as commercial prints.

### **3-DIMENSIONAL FUNCTIONAL**

Includes furniture, fine leather, functional ceramic, etc.

### **3-DIMENSIONAL NON-FUNCTIONAL**

Includes any media that is primarily sculptural.

### **JEWELRY**

Jewelers must be the designers and hands-on makers of their work. Purchased facet gems may be used. Assembled, prefabricated jewelry is not allowed.

### **PAINTING**

Includes oil, acrylic, watercolor, gouache.

### **PHOTOGRAPHY**

Includes both digital and traditional processes. Prints must be printed by the hands of the photographer.

## **DISPLAY FEES AND SET-UP**

Upon acceptance notification, artists must remit non-refundable display fees by June 30 or will relinquish their invitation to participate in the RAM Greenwich Village Art Fair. The standard booth location fee is \$200 and accommodates tents of 10' x 10' with walk around space and rear storage. Limited double booth spaces are available at double the standard fee. Additional surcharges apply to premium event locations and corners. Booths are assigned in order of seniority, media needs, and receipt of request. If a request for special location cannot be accommodated the difference in booth fee will be refunded.

Artists are required to furnish their own white, fire retardant, 10' x 10' tent with canopy, sides, and pole weights. The tent and all artwork must be exhibited within the clearly defined limits of the designated booth space with the front of the tent at the outermost edge.

Check-in/set-up is permitted 12 pm – 7 pm on Friday and 6 am – 9 am on Saturday. All vehicles must be removed from the event area by 9 am and parked in designated artist parking only.

## **REFUNDS**

Application Fees are non-refundable in whole or part. Artists may be issued a full refund of the amount received, minus a \$50 processing fee. Request must be made in writing such as an email, fax, or certified mail on or before June 30. Refund requests made or received after June 30 will not be processed and are ineligible for a refund.

## **SALES**

All proceeds benefit the artists. Artists are responsible, by law, to pay applicable city, state, and federal taxes on work sold.

## **AMENITIES**

Special attention to artists' needs is a priority of the RAM Greenwich Village Art Fair. Artist amenities, including an artist relaxation area and booth sitters, will be provided. A pizza party is held on the Friday evening of set-up and an Awards Breakfast is held on Sunday morning.

Designated free parking and overnight parking is reserved for artists directly across the street from the Riverfront Museum Park and Rockford Art Museum.

Advertising and publicity will promote and encourage the events attendance and sales. A full-color artist directory including one image of artist's work, name, city/state will be distributed the weekend of the event.

All rules contained in this application are strictly enforced. Artists and their staff who do not comply with GVAF policies will be asked to leave the fair without refund.

## **IMAGE GUIDELINES AND TIPS**

- Deficiencies in images will put your work at a significant disadvantage in the jury process. Artists are encouraged to submit images of professional quality.
- Provide clear, sharply focused images of the full piece.
- Represent a coherent body of work, by form, technique or concept.
- Show one piece of work per image. Do not show frames in the case of flat art and photograph without glass if possible.
- Bolder colors will translate better than light or pastel ones.

# ARTIST APPLICATION

## ROCKFORD ART MUSEUM GREENWICH VILLAGE ART FAIR | SEPT 15 & 16, 2012

Name \_\_\_\_\_ Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_

Address \_\_\_\_\_

City / State / ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_ State Tax ID Number (required) \_\_\_\_\_

I hereby certify that the enclosed digital images represent my original work and that the work is unique and made by me. I also agree to abide by all GVAF rules outlined in the rules and eligibility. In partnership situations, we declare that our combined efforts are represented in all work to be exhibited. I further agree to allow images of my work to be used in event related promotion and/or materials. This application contains all of the agreements of the parties relative to the RAM GVAF space rental and no representations, promises or statements, expressed or implied, have been made to vendor unless contained herein.

Signature(s) \_\_\_\_\_ Date \_\_\_\_\_

### MEDIA CATEGORIES

Please check the category in which you wish your images to be juried. Artists may apply in as many categories as they wish; however, each application must be for a single category and include all applicable jury fees. All applicants must include a CD/DVD of images or submit digital files to [jjones@rockfordartmuseum.org](mailto:jjones@rockfordartmuseum.org) before April 30. Digital artwork files will not be returned.

- |   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> 2-Dimensional                | <input type="checkbox"/> Jewelry     |
| <input type="checkbox"/> 3-Dimensional Functional     | <input type="checkbox"/> Painting    |
| <input type="checkbox"/> 3-Dimensional Non-Functional | <input type="checkbox"/> Photography |

### APPLICATION MUST INCLUDE:

- Five digitally produced images on CD/DVD or emailed to: [jjones@rockfordartmuseum.org](mailto:jjones@rockfordartmuseum.org)  
images should show current work in media category and one that shows typical booth set-up. Label the disc with your name and media. (Please follow guidelines listed under "How to Submit Work")
- Non-refundable application fee of \$30 made payable to Rockford Art Museum
- Late Application Fee (postmarked after April 30) | \$30
- SASE for notification

### ADDITIONAL FEES UPON ACCEPTANCE

- Standard Booth Fee | \$200 per 10' x 10' space
- Special Location Request | \$50

### SEND APPLICATION AND FEES TO:

Rockford Art Museum, Greenwich Village Art Fair  
711 North Main Street, Rockford, IL 61103

All entries **must be postmarked before April 30**. No certified or registered mail accepted. For more information call Nancy at 815.972.2870 or visit [www.rockfordartmuseum.org](http://www.rockfordartmuseum.org).