

# 50<sup>th</sup> Annual Art Fair on the Square

## Performer Information

### Welcome to Art Fair on the Square!

The Madison Museum of Contemporary Art (MMoCA) will present the 50<sup>th</sup> annual Art Fair on the Square on July 12<sup>th</sup> & 13<sup>th</sup>, 2008. A summertime destination for visitors from around the region, Art Fair on the Square offers an exceptional array of art, entertainment, and outdoor dining to some 200,000 people each year.

Live music and entertainment always highlight this Madison tradition which serves as the primary fundraiser for Madison's only museum of modern and contemporary art.

### Acceptance Criteria

MMoCA proudly presents a wide array of talented and diverse performers at Art Fair on the Square each year. Your application will be evaluated based on the following criteria:

- Talent and diversity of performance
- Age and audience appropriateness (e.g., Is the performance suitable for all ages and for the Art Fair atmosphere?)
- Past Art Fair experience

### Application Process

In order to be considered for a performance opportunity, the enclosed application must be received by April 3, 2007. Please include the completed informational form and a recording or video, if you are a first-time applicant or have not performed at Art Fair on the Square in the past 3 years.

#### *Timeline:*

April 7<sup>th</sup>: Application deadline  
May 9<sup>th</sup>: Performer notification mailed

### Questions?

Please contact Katie Hunter,  
Art Fair on the Square Coordinator, at  
artfair@mmoca.org or 608-257-0158.

### Benefits of Volunteering

Unfortunately, we are unable to offer cash payments to performers. However, in exchange for their time and talent, Art Fair performers will receive the following benefits:

- The opportunity to strengthen recognition with tens of thousands of art enthusiasts.
- The opportunity to sell recordings and videos at one of the largest outdoor events in the Midwest.
- Recognition in the official "Guide to Art Fair on the Square," a custom publication of *Madison Magazine* that will be distributed to almost 30,000 people.
- Coupons for free food and drink on the day of performance.
- Coupon for a discounted 2008 Art Fair on the Square T-shirt.

### Performance Venues

Several Art Fair performance areas are located around Capitol Square. The MMoCA schedules two live stages in addition to performance areas on the Capitol Steps and at the Kid's Area.

Time slots in each area are 60 minutes long with 30 minute breaks between performances for set-up and tear down.

The MMoCA can no longer accommodate performers who wish to stroll around the Square and/or be placed in one specific area for the duration of the weekend-long event. New construction annually affects the traffic flow at the Art Fair. As a result, the popularity of off-stage stationary performers can create overcrowding and potentially dangerous situations. MMoCA must maintain the safety of all involved, and therefore can only allow performances to take place in approved areas.

### Sound

Basic amplification is provided at each stage. However, performers on the Capitol Steps are responsible for providing their own audio systems.

**Application For Art Fair Performers**  
**50<sup>th</sup> Annual Art Fair On The Square**  
**July 12<sup>th</sup> & 13<sup>th</sup>**

**General Information**

Name of Performance Group: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email: \_\_\_\_\_  
Number of Members in Performance Group \_\_\_\_\_ Instrumentation: \_\_\_\_\_  
Amplification Needs: \_\_\_\_\_

**Performance Times**

Please indicate your first, second and third choice below:

**Saturday, July 14<sup>th</sup>**

9:30 - 10:30 am \_\_\_\_\_  
11:00 - 12:00 pm \_\_\_\_\_  
12:30 - 1:30 pm \_\_\_\_\_  
2:00 - 3:00 pm \_\_\_\_\_  
3:30 - 4:30 pm \_\_\_\_\_  
5:00 - 6:00 pm \_\_\_\_\_

**Sunday, July 15<sup>th</sup>**

10:00 - 11:00 am \_\_\_\_\_  
11:30 - 12:30 pm \_\_\_\_\_  
1:00 - 2:00 pm \_\_\_\_\_  
2:30 - 3:30 pm \_\_\_\_\_  
4:00 - 5:00 pm \_\_\_\_\_

**Type of Performance**

Please Circle: **Music**      **Dance**      **Theater**      **Children's Entertainment**  
**Other (please specify)** \_\_\_\_\_

**Please Describe Your Performance.**

Include details such as the format, length of the performance, and type of music (jazz, blues or rock).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Additional Comments or Requests**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*\*\*\*\***Please Note**\*\*\*\*\*

Before submitting this application, please understand that  
**MMOCA DOES NOT PAY THEIR ENTERTAINERS.**  
MMoCA does allow the sale of promotional items such as CD's, T-Shirts, Etc.  
This is permissible both during and immediately following the performance.

\*\*\*\*\***Applications Are Due No Later Than April 7<sup>th</sup>**\*\*\*\*\*

**Please Send This Application, Along With Any Recordings To:**

ATTN: Katie Hunter  
Madison Museum of Contemporary Art  
227 State Street  
Madison, WI 53703

