

ART FAIR ON THE SQUARE 2012 PROSPECTUS

Madison Museum of Contemporary Art is pleased to announce an open call for entries for the 54th annual Art Fair on the Square, to be held July 14 and 15, 2012.

IMPORTANT DATES

March 1

Early Registration Deadline

March 12

Late Registration Deadline

(For applications submitted between March 2 and 12, 2012)

March 29

Notification of invitation

April 11

Booth fee due

May 4

Last day for cancellation with refund



WHAT IS ART FAIR ON THE SQUARE?

Art Fair on the Square is not only amongst the largest art fairs in the Midwest, it is also rated among the best fine art shows in North America by artists from across the country, and by publications such as *Sunshine Artist*, *Art Fair Sourcebook* and *American Style*. Furthermore, Art Fair on the Square is the Madison Museum of Contemporary Art's most important annual fundraiser, providing crucial support for exhibitions and education programming. For two days, the eight blocks that surround Wisconsin's beautiful State Capitol are transformed as artists, entertainers, vendors, and nearly 200,000 visitors come together to celebrate the arts.

QUICK FACTS

In 2011, artists reported average sales of **\$6,069.12** per booth.

Total artists' sales for 2011 were estimated at **\$2.73** million.

Average annual attendance is **150,000-200,000**

APPLICATIONS AND FEES

Jury Fee: \$35

Apply online now at www.zapplication.org. Once you have submitted an application, you will be entered into the jury pool. If you wish to withdraw your application before the jury date you will still be responsible for this fee, and no refunds will be issued. All jury fees will be deposited by the Madison Museum of Contemporary Art when received. **WE ARE NO LONGER ACCEPTING PAPER APPLICATIONS.**

Late Jury Fee: \$45

Late jury fees will be accepted for all online applications submitted between the dates of March 2 and March 12.

Booth Fee: \$475

Upon invitation, the deadline for booth payment is April 11, 2012. Do not send a booth fee payment until you have been invited to the show.

Double Booth Fee: \$950

Double booths are available on a first come, first serve basis.

Commission: None

Cancellation Fee: \$40

Artists must provide written notice of cancellation by 11:59 pm Central Standard Time on Friday, May 4, 2012, to receive a booth fee refund minus a \$40 cancellation processing fee. Artists canceling after this date and time will not receive a refund. **No exceptions will be made.**

Paper Application Update:

We are no longer accepting paper applications.

Notification: All notifications will be emailed no later than March 29, 2012.

2011 JURORS

Madison Museum of Contemporary Art is pleased to welcome the 2012 Art Fair on the Square jury panel:

1. Tammy Schreiter - Painter and Owner of Hatch Art House gallery.
2. Georgene Pomplun - Wisconsin Foundation for the Arts Commission Artist for the 2008 Governor's Awards and Owner at PomplunLLC.
3. TBA
4. TBA

RULES

Art Fair on the Square is open to all artists 18 years of age or older.

All exhibited work must be original in concept and must have been created by the accepted applicant. No work made with commercial kits, molds, patterns, plans, stencils, or prefabricated forms may be exhibited. Offset reproductions of original art may be sold, but must not comprise more than 20% of exhibited work or occupy more than 20% of a booth space.

Each exhibitor's work will be screened by Art Fair jurors during Art Fair on the Square. Artists whose work does not comply with the rules, or differs from the images submitted, will be asked to leave. The judgment of the jury will be final, and no refunds will be given.

Artists must be present to exhibit and manage their displays during Art Fair. Artists are limited to the booth space(s) they were assigned; booth spaces are non-transferable. Any artist who has not been juried into Art Fair, or has not paid the jury and booth fees, will not be allowed to exhibit.

All sales will be conducted between the artist and the purchaser. Participating artists must obtain a state of Wisconsin seller's permit roughly a month or more prior to Art Fair and must collect and pay Wisconsin sales tax on all sales made during the fair. Accepted artists will not be permitted to exhibit until this permit number has been recorded.

All artists must adhere to City of Madison and Capitol Police guidelines regarding booth display. Noncompliance will result in citations and fines, and will prevent exhibition. City and Capitol Police regulations will be provided to all accepted artists. Artists responsible for damages to City or State grounds will be held liable.

Madison Museum of Contemporary Art retains the right to expel artists or deem them ineligible for awards if they fail to comply with the rules stated above.

AWARDS

Best of Show Award – A Best of Show Award will be given in each of the 12 media categories. Winners will be invited to return to the 2013 Art Fair on the Square at no cost. Both jury and booth fees will be waived.

Invitational Artist Award – Between 50-75 Invitational Awards will be given to artists in all categories. Invitational artists will be invited back to Art Fair on the Square 2013 without the need to submit to the jury process. The jury fee is waived for these individuals.

JURY PROCESS

Submit four images on www.zapplication.org: three that are representative of your work and one that clearly shows your booth. Artwork will be evaluated on the criteria of skill, originality, impact, and design. (Do not submit written or printed materials as they will not be considered by the jury.) Artwork shown in your booth shot should be representative of your current work.

Images are the sole criteria considered during the jury process; names, prices and residential information are not provided to jurors. Your four images will be viewed simultaneously, side by side. Each media category is previewed by the jurors before a second viewing, when each juror scores every entry on a scale of one to seven.



BOOTH SPACE

Acceptable Canopy Dimensions: 10' x 10'

Please note that due to emergency lane access requirements, **each booth space measures approximately 10 feet wide by 8 feet deep, with an additional 2 feet on the raised curb** behind each space. Artists may not share booth space except in the case of artistic collaboration. There is no space between most booths.

Madison Museum of Contemporary Art will make every effort to give accepted artists their preferred booth spaces. However, there are no guarantees, and assigned booth spaces are subject to change.

Note about "Corner" Spaces at Art Fair on the Square:

"Corner" is a bit of a misnomer when referring to corner booths at Art Fair on the Square. It is best to think of the layout of the fair as a large circle. Most spots will have something next to them, meaning that even if you have a "booth on an end of a row" you may have a food vendor or sponsor set up next to you.

Booth Assignment Allocation:

Please note the manner in which we allocate booth assignments for Art Fair on the Square.

- First, we assign the Featured Artist and the Best of Show award winners to their desired locations.
- We then assign Invitational Award winners to their first choice location.
- After the Featured Artist, Best of Show, and Invitational Award winners are given their spaces, we allocate spaces to everyone else using a variety of criteria.

Double Booths at Art Fair:

The cost for a 20' x 10' foot space at Art Fair on the Square is \$950.

AMENITIES

Booth Sitting and Breakfast – Artists will be provided with a complimentary booth sitting service on both days of the Art Fair (subject to availability) and Sunday morning breakfast. Enjoy coffee, juice, fruit, and pastries served right at your booth.

Disabled parking will be available to those individuals who can provide MMoCA with a copy of their state parking permit or Disabled parking Identification Card. Please contact MMoCA for further information.

CATEGORIES

Please review the following Art Fair on the Square category definitions. Art Fair on the Square reserves the right to re-categorize an artist's submission.



1. **2-D Mixed Media** – All original work that is intended to hang on the wall and incorporates more than one type of physical material. PLEASE NOTE: Utilizing a different medium as an underpainting or in a minor secondary role does not meet the intention of this category. Materials that are used must be evident in the finished work.
2. **Ceramics** - All original clay and porcelain work, other than jewelry, is accepted in this category. No machine-made or mass produced work is permitted. If multiple pieces of the same design are displayed each piece must be signed.
3. **Fiber/Leather** - All work crafted from fibers including basketry, embroidery, weaving, leatherwork, tapestry and papermaking. No machine tooling, machine-screened patterns or other forms of mass production are permitted. No factory produced wearable items, regardless of additional modification or enhancement by the artist, may be exhibited.
4. **Furniture** - Decorative or functional furniture of any material.
5. **Glass** – Original work in which the primary material is glass. Works may be functional or decorative in design and crafted by glass blowing, molding, casting or etching. No mass production accepted.
6. **Jewelry** – All jewelry whether the work is produced from metal, glass, clay, fiber, paper, plastic, or other materials must be entered in this category. Items may be made of any mix of materials and any method of construction. No commercial casts, molds, or production studio work is allowed.
7. **Metal** – Includes all non-sculptural, non-jewelry works crafted from metals. No production studio work is allowed. May be painted or unpainted. All work must be signed by the artist.
8. **Painting** - Two-dimensional images including all forms of paint application, such as oils, acrylics, watercolors and similarly applied materials.
9. **Photography** – Photographic prints made from the artist's original image, which have been processed by that artist, or under his or her direct supervision, are included in this category. Prints made from negatives, transparencies, or digital files and manipulated with computer programs and printed on large scale ink-jet printers are included here. Works may also be collages or assemblages of photographs, made by the artist. The photographic process must be displayed and each edition must be signed and numbered.
10. **Printmaking, Graphics, and Drawing** - This includes prints that are hand pulled by artists from traditional methods, including etching, engraving, silkscreen, stone and plate lithography, linoleum block, or woodcut. This also includes drawings on paper using dry media such as pencil, crayon, charcoal, pastels and a variety of other marking media or from fluid medium of inks and washes applied by pen or brush. Images must be produced in signed and numbered limited editions from an original image created by the artist.
11. **Sculpture and 3-D Mixed Media** - Original, free standing work incorporating any materials that are carved, modeled, constructed or cast are included in this category.
12. **Wood** – Original woodworks that are hand-tooled, machine worked, turned or carved are accepted into this category. Does not include furniture.

Artists may apply in more than one category, however you must submit a separate application, set of images, and jury fee for each category. You may only exhibit work in those categories for which you are invited. For example, if you apply in Painting and Ceramics, but are invited only in Painting, you may not show Ceramics at your booth. If you are invited in two categories you must select only one to exhibit, and you must notify the organizers at time of booth payment the category of work that you intend to display.



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