

EMERGING ARTIST BLOCK

The Madison Museum of Contemporary Art (MMoCA) wishes to support and encourage the next generation of art fair artists. Beginning in November 2018, early career artists may apply to the 2019 Art Fair on the Square in the “Emerging Artist” category. This special category is intended for artists with little or no experience in exhibiting and selling their work at an art fair. MMoCA believes that selling artwork in this type of venue allows artists the trifold benefit of exposure, sales, and the opportunity to get used to speaking with potential patrons about their work.

Approximately 12 Emerging Artists will be grouped together on the ‘Emerge Block’ at the top of State Street, a radiating block and major access point to the Capitol square (SEE MAP). This block is separated from the main artist display areas on the Capitol square. Emerging Artists will pay a lower booth space fee than artists who will be exhibiting on the square proper. A tent, table and chair rental package will be made available for an additional fee. Additionally, Emerging Artists will receive additional guidance before the event from museum staff, volunteers and past exhibiting artists upon request.

Additional features and activities of the Emerge Block are to be announced.

RULES & REQUIREMENTS

Applicants are limited to:

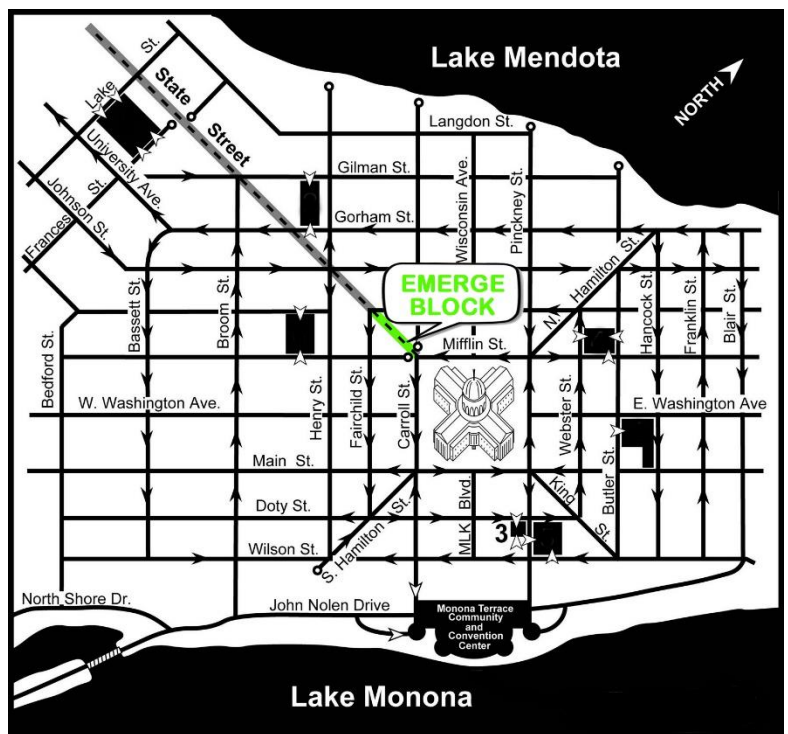
- Early career artists
- Artists who have not exhibited at a juried art fair more than 4 times prior to applying in this fair’s ‘Emerging Artist’ category.
- Artists with some evidence of professional achievement, but do not yet have a substantial record of accomplishment.
- Preferred: Artists who can provide a link to a website with at least 10 images of their artwork (in addition to those submitted to this fair via Zapplication).

MMoCA especially encourages the following types of artists to apply:

- Graduate students or recent graduates
- Artists who have undertaken an apprenticeship under an established artist
- Artists working with new media or non-traditional materials
- Artists whose work would add diversity to the work typically offered at the event
- Artists residing in the Midwest

PROCESS

Emerging Artists will proceed in the same manner as established artists, by applying online at www.Zapplication.org in the ‘Emerging Artist’ category. All artist applicants will be reviewed by jurors.



- Emerging artists will start by making a profile on www.Zapplication.org. Next, artists will upload artwork images.
- Then, artists will search for “**Art Fair on the Square 2019 - Madison, WI, 61st Annual**” to start the application process for the 2019 event. Be sure to read through all rules and regulations.
- **IMPORTANT:** When selecting a category, choose “**NEW: Emerging Artist**” for your category/medium/discipline.
- Since Emerging Artists have little to no experience exhibiting, MMoCA does not require a formal booth display image. Artists applying in this category can upload any image that shows a grouping of the artwork that will be displayed if invited. Artists will need to tell the Zapplication system that the 4th image is indeed a booth shot and then will be allowed to complete the online application.
 - See examples of booth photo options:
www.mmoca.org/sites/default/files/images/booth_photo_options.pdf
- Complete the online application and submit it with payment before March 1, 2018.
- MMoCA reserves the right to screen and research applicants to ensure they are a fit for this category, and that they do not have extensive experience exhibiting and selling artwork. A short phone interview may be conducted prior to invitation.
- Submitting an application in the Emerging Artist category does not guarantee an invitation to exhibit. Artwork will be evaluated and scored by jury on the criteria of skill, originality, impact, design, diversity of materials/content, and stage in career. Artists with the highest scores and those who best meet the ‘Emerging Artist’ description, will be invited to exhibit, based on the number of booth spaces made available.
- Emerging Artists are eligible for onsite artist select awards, such as the Invitational Artist award.

FEES

- Emerging Artist Application Fee: \$35
- 10x10’ Exhibiting Space: \$375 vs. the standard \$560 booth fee.

BOOTH PLACEMENT

EMERGE Block booths extend roughly 4 feet into the street beyond the curb to maintain emergency access. The remaining 6 feet are on the sidewalk.

Due to emergency lane access requirements in Madison, WI, each artist’s booth space lies partly in the street, and partly on the raised curb. Curbs are roughly 5-6” in height. You will want to plan in advance for how you will address this. (480 artists per year x dozens of years have figured this out, so don’t worry too much!) Also, please note that there is not always space between neighboring booths.

