



Clothesline

**APPLICATION
ENCLOSED**

**September 8 & 9, 2012
Memorial Art Gallery
of the University of Rochester**

Welcome to Rochester's largest and longest-running fine art and crafts festival!

Now in its 56th year, Clothesline is the place to experience all-day live entertainment, sample food from favorite vendors, enjoy free family art activities, visit the museum, and of course, browse and buy original artwork throughout the grounds.

More than 400 artists from all across New York state will be on hand.

Thank you for considering the M&T Bank Clothesline Festival for your 2012 events schedule. At this juried arts festival, the Memorial Art Gallery will once again host some 400 exhibitors plus dozens of food vendors and continuous live entertainment.

After last year's very successful event, we anticipate another banner year. Constantly looking to improve your experience with us, we'll again be sending you newsletter updates by email throughout the year. This is a great way to keep you informed of what the Clothesline committee is working on and alert you to any changes for the upcoming Festival.



Speaking of changes, there's been a changing of the guard, so to speak, in the events office. Last August—just in time for Clothesline 2011—

I took over as MAG events manager. Before joining the Gallery I worked locally as an events planner at Del Monte Corporation, and before that as vice president at Premiere Global Sports, a full service hospitality company in North Carolina.

The events office also has a new events coordinator and Clothesline assistant, Gal Dvir. A recent graduate of SUNY Oswego, Gal has several years' experience in events planning at a country club in Cicero, NY. She's already made a tremendous impact in the events office, and we're excited to have her on the Clothesline team.



I'm looking forward to my second Festival and meeting more of you as I travel around the grounds in my golf cart. In the meantime, we have lot of work to do to get ready. If you have any questions, concerns or feedback, please don't hesitate to call the events office or email me any time.

As always, here's looking to clear skies and big sales!

Sincerely,

Michelle Putnam

WHERE TO FIND US

Michelle Putnam, Festival coordinator, 276-8950
Gal Dvir, assistant Festival coordinator, 276-8949
Festival email: clothesline@mag.rochester.edu
Jury email: jury.clothesline@mag.rochester.edu

OR visit:

clothesline.rochester.edu

see inside for what's new this year...



WHAT'S NEW IN 2012

Sculpture Park/ARTWalk Extension Project:

Preparations for Centennial Sculpture Park (photo rendering above), on the Gallery grounds near the intersection of University Avenue and Goodman Street, are scheduled to be completed by the end of 2012; to learn more about this exciting community resource, visit mag.rochester.edu/centennial-sculpture-park. At the same time, the ARTWalk 2 neighborhood improvements that began in 2010 are expected to be done before this year's Festival. We will continue to update you to any timeline changes or delays affecting either of these projects.

Festival layout changes: As Centennial Sculpture Park nears completion, the Clothesline layout continues to evolve. Last year's layout changes, particularly in back of the Gallery, generated a lot of positive feedback from artists. We plan on keeping most of this setup the same in 2012. Do, however, note the greyed-out area on the map (p. 3), where there may still need to be some shifting of booths due to construction.

It's too early for us to pinpoint the affected areas, but we ask for your patience as we finalize the grounds! We will be sending regular updates and posting information at clothesline.rochester.edu.

Extended deadline to withdraw: To help accommodate artist concerns about potential layout changes, we've moved the deadline to withdraw without forfeiting space rental back one month (calendar on next page). We hope that extending this deadline until August will allow us to work together on any issues that may come up if your booth location needs to be changed.

OTHER IMPORTANT INFORMATION

Digital please! In response to artist surveys, the Gallery now uses digital technology ONLY for jurying festival applications. Please email recent digital images (no CDs, please) that show the style and quality of your current work and one image of your current booth dis-

play. If you do not have an image of your booth setup, please contact us by email for options. For more information regarding your digital submissions, please see the attached application or visit clothesline.rochester.edu.

Remember, all jurying is anonymous—exhibitors are selected solely on the basis of the images you supply.

Space preferences: When filling out your application, please keep in mind what is most essential to your setup. Do you prefer sun or shade? Pavement or grass? Have other considerations? Let us know your preferences in order of importance.

Corner spaces are an additional \$50, available on a first come, first served basis. All requests for corners must be in by the March 23 deadline; late requests will not be honored. (Please note that if you had a corner space last year, you are not guaranteed a corner this year.)

Electronic acceptance notification: Again this year we are sending all acceptance notifications electronically; watch for yours via email in early April. Space assignments and other pertinent information will go out in June via US mail. In order to receive your acceptance information, you **must** provide an email address. For important dates, see calendar on next page.

Merit Awards: Again this year, ten artists will receive awards recognizing outstanding creativity, quality of execution and display presentation.

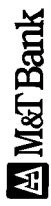


Congratulations to last year's winners: **Dan Bentley** of Rochester, mixed media; **José Berenguer** of Wolcott, wood; **Stacey Esslinger** of Corning (pictured), ceramics; **Jim Laragy** of Webster, photography; **Constance Mauro** of Rochester, mixed media; **Blynn Nelson** of Rochester, jewelry; **Sara Silvio** of

Rochester, jewelry; **Carolyn Dilcher Stutz** of Rochester, ceramics; **Nancy Topolski** of Rochester, fiber; **Myung Urso** of Rochester, jewelry; and **Carly Wright** of Berne, jewelry.

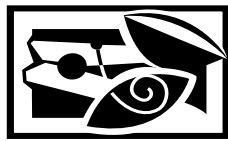
On Saturday morning, our judges (all of whom are MAG staff members) will gather to find out their assigned sections of the show. At some time during the day, one of these judges will come into your booth; you will know someone has reviewed your work by your initialed booth card.

If you are a past winners of three or more Merit Awards, you are ineligible for this year's awards. You do, however, receive a lifetime waiver of the Clothesline application fee, and 2012 winners will receive free booths at the 2013 Festival.



CLOTHESLINE FESTIVAL

September 8 & 9, 2012



PRINCE ST. GATE

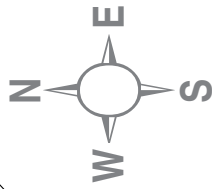


PRINCE STREET

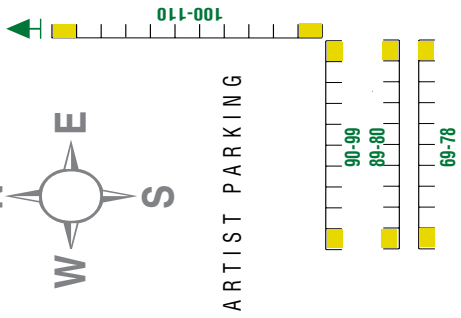


HANDICAPPED
PARKING
PERMIT
REQUIRED

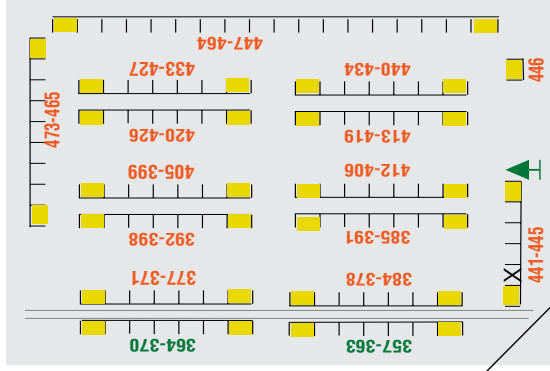
PEDESTRIAN FOOTPATH



ARTIST PARKING



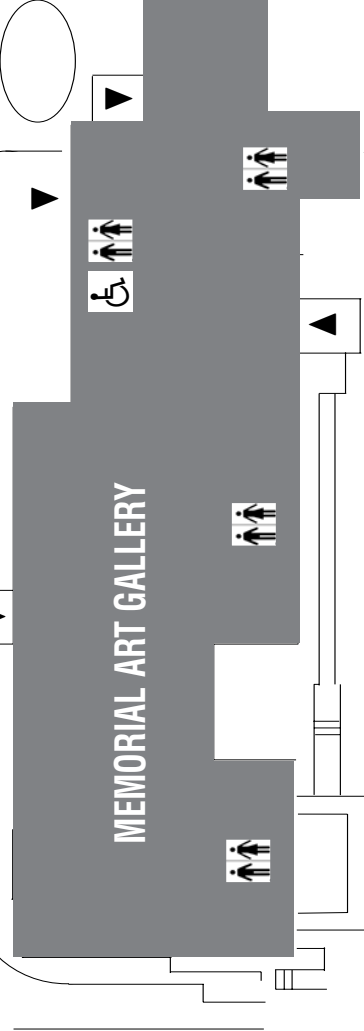
ARTIST PARKING



GOODMAN STREET

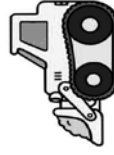
PRINCE ST. GATE

GOODMAN ST. GATE



- booth on pavement
- booth on grass
- corner space
- booths that may be reassigned due to construction (see "Festival layout changes," p. 2)

FUTURE SCULPTURE PARK



UNIVERSITY AVENUE

UNIVERSITY AVE. GATE

UNIVERSITY AVENUE

HOW TO APPLY

The M&T Bank Clothesline Festival is celebrating 56 years as one of the largest fine arts and craft festivals in New York state. Artists from across the state exhibit and sell their original works at this two-day event on the grounds of the Memorial Art Gallery of the University of Rochester. All proceeds support Gallery exhibitions, events and programs.

For more information visit clothesline.rochester.edu.

Residency requirement

The Clothesline Festival is open to all New York state artists.

Criteria for eligibility

The Memorial Art Gallery places a high value on fine art and craft created by hand and requires that all participating Clothesline artists submit work that:

- is the artist's original work, either one-of-a-kind or limited-edition, and is conceived and designed solely by the artist.
- shows vision, imagination and originality.
- is of professional quality, expertly executed without technical faults.

Not allowed: work made from commercial kits, patterns, stencils or molds; buy and sell items; imported items; personal care items; edible items; candles; plants; flowers (fresh, dried, silk); beaded jewelry made solely by restringing commercially produced or purchased beads.

Reproductions are limited to **30%** of booth display.

Application requirements

In keeping with the Memorial Art Gallery's commitment to present a high standard show with quality work, all entrants (except past Merit Award winners) will be juried. All juror's decisions are final.

Materials for juror review

- Email to jury.clothesline@mag.rochester.edu no more than three jpeg images which show the style and quality of your current work plus one recent digital image of your current booth display which shows the overall presentation and variety of the work you plan to exhibit.
- **Name the jpegs in this sequence, substituting your own last name: smith1, smith2, smith3, smithbooth**
- Include with your application a brief description (25 words) of your work, materials and technique.
- If you are submitting work in two categories, submit separate images and descriptions for each.

You may exhibit work only in categories that have been reviewed and accepted by the jurors.

Application and space rental fees

- non-refundable application fee is \$25 for all applicants (waived for winners of 3+ Clothesline Merit Awards)
- fee for standard booth (10' by 10') is \$285; standard corner booth is \$335
- fee for double booth (20' by 10') is \$570; double corner booth is \$620

Acceptance of conditions / liability

Your signature on the attached application indicates that you agree to abide by the rules, policies and regulations of the Clothesline Festival. By submitting an application, you acknowledge that property is brought to the Festival at your own risk and you agree not to hold the Memorial Art Gallery of the University of Rochester, its officers, agents or volunteers responsible for loss or damage of any kind.

By signing your application form, you confirm that you have read, understood and accept the conditions.

M&T BANK CLOTHESLINE FESTIVAL 2012 CALENDAR

APPLICATION DEADLINE MARCH 23!

| | |
|-----------------------|---|
| Wednesday, January 25 | Prospectus and application dates |
| Friday, March 23 | Application deadline (if spaces remain after this date, we will accept your application but cannot guarantee your preferred location) |
| Wednesday, April 4 | Notification of acceptance |
| Monday, June 11 | Mailing of space assignments |
| Thursday, August 2 | Deadline to withdraw without forfeiting space rental |
| Friday, September 7 | Grounds open for installation (booths on grass starting at 11 am; on pavement at 3 pm) |
| Saturday, September 8 | Festival opens at 10 am and closes at 6 pm Merit award judging 10 am–3 pm; notification of winners at 4 pm |
| Sunday, September 9 | Festival opens at 10 am and closes at 5 pm |

Important: apply by March 23 to guarantee your space!

M&T BANK CLOTHESLINE FESTIVAL APPLICATION

September 8 & 9, 2012 / Memorial Art Gallery of the University of Rochester

Application deadline: March 23, 2012

Name _____

Business _____

Address _____

City/town _____ Zip _____

County _____

Phone _____ Home Studio

Cell phone _____

Email _____

Website _____

Vehicle make & model _____

License plate # _____

OFFICE USE ONLY

| | |
|------------|--|
| Received | |
| Images | |
| Fees | |
| Jury | |
| Entered | |
| 2011 space | |
| | |

Type of vehicle: compact sedan full-size sedan SUV/minivan truck/pickup cargo van
 RV pickup & camper car or truck & trailer Combined length of all vehicles _____

Please note: trailers will no longer be permitted to park on the MAG grounds; they will be assigned to an adjacent lot.

CATEGORY OF WORK TO BE EXHIBITED (up to 2 categories per booth)

Ceramics Drawing Fiber Glass Graphic design Jewelry Leather
 Metal Mixed media Painting Photography Printmaking Wearable art Wood

Brief description of your work (include materials used, process/technique): _____

PREFERRED LOCATION *Standard booth size is 10' by 10'; double booth size is 20' by 10.'*

Prefer last year's space Grass Pavement Sun Shade Other _____

Standard booth \$285 + \$25 application fee Double booth \$570 + \$25 application fee

Corner booth \$335 + \$25 application fee Double corner booth \$620 + \$25 application fee

All booth requests are subject to availability, will be accommodated strictly on a first come, first served basis (as determined by postmark) and cannot be guaranteed if your application is received after the March 23 deadline.

EMERGENCY UPDATES (accepted artists only) During Clothesline weekend, may we contact you via cell phone text messaging with updates and alerts? If yes, at what number? _____

CHECKLIST

- Email four digital images for juror review to jury.clothesline@mag.rochester.edu
- Complete and sign this application form. *We must have an email address and your vehicle info to process.*
- Mail this form with \$25 check or money order payable to the Memorial Art Gallery for your application fee.
- Include a second check or money order payable to the Memorial Art Gallery for your booth fee (amount above).

I have read, understand and accept the conditions for participating in the Memorial Art Gallery Clothesline Festival: