2013 is shaping up to be an exciting year at the Memorial Art Gallery. Not only are we getting ready for our 57th Clothesline Festival, but we’re also preparing to celebrate the Gallery’s 100th anniversary in October.

To those of you who are longtime Clothesline exhibitors, we want to say thank you for your continued participation. We’d also like to ask you to answer a few questions on the enclosed application so that this year we can recognize your years of participation.

I’m delighted to report that 2012 saw the completion of Centennial Sculpture Park, and that we will be construction free for 2013! We look forward to having full use of our campus and returning to a more traditional layout.

Please take a moment to review the grounds map inside this newsletter. As you’ll see, we’ve broken down the artist areas into four zones (A-D). On this year’s application you are asked to specify your first and second choices by zone. If you used to have a booth on the University Avenue side but were moved during the construction, you’ll be happy to know that this area is once again available. While we cannot guarantee your exact same spot, we will work with you to find a suitable assignment in the requested area. And of course you can let us know if you were happy with your 2012 location and don’t wish to move.

As always we will be sending you newsletter updates by email throughout the year. This is a great way to keep you informed of Clothesline Committee news and alert you to any changes. Please make sure you include a valid email on your application so that you can receive these important updates. If you have any questions, concerns, or feedback, please do not hesitate to call the events office or email me anytime.

All of us here at the Gallery are looking forward to another great Festival. As always, here’s looking to clear skies and big sales!

Sincerely,

Michelle Putnam
WHAT'S NEW IN 2013

Layout changes:
Please review the map in this application and note the following changes for 2013:
• four artist zones (A, B, C and D)
• two public admission gates at the Prince Street driveway entrance and the Centennial Sculpture Park entrance (corner of University and Goodman)
• two outdoor entertainment areas, in Centennial Sculpture Park and on the University Avenue stage near the 1913 building
• handicapped parking for artists (see below)

Handicapped exhibitor parking:
New this year is a parking lot for handicapped artists near the corner of Prince Street and University Avenue. Only artists who request booths in Zone D on their applications AND have valid NYS handicapped permits will be eligible to park in this lot. Please note that space assignments will be first come, first served; after all spaces in this lot are assigned, artists with handicapped permits have the option of requesting booths on the back row of Zone C with parking directly behind. Once both of these options are no longer available, you will be able to park in nearby artist lots or ride the handicapped-accessible shuttle to and from visitor parking.

Attention exhibitors with tents:
While we are hoping for sunny skies, we need your help keeping the Festival safe in the unlikely event of dramatic weather such as we experienced in 2012. New this year, we’re requiring that ALL booths on pavement or brick be weighed or tied down; and that ALL booths on grass be staked, weighed or tied down. Watch for additional information with your booth assignment.

Clothesline Committee needs you!
The committee that works year-round organizing Clothesline is looking for help addressing questions or concerns raised by exhibitors. If you’re an area artist who can volunteer on an as-needed basis, please contact Michelle Putnam at mputnam2@mag.rochester.edu.

OTHER IMPORTANT INFORMATION

Digital please! In response to artist surveys, the Gallery now juries Festival applications using digital technology ONLY. 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 display. 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, keep in mind that some zones include both pavement and grass locations. If you have a preference, please note on your application and we’ll do our best to accommodate you.

Corner spaces: Corner spaces are an additional $50, available on a first come, first served basis. Requests for corners MUST be submitted by the March 22 deadline; late requests will not be honored. If you had a corner space last year, you are not guaranteed a corner this year.

Electronic acceptance notification: Again this year we will send acceptance announcements 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 be notified of your acceptance, you must provide an email address. (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: Brande Arno of Ionia, painting; Seth Michael Carlson of Rochester, jewelry; Julie Crosby of Trumansburg, ceramics; Chelsea Fay & Taylor Edwards of Rochester, jewelry & metal; Andrea Geer of Rochester, fiber; Claire & Aaron Green of Ithaca (pictured), jewelry/leather; Rachael Hetzel of Rochester, printmaking; Jenny Pope of Ithaca, printmaking; Rocket Girls Studio of Rochester, jewelry; Richard Westfall & Kate Westfall of Rush, wood & ceramics.

On Saturday morning, our judges 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 winner 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 7 & 8, 2013 at the Memorial Art Gallery
clothesline.rochester.edu

ZONE A
248 booths

ZONE B
46 booths

ZONE C
110 booths

ZONE D
50 booths

GALLERY STORE

MAX AT THE GALLERY
CREATIVE WORKSHOP

UNIVERSITY AVENUE
GOODMAN STREET
PRINCE STREET

2013 GROUNDS MAP
The M&T Bank Clothesline Festival is celebrating 57 years as one of the largest fine art and crafts festivals in New York state. Artists 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.

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

Shared booth requests
Booth sharing is allowed—up to three artists per booth. Each artist must submit a separate application with $25 application fee, and appropriate percentage of the booth fee. Each artist must send four jpegs as described on this page (“materials for juror review”). If one artist in a shared booth is not accepted in the show, the others in the booth are responsible for the entire booth fee—no exceptions.

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.

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.

HOW TO APPLY

2013 M&T BANK CLOTHESLINE FESTIVAL
APPLY BY MARCH 22 TO GUARANTEE YOUR SPACE!

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Fri., January 25</td>
<td>Prospectus and application available</td>
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<tr>
<td>Fri., March 22</td>
<td>Application deadline (if spaces remain after this date, we will accept your application but cannot guarantee your preferred location)</td>
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<tr>
<td>Fri., April 12</td>
<td>Notification of acceptance</td>
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<tr>
<td>Mid June</td>
<td>Mailing of space assignments</td>
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<tr>
<td>Fri., July 12</td>
<td>Deadline to withdraw without forfeiting space rental</td>
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<tr>
<td>Fri., September 6</td>
<td>Grounds open for installation (booths on grass starting at 11 am; on pavement at 3 pm)</td>
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<tr>
<td>Sat., September 7</td>
<td>Festival opens at 10 am and closes at 6 pm Merit award judging; notification of winners at 4 pm</td>
</tr>
<tr>
<td>Sun., September 8</td>
<td>Festival opens at 10 am and closes at 5 pm</td>
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M&T BANK CLOTHESLINE FESTIVAL APPLICATION
September 7 & 8, 2013 / Memorial Art Gallery of the University of Rochester

☐ new applicant  APPLY BY MARCH 22 TO GUARANTEE YOUR SPACE!

Name ________________________________________________________________
Business ______________________________________________________________
Address ______________________________________________________________
City/town ______________________ Zip __________________________
Home phone ____________________ Cell phone __________________________
Email ________________________ County ____________________________
Website ______________________________________________________________
Vehicle make & model ________________________________________________
License # ______________________

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 ______________

One vehicle per booth is permitted to park on the MAG grounds or adjacent lot. No additional parking for artist helpers is provided.

I am sharing a booth with ______________________________________ and ______________________

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):
________________________________________________________________________
________________________________________________________________________

ARTIST HISTORY  new! _____ number of Clotheslines you have exhibited  _____ year of your first Clothesline

PREFERRED LOCATION  indicate 1st & 2nd choice (Standard booth = 10' x 10'; double booth = 20' x 10')
☐ 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 March 22.

REQUESTS:
________________________________________________________________________
________________________________________________________________________

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:

MAIL TO: Memorial Art Gallery, Attn: Clothesline, 500 University Avenue, Rochester, NY 14607-1484.