You’re invited to be part of the 59th M&T Bank Clothesline Festival, an event hosted by the Memorial Art Gallery which showcases New York State artists.

To those of you looking to exhibit for the first time in 2015, we look forward to receiving an application and reviewing your work.

To those of you who participated in 2014, thank you for putting on a wonderful, highly successful show. And thanks to all who returned your Festival surveys—your feedback is helping us make positive changes!

Again this year we will open early on Saturday, September 12 and offer exclusive early bird shopping for MAG members from 9:30–10 am. Our members are among the biggest Festival supporters, and we feel this is a great way to say thank you. So participating artists must be open for business Saturday from 9:30 am–6 pm and Sunday from 10 am–5 pm.

One question we hear a lot here in the Festival office is “Can I receive the same booth location as last year?” The answer is yes, provided we receive your completed application by the application deadline. If your application is received AFTER the deadline, we cannot guarantee your same location. (A completed application means we have received the following materials: Application, check for $25 application fee, check for booth fee, AND your emailed artwork and booth images.) Have all of these items to us by the deadline to reserve your requested booth.

Last year’s Festival sold out by early June, so please don’t delay sending in your application. 2015 is going to be our best year yet, and we hope that you will be a part of it.

We look forward to seeing you in September!

Stefanie Schwingle

WHERE TO FIND US
Stefanie Schwingle, Lead Festival Coordinator, 585.276.8950
Anthony Mancuso, Events Manager/Festival Coordinator, and Tricia VanBrederode, Assistant Events Manager/Festival Coordinator, 585.276.8949
Festival email: clothesline@mag.rochester.edu
Jury email: jury.clothesline@mag.rochester.edu
OR visit: clothesline.rochester.edu
Handicapped exhibitor parking:
If you are a handicapped exhibitor and would like to request handicapped parking, you have two options.
• Option #1 is to request a booth in Zone A, where you can park directly behind your booth.
• Option #2 is to request a booth in Zone D, where there will be parking close to your booth.
If your application is received after both of these areas are filled, you will be able to park in one of our handicapped shuttle lots and take the shuttle to the festival. Please make sure to allow yourself plenty of time.

IMPORTANT: In order to request handicapped parking you must include your NY state handicapped parking permit number on your application and have the permit with you when you enter the grounds—no exceptions.

Attention exhibitors with tents:
While we are hoping for sunny skies, we need your help keeping the Festival safe in the unlikely event of inclement weather. We require all booths on pavement or brick to be weighted down; and that ALL grass booths be staked, weighted or tied down as well.

More information will be included with your booth assignment packet.

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 accepted solely on the basis of the images supplied.

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 20 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 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 be notified of your acceptance, you must provide a valid email address. (See calendar on next page.) The list of accepted artists will be also be posted on our website on April 17.

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: Gerald & Diane Arbes of Owego, Tioga Co., wood; Lioubov Ermolova of East Greenbush, Rensselaer Co., wearable art; Harvey Greenwald of Warwick, Orange Co., leather; Marisa Krol of Rochester (pictured), jewelry; Steven Lee-Davis of Rochester, printmaking; Doug McFarland of Fairport, photography; David Reyen of Baldwinsville, Onondaga Co., fiber; Rocket Girls Studio of Rochester, jewelry; John Volcko of Skaneateles, Onondaga Co., wood; and Nic Ellis Withey of Groton, Tompkins Co., painting.

Judging will begin on Saturday morning. At some time during the day, one of our judges will come into your booth. The judge will be discreet and if you are with clients you may not notice that you have been judged.

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 2014 winners will receive free booths at the 2015 Festival.

2014 photos by Richard P. Wersinger
CLOTHESLINE FESTIVAL
September 12 & 13, 2015 at the Memorial Art Gallery
clothesline.rochester.edu

2015 GROUNDS MAP
HOW TO APPLY

The M&T Bank Clothesline Festival is celebrating 59 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. Artists must have a valid New York state mailing address.

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. Jurors do not provide individual critiques; all decisions are final.

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
• last day to withdraw without forfeiting rental fee: July 20

Shared booth requests
Each artist must submit a separate application with $25 application fee and the 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.

2015 M&T BANK CLOTHESLINE FESTIVAL
Apply by MARCH 20 to guarantee your space!

Fri., January 30 Prospectus and application available
Fri., March 20 Application deadline (if spaces remain after this date, we will accept your application but cannot guarantee your preferred location)
Fri., April 17 Notification of acceptance
Mid June Mailing of space assignments
Mon., July 20 Last day to withdraw without forfeiting space rental fee
Fri., September 11 Grounds open for installation, setup times to be determined
Sat., September 12 Festival opens at 9:30 am and closes at 6 pm
Sun., September 13 Festival opens at 10 am and closes at 5 pm

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 jpeg 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 last name: last-name1, last-name2, last-name3, last-name-booth

• 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.
• If you do not have a photo of your booth or have not exhibited at Clothesline, please submit a photo showing all your work together. We would like to see the scope of your work, how much you have, and how it would potentially look when exhibited.

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 APPLICATION
September 12 & 13, 2015 / Memorial Art Gallery of the University of Rochester

[ ] new applicant  [ ] past exhibitor  APPLICATION DEADLINE: MAR. 20, 2015

Name_______________________________________________________________________________________________
Business___________________________________________________________________________________________
Address____________________________________________________________________________________________
City/town ______________________________________ Zip __________________
Home phone ___________________ Cell phone __________________
Email _________________________ County __________________
Website ____________________________________________________________________________________________
Vehicle make & model ____________________________
License # __________________________________________________________________________________________
NYS handicapped parking permit # _________________________________

Type of vehicle:  [ ] compact sedan  [ ] full-size sedan  [ ] SUV/minivan  [ ] truck/pickup  [ ] cargo van
[ ] RV  [ ] pickup & camper  [ ] car or truck & trailer
One vehicle per booth is permitted to park on the MAG grounds or adjacent lot. No additional parking for artist helpers is provided.

[ ] Requesting shared booth
I am sharing a booth with ___________________________ and ___________________________.

CATEGORY OF WORK TO BE EXHIBITED (up to 2 categories per booth)
[ ] Ceramics  [ ] Drawing  [ ] Fiber  [ ] Glass  [ ] Digital art  [ ] Jewelry  [ ] Leather
[ ] Metal  [ ] Mixed media  [ ] Painting  [ ] Photography  [ ] Printmaking  [ ] Wearable art  [ ] Wood

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

PREFERRED LOCATION indicate 1st & 2nd choice  (Standard booth = 10’ x 10’; double booth = 20’ x 10’)
Returning exhibitor requesting booth # _______________ from 2014*
New exhibitor requesting booth in _____ Zone A _____ Zone B _____ Zone C _____ Zone D
[ ] Pavement  [ ] Grass

[ ] 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).

*Please note that if you are a returning artist requesting your booth from 2014, this is only guaranteed if your application is received by March 20, 2015.

CHECKLIST
[ ] Email four jpeg images for juror review to jury.clothesline@mag.rochester.edu (please no image larger than 4MB).
[ ] 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.