



IT'S NOT YOUR MOTHER'S

Clothesline

2010

**M&T Bank Clothesline Festival
September 11 & 12, 2010
Memorial Art Gallery
of the University of Rochester**

**APPLY on
pages 4 & 5
DEADLINE
March 26**

We may be celebrating our 54th year, but Rochester's largest and longest-running fine art and crafts festival is not your mother's Clothesline! It's now the place to experience live entertainment throughout the day, sample food from some of Rochester's favorite vendors, enjoy free family art activities, visit the museum, and of course, browse and buy original artwork throughout the Memorial Art Gallery grounds.

Again this year, we're inviting artists from a 53-county region of New York State to apply. (For residency requirement, see attached application).

Above: *Necklace* by Myung Urso



Welcome to the second annual Clothesline Festival newsletter! We have lots to tell you so let's get started...

Last year we introduced the members of the committee to you: Karen Stolt, Richard Aerni, Patti Giordano,

Colleen Griffin-Underhill, Nancy Holowka, Dan Knerr, Jim Nolen and Laura Swett; as well as our facilities liaisons Debbie Smith and Jamie Chudyk.

This year we welcomed a couple of additions to the team:

Nicole Sullivan works as the Events Coordinator and Clothesline assistant. Hired last summer, Nicole was quickly introduced to the Festival in her first weeks on the job. She has been a great asset and we look forward to working with her again this year.

Rachael Baldanza heads up the Creative Workshop, the Gallery's art school, and is a vivacious and energetic addition to the committee. Rachael brings lots of creative ideas and energy to the group.

Please join me in thanking them for their hard work so far...

For bios of the rest of the team, visit clothesline.rochester.edu.

This will be my sixth Clothesline Festival and promises to be the most interesting. As many of you know, the latest phase of the ARTWalk proj-

ect, now getting underway along University Avenue, will go even further towards transforming the Neighborhood of the Arts into an exciting, interactive outdoor museum. In conjunction with this project, the Gallery is moving ahead with plans to turn the area of our grounds near the Goodman/University intersection into a community sculpture park. While we are all very excited to see these changes, growing pains are inevitable.

The artist application process will not be delayed, and the number of exhibitors will not change, but we will be making what we feel are positive changes to the Festival layout. (See "Excuse Our Dust," page 3.) We will post regular updates on our web site (clothesline.rochester.edu), and we ask for your patience as we plan for this and future Clotheslines.

I am looking forward to another great Festival and meeting and speaking with more of you as I travel around the grounds in my golf cart. Stop me, say hello and let me know how things are going. Here's looking forward to clear skies and big sales!

Karen Stolt

continued...

What's Inside

- Clothesline Calendar p. 2
- You Asked: Merit Awards p. 2
- All About Block Captains p. 3
- Digital Photo Submission Process p. 3
- Excuse Our Dust p. 3
- Application & Checklist follows p. 3

You Asked: Merit Award Judging

In recent surveys you've had many questions about the selection of Merit Awards. In an effort to answer those questions, the committee sat down with some of the judges and asked how the process works. This is what we found out:

On Saturday morning the judges (all of whom are MAG employees) gather and are given their assigned sections of the show. At some time during the day, one of these judges will come into your booth and look at your work and may ask you questions regarding your process.

Here's what they are looking for:

- quality of execution and workmanship; technical excellence in your chosen medium
- balance of details to overall effect
- uniqueness of art in comparison to other vendors' works made with similar materials; uniqueness of approach
- presentation appearance and design

The judges then reconvene to make sure that no one was missed before making their selections. The winners are announced Saturday afternoon from the main soundstage, and receive their award certificates soon after.

Winners of three or more Merit Awards (which makes them ineligible for future Merit Awards) receive a lifetime waiver of the



Clothesline application fee. We no longer offer a \$25 discount on booths to all past award winners, but 2010 winners will still receive a free booth for the 2011 Festival.

Congratulations to last year's Merit Award winners: Philip Bliss of Fairport, painting; Phyllis Bryce Ely of Penfield (pictured above), painting and printmaking; Marc Alan Freedman of Newfield, wood; Carianne Hendrickson of Buffalo, ceramics; Sharon Jeter of Rochester, jewelry; Doug McFarland of Fairport, photography; Michael Natale of Deposit, ceramics; Pat Reno of Mayville, ceramics; Myung Urso of Rochester, jewelry; and Ben Wilton of East Aurora, ceramics.

M&T BANK CLOTHESLINE FESTIVAL 2010 CALENDAR

APPLICATION DEADLINE MARCH 26!

Important: Space requests cannot be guaranteed after the March 26 deadline.

Tuesday, January 26	Prospectus and application mailed
Friday, March 26	Postmark / hand-deliver deadlines for applications and application fees
Monday, April 5	Notification of acceptance mailed
Monday, June 28	Space assignments mailed
Thursday, July 1	Deadline for withdrawing without forfeiting space rental fee
Friday, September 10	Grounds open for artist setup (on grass beginning at 11 am, on pavement after 3 pm)
Saturday, September 11	Festival opens at 10 am; closes at 6 pm
Saturday, September 11	Merit Award judging from 10 am to 3 pm
Saturday, September 11 (4 pm)	Notification of Merit Awards
Sunday, September 12	Festival opens at 10 am; closes at 5 pm
Monday, September 13	Merit Awards posted to clothesline.rochester.edu

Block Captains: who are they and what do they do?

Last year we instituted a system of block captains as a way to communicate quickly with artists on the grounds and respond faster to your problems or requests. You may never need to see the captain for your block, but you will be provided with name and booth number in case you have a question or need assistance.

What exactly are block captains expected to do? Mainly they are a resource to quickly disseminate information if there is an emergency, security issue or weather warning, or if we need to contact an artist in the block.



They are also your resource. If they cannot answer your questions or resolve your problem, they will contact the Festival coordinators via cell phone.

If you're interested in being a block captain, please check the box on the application and provide a cell phone number. You must have access to this phone throughout the Festival.

Don't Forget: Clothesline has gone digital!

In response to Clothesline 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 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, our jurying process is anonymous—exhibitors are selected solely on the basis of the images you supply.

Excuse Our Dust!

Lions and tigers and ARTWalk, oh my! Really it's nothing to be scared of... it's going to be great!

As noted on page 1, the latest phase of ARTWalk is coming and will make our area of Rochester an even more exciting destination! Big changes are also coming to MAG with groundbreaking this spring for the Centennial Sculpture Park, a community space on the corner of our campus by the University-Goodman intersection.

Plans are still being developed, but here is what we know so far:

- Construction will probably not be finished before this year's Festival.
- All artist spaces in front of the Gallery will be relocated.
- A brand-new layout will be in place, which will result in a more compact and cohesive Festival (the better for shoppers to find you!). You can also expect wider aisles, more storage space behind your booth and better traffic flow.
- Some portions of fencing along University Avenue and Goodman Street will be taken down; temporary fencing will be installed in those areas during Clothesline.

Watch for updates at clothesline.rochester.edu.

Where to Find Us

Karen Stolt, Festival coordinator, 585-276-8950

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OR visit:

clothesline.rochester.edu

Be sure to check weekly for news and updates!



