



IT'S NOT YOUR MOTHER'S

Clothesline

2009



**M&T Bank Clothesline Festival
September 12 & 13, 2009
Memorial Art Gallery of the University of Rochester**

We may be celebrating our 53rd 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 from gospel to hula, 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).

Welcome to the new Clothesline Festival newsletter!



As the Festival continues to change and grow, we have found that some basic information changes from year to year. So what better way to keep you informed than a newsletter straight from the Clothesline committee to you?

Here you'll find answers to some of the questions we hear most often, both from talking to you and reading your surveys. Plus you'll learn about some of our new ideas for this year's Festival.

We have lots to tell you in this first edition. First off, in response to your requests, we have moved up the mail date for this year's applications. This was done to help you better plan your festival attendance for the year, as well as give those of you in our new counties a chance to add us to your schedules. (Be sure to see the complete Clothesline calendar on the next page.)

As we journey together through the next 50 years of Clothesline, I hope to continue getting to know you, listening to you, and working to make this Festival a wonderful place for all of us!

Happy Festival-ing!

Karen Stolt

Now...Meet the Team!

• **Karen Stolt:** MAG events manager—and Clothesline coordinator along with the rest of the awesome committee! When not working the Festival or managing events at the Gallery,

Karen spends time with one boyfriend (Ken), two teenage girls (Jessica and Jennifer), three chihuahuas (Sophie, Foxy and Romeo) and four cats (Smudge, Boots, Midnight and Luna).

• **Kaitlin Gray:** MAG events office coordinator and assistant to the Clothesline coordinator. Kaitlin spends her time at the Gallery booking events, working parties and meeting new people (can you believe she gets paid for that?). When not working, she enjoys watching reruns of "House," painting her nails, watching scary movies, reading, writing and laughing (lots of laughing). She surrounds herself with her amazing family, friends and boyfriend.

• **Richard Aerni:** Artist extraordinaire. Richard's honest and open spirit is vital to our committee, as we often ask his perspective on changes that will affect the artists. Richard speaks to many people throughout the year to get opinions and thoughts on how we're doing.

• **Victoria Cherry:** Gallery Board member and head "cruise director" for entertainment. Victoria works hard to provide the most diverse entertainment, and her lively spirit is always appreciated.

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Meet the Team *(continued)*

- **Jamie Chudyk:** MAG facilities crew member. Jamie is Tonto to Debbie Smith's Lone Ranger (below). He assists in making sure that everything runs smoothly during the Festival and is one of the few people who can actually be in two places at one time.
- **Patti Giordano:** MAG marketing manager. The first letter of Patti's name also stands for persistence, patience, perfection and pluckiness, all of which fit her. Without this dynamo on our team we would not have a website, advertising or nearly as much fun!
- **Colleen Griffin-Underhill:** Gallery Store manager. Colleen's keen eye for design and understanding of artists and their needs makes her an important voice in the committee's decision making.
- **Nancy Holowka:** Assistant to MAG director Grant Holcomb. Nancy is a former Finger Lakes and Clothesline exhibitor and coordinates the panel of jurors who review the over 1,000 digital images that are submitted each year. She also assists with volunteer recruitment, updates to the artist database and staff scheduling. And she really does want world peace.
- **Dan Knerr:** MAG exhibitions registrar and "sheriff." Dan's quick wit is always fun, and his understanding of the organization of the gates and grounds is critical to decisions effecting layout.
- **Jim Nolen:** Longtime Gallery Council volunteer. As Clothesline "food guru," Jim is an important source of information and has been instrumental in driving changes to the Festival's food and beverage concessions.



- **Debbie Smith:** MAG facilities manager. Debbie is the Lone Ranger who keeps our grounds spic and span. She and her crew are vital to the Festival and the behind-the-scenes preparation.
- **Laura Swett:** Gallery Board member and past Gallery Council president, Laura has a keen mind that keeps us on track and she also represents us to the Board and Advancement Committee.

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.

M&T BANK CLOTHESLINE FESTIVAL 2009 CALENDAR

Tuesday, January 20	Prospectus and application mailed
Sunday, March 8 <i>extended!</i>	Postmark / hand-deliver deadlines for applications and application fees
Wednesday, May 1	Early applicant space assignments mailed
Wednesday, June 10	Deadline for withdrawing without forfeiting space rental fee
Friday, September 11 (6 pm)	Grounds open for installation of exhibits
Saturday, September 12	Festival opens at 10 am; closes at 6 pm
Saturday, September 12	Merit Award judging from 10 am to 3 pm
Saturday, September 12 (4 pm)	Notification of Merit Awards
Sunday, September 13	Festival opens at 10 am; closes at 5 pm
Sunday, September 13 (4 pm)	Announcement of *NEW* People's Choice Award
Monday, September 14	Merit Awards and People's Choice Award posted to clothesline.rochester.edu

Here's what they are looking for:

- quality of execution and workmanship; technical excellence in the chosen media
- balance of details to overall effect
- uniqueness of art in comparison to works by other vendors made with similar materials or media (paintings, photography, ceramics, glass jewelry etc); uniqueness of approach
- presentation appearance and design

At some time during the day, one of the judges will come into your booth and look at your work and may ask you questions regarding your process.

The judges then come together with their findings and begin a final sweep to look at all recommended artists and make sure no one was missed. Their final choices are announced Saturday afternoon from the main soundstage, and award certificates are delivered to the award winners.

After careful consideration, we have instituted one important change affecting Merit Award winners. Starting in 2009, winners of three or more awards (which makes them ineligible for future Merit Awards) will receive a lifetime waiver of the Clothesline application fee. We will no longer offer a \$25 discount on booths to all past award winners. The current year's winners will still receive a free booth for the following year.

NEW! People's Choice Award



Starting this year, we will be giving folks attending the Festival the opportunity to vote for their favorite artists. Each day, we will tally the votes and make an announcement at 4 pm. Award winners, who will get half off the cost of a booth in next year's Festival, will also be posted at clothesline.rochester.edu.

NEW! Calling All Block Captains

We've given much thought to finding ways to communicate quickly with artists on the grounds and respond faster to your problems or requests. Our solution? A system of block captains. Block captains will be the contact for artists located within their "block" and will be able to answer most questions or contact the proper people when they cannot. 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 a cell phone throughout the Festival). More detailed information will be sent to you with your space assignment.

Clothesline Has Gone Digital!

Last year, in response to Clothesline artist surveys, the Gallery started using digital technology for jurying Festival applications.

Please send us recent digital images 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.



Miscellaneous News from the Clothesbasket

You spoke and we listened. In many surveys we heard that you felt that the \$5 admission made a big difference, and so we will offer it again for 2009.

We continue to tweak the grounds layout. We will be widening the rows in the new blue section (northeast corner of the campus) to allow more ease of setup and teardown. Artist parking will be moved a little further away from this section, with no booths facing the parking area and shorter rows to allow more space for vehicle turnaround. And we'll be providing more traffic supervision at the end of the Festival on Sunday evening.

Where to Find Us

Karen Stolt, Festival coordinator, 276-8950
Kaitlin Gray, assistant Festival coordinator, 276-8949
Email: clothesline@mag.rochester.edu
Website: clothesline.rochester.edu
Jury Email: jury.clothesline@mag.rochester.edu

OR visit:

clothesline.rochester.edu

Be sure to check weekly for news and updates!



Teapot above & p. 1 courtesy Tim See

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**M&T BANK CLOTHESLINE FESTIVAL
APPLICATION HERE**



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