SEPTEMBER 8 & 9, 2007

CLOTHESLINE FESTIVAL

SEPTEMBER 8 & 9, 2007

Memorial Art Gallery
OF THE UNIVERSITY OF ROCHESTER
Your signature on the Clothesline application indicates that you agree to abide by the rules, policies and regulations of the Festival. Please review carefully the policies and procedures below to be sure your work meets the criteria.

Now celebrating its 51st year, the Clothesline Festival is the largest arts and crafts fair in central and western New York. Artists from 27 counties exhibit and sell their original works at this two-day festival on the 17-acre campus of the Memorial Art Gallery.

Clothesline is the Gallery’s biggest fund-raiser. All proceeds from artists’ entry fees and public admission fees support exhibitions, events and programs held year-round at MAG.

Applications will be mailed to past Merit Award winners and Gallery members on April 2, 2007. If spaces remain, there will be a second mailing to nonmembers on April 23.

RESIDENCY REQUIREMENT
Artists living in the following counties of New York state are eligible to enter: Allegany, Broome, Cattaraugus, Cayuga, Chautauqua, Chemung, Chenango, Cortland, Erie, Genesee, Livingston, Madison, Monroe, Niagara, Oneida, Onondaga, Ontario, Orleans, Oswego, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne, Wyoming or Yates.

Applications will not be processed without proof of residency such as a copy of a driver’s license or voter registration card.

CRITERIA FOR ELIGIBILITY
The Gallery places a high value on fine arts and crafts created by individuals or collaborative teams and sold directly to the retail customer. We ask that all participating artists and crafters meet our standards. The Festival is open to artists and crafters in all media. Originality is the primary criterion. Only works designed and executed by the exhibitors will be eligible.

All works on exhibit must be for sale with prices clearly marked and must meet the following guidelines:
1. No buy and sell items are allowed.
2. No artist may exhibit in more than two categories.
3. Stuffed animals or dolls must be hand-made.
4. Works made from commercial molds, stencils or patterns are unacceptable. Molds for wax, clay, plaster, metal, etc., must be derived from your original work, and stencils and patterns must be your original designs. Works assembled from commercially distributed kits of any kind are unacceptable.

5. Commercially produced parts (jewelry findings, beads, hinges, clasps, etc.) may be incorporated only if the design and execution are primarily your own.

6. No soaps, perfumes or other personal care items are allowed.

7. No edible items are allowed.

8. Reproductions of your work may be displayed for sale provided they are:
   - high quality, signed and numbered editions of less than 500
   - identified as reproductions by a prominent sign
   - less than 1/3 of the total display

   Original work must also be displayed with reproductions, but it must be clearly identified and separated. The Gallery reserves the right to limit browse boxes.

The Clothesline Committee will review all exhibits and exclude any work that does not meet Gallery standards.

The Gallery reserves the right to decide whether objects meet its criteria for originality, taste and acceptability, as well as the right to exclude exhibitors who do not meet these criteria. Such exhibitors will be asked to remove all property from the grounds after closing on Saturday, will not be allowed to return on Sunday, and will not receive a refund of space rental fees. All decisions will be final.

Artists who have questions about eligibility should call Karen Stolt at the Gallery, (585) 473-7720, ext. 3006.

**CATEGORIES**

Please note the following explanations and restrictions that will enable consistent presentation during the Festival. You may exhibit in no more than two of the categories below. (Please see #8, above, regarding reproductions.)

- **Beadwork**: works incorporating beads made by you or created by you using complex beading techniques; enter strung purchased beads as Jewelry
- **Ceramics**: functional clay works; no clay jewelry or sculpture
- **Dried or preserved floral arrangements**: NO wrapped or bundled flowers
- **Drawing**: dry media such as chalk, charcoal, pastels, pencil, crayon or fluid media such as ink applied with pen/brush
- **Enamels**: glass fused to copper/silver
• Fibers: papermaking, basketry, textiles or dolls
• Furniture: works made entirely by the artist
• Garden accessories: works in any medium
• Glass: hot or cold worked glass
• Graphic design: calligraphy, illustration and computer-generated art
• Jewelry: works produced from metal, glass, clay, fiber, paper, etc.; NO commercial casts, molds or loose stones
• Leatherworking
• Metalworking: works that cannot be classified as sculpture or jewelry
• Mixed media: 2-D or 3-D works incorporating more than one type of physical material or process (e.g. hand-painted etching; collage of handmade paper and photography)
• Musical instruments
• Painted furniture and other decorated items: enter works as Surface Decoration if you purchased and decorated a prefabricated blank; enter in the appropriate category (ceramics, furniture, glass, etc.) if you constructed the works as well as decorated them
• Painting: 2-D works created in oils, acrylics or watercolor
• Photography: works from your original negative processed by you or under your supervision
• Printmaking: traditional lithography, woodcuts, etchings, etc.
• Sculpture: non-functional 3-D works in any medium
• Wearable art: original works designed, produced and decorated by you; enter works made from clothing blanks with surface embellishment as Surface Decoration
• Woodworking: hand-tooled, machine-worked, machine-turned or machine-carved wood objects (excluding furniture and sculpture)

SPACE RENTAL FEES
• No fee for 2006 Merit Award winners
• $275 for all other past Merit Award winners
• $300 for all other exhibiting artists

APPLICATION REQUIREMENTS
All artists will be juried this year. (Past Merit Award winners are exempt unless they are exhibiting in a new category.)
Please provide:
• at least three slides or photos representative of the work to be sold and one slide or photo of your booth. (If you are new to the festival circuit and do not have a booth photo, please mark the appropriate check box on your application.)
• a brief (25- to 50-word) description of the processes and techniques used to create the work.

Slides must be in plastic sleeves—not loose—and all images must be clearly marked with your name. If you want your materials returned after the Festival, please enclose a stamped, self-addressed envelope.

Applications must be on the official entry form and must be accompanied by the space rental fee (by check, not in cash), proof of residency, and slides or photos as described above. Incomplete applications will be returned to the exhibitor.

If you are not accepted, your space rental fee will be returned.

At all times, the Gallery reserves the right to request slides/photos from any artist in the Festival.

APPLICATION DEADLINES

Applications for past Merit Award winners and Gallery members must be postmarked by Saturday, April 20, 2007 or hand-delivered by Sunday, April 21, 2007.

If spaces remain, there will be a nonmember mailing on April 23, 2007. Applications for this mailing must be postmarked by Saturday, May 12, 2007 or hand-delivered by Sunday, May 13, 2007.

Artists may mail completed applications to the Gallery or deliver them to the Admission Desk during Gallery hours.

ASSIGNMENT PROCEDURE

To be assigned a space, you must meet the requirements outlined at the beginning of this prospectus. Spaces will be assigned, with previous exhibitors who meet all deadlines being given preference in the following order: Merit Award winners, Gallery members, nonmembers.

You may indicate on the application your preference for location. We will do our best to honor requests. Please note, however, that since space availability is limited, it is highly unlikely that a new exhibitor will be able to specify a particular area or space.

If accepted, you will be provided with a 10-foot by 10-foot space, which must be used both days of the show. You must provide your own tents, racks, tables, chairs, etc., as well as materials to protect your work from the weather.

The Gallery reserves the right to relocate spaces if necessary.
SPECIAL REQUESTS
1. You may request two adjacent 10-foot spaces for $600 ($575 for past merit award winners). Please check off the appropriate box on the application.
2. Booth sharing is not permitted, but a team (no more than two artists) collaborating on a single product may enter as a single exhibitor. Both artists must sign the application form.
3. If two artists wish to exhibit in adjoining spaces, the Gallery will try to honor the request. Both applications should be submitted in a single envelope, with the request noted on both entry forms.
4. No exhibitor may sell a display space to, or trade spaces with, another artist.

FORFEITURE OF SPACE
If 2006 exhibitors do not respond by the appropriate deadline (April 20/21 for Merit Award winners and MAG members, May 12/13 for nonmembers), the Gallery will assume that they are forfeiting their spaces for this year’s Festival. These spaces will be temporarily assigned to other artists but will again be available to the original space holders in 2008.

Artists who choose not to participate for two consecutive years or who miss the deadline for two consecutive years will forfeit their spaces permanently.

SPACE CHANGE WAITING LIST
If you wish to move to a new space or area, you may ask to be added to the space change waiting list. As previously assigned spaces become available, they will be assigned to the first appropriate person on the list. To be added to or removed from the list call Karen Stolt, (585) 473-7720, ext. 3006.

MERIT AWARDS
Merit Awards recognize outstanding creativity, quality of execution and display presentation.

The Gallery will present 10 awards to exhibitors. Winners will be announced at 4 pm Saturday; final decisions will be made by the Director.

Winners will receive certificates and special designation for their booths, as well as free entry to the 2008 Festival. Booths of past award winners will also be designated and will be marked on the map available to visitors.
REFUNDS
Refunds will be made on the following basis:
• Withdrawal through June 1, 2007—full refund
• Withdrawal between June 2 and July 2, 2007 at 4 pm—refund less $25 administrative fee
• Withdrawal after July 2, 2007—no refund
Exhibitors who violate the eligibility requirements and are asked to leave will not receive refunds of the space rental fee.

SALES
Exhibitors are responsible for handling all sales, providing change, collecting payments and reporting sales tax (8% in Monroe County, or 4% on clothing under $110).
No change will be available in the Gallery or at the admission gates.

WEATHER
The Festival will be held rain or shine.

INSTALLATION OF EXHIBITS
Displays may be no more than 10 feet high and must fit into the allotted 10’ x 10’ space without infringing on neighboring spaces. Any exhibitor who is incorrectly set up or in the wrong area will be required to make adjustments or to move.
No utilities will be provided and no generators are allowed.
You may not bring animals (except service dogs) onto the Gallery grounds.

The Gallery provides limited exhibitor parking on the grounds during Festival hours, but parking is not guaranteed. Artists whose applications are accepted will receive information on parking and grounds regulations when space assignments are mailed June 4.

LIABILITY
By submitting an application to this exhibit, the artist acknowledges that property is brought to the exhibit at the artist’s own risk and agrees not to hold the Memorial Art Gallery, its officers or agents responsible for loss or damage of any kind.
It is also understood that the artist has read, understood and accepted the conditions outlined in this brochure.
Clothesline Festival

Cale NdaR

April 2: Prospectus and application mailed to past Merit Award winners and Gallery members on the Clothesline mailing list

April 20/21: Postmark/hand-deliver deadlines for Merit Award winner and member applications

April 23: Prospectus and application mailed to nonmembers (if spaces remain)

May 12/13: Postmark/hand-deliver deadlines for nonmember applications

June 4: Space assignments mailed

July 2, 4 pm: Deadline for withdrawing without forfeiting space rental fee

Sept. 7, 6 pm: Grounds open for installation of exhibits

Sept. 8: Show opens at 10 am; closes at 6 pm

Sept. 8: Awards judging from 10 am to 3 pm

Sept. 8, 4 pm: Notification of Merit Awards

Sept. 9: Show opens at 10 am; closes at 5 pm

CHECKLIST

• Completed application
• Proof of residency (photocopy of driver’s license or voter registration card)
• Minimum of three slides or photos of your work, clearly marked with your name, and a photo of your booth (with stamped, self-addressed envelope for items to be returned)
• Check or money order payable to Memorial Art Gallery
• Stamped, self-addressed postcard for proof that application was received (optional)

Memorial Art Gallery
500 University Avenue, Rochester NY 14607
mag.rochester.edu
585-473-7720, ext. 3006 / fax 473-7033
clothesline@mag.rochester.edu