52nd Clothesline Festival
September 6 and 7, 2008
Memorial Art Gallery

NEW this year, artists from an expanded, 53-county region are invited to apply!
Now celebrating its 52nd year, the Clothesline Festival is one of New York state’s largest fine art and craft festivals. This year, artists from 53 counties will exhibit and sell their original works at this two-day event on the 17-acre campus of the Memorial Art Gallery. All proceeds from the Festival are used to support Gallery exhibitions, events and programs enabling the museum to fulfill its mission of connecting people with art in a welcoming and stimulating environment for lifelong learning and appreciation of the visual arts.

2008 Clothesline Festival applications are being mailed to past Merit Award winners and Gallery members on April 2. If space remains, there will be a second mailing to nonmembers on April 30.

**Residency Requirement**

Artists living in New York state except in Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk and Westchester counties are eligible to enter. 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**

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

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 in limited editions
- is conceived and designed solely by the artist
- is expertly executed without technical faults and of professional quality
- shows vision, imagination and originality

**Categories**

You may submit work in the following categories.

**Ceramics:** Functional or decorative work where the primary material is clay

**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
Fiber: Basketry, papermaking, textiles or bookbinding
Furniture: Work in any media that functions as furniture
Glass: Hot- or cold-worked glass
Graphic design: Calligraphy, illustration and computer graphics
Jewelry: Work created by the artist from metal, glass, clay, fiber or paper. (Beaded jewelry that is made solely by restringing commercially produced or purchased beads is not allowed)
Leatherworking: Wearable work in leather, including belts, handbags and clothing
Mixed media: 2-D or 3-D work incorporating a variety of materials and processes
Painting: 2-D work created in oils, acrylics or watercolor
Photography: Work from the artist’s original negative or digital image printed by the artist or under the artist’s supervision or direction
Printmaking: Traditional hand-pulled prints, including lithography, woodcuts, etchings, silk-screens, monoprints, etc.
Sculpture: Non-functional 3-D work in any medium
Wearable art: Original work conceived, designed and executed by the artist or under the artist’s supervision or direction
Woodworking: Wooden objects that are hand-tooled or machine-worked, turned or carved by the artist (enter furniture and sculpture in the appropriate category)

Note: A limited number of reproductions (including note-cards) will be allowed within these strict guidelines:

- Reproductions of your original work must be high-quality, hand-signed editions of less than 500
- Reproductions must be identified by a prominent sign
- Reproductions may comprise no more than 30% of your total booth display

Not allowed: work made from commercial kits, patterns, stencils or molds; buy and sell items; imported items; offset lithography; giclée prints; personal care items; edible items, candles; plants; flowers (fresh, dried, silk).

You may submit work in up to two categories per booth. If you wish to exhibit work in two categories, you must submit two separate sets of digital images. The jurors reserve the right to accept work in only one of the categories submitted.
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. Please send the following with your application form and proof of residency:

• Recent digital images (maximum of 3) which show the style and quality of your current work

• One recent digital image of your current booth display which shows the overall presentation and variety of the work you plan to exhibit

• A brief description (25 words or less) of your work, materials and technique

• Check or money order for the non-refundable application fee of $25

JURY PROCESS

Our jurying process is anonymous and exhibitors are selected solely on the basis of the digital images viewed. Submit the highest quality digital images that illustrate your work. Digital image must be in jpg format, numbered and labeled with your last name (ie: Smith 1, Smith 2, Smith 3, Smith Booth) and be no larger than 1.5MB each. Email your images to: jury.clothesline@mag.rochester.edu at the same time you mail your application.

The jurors spend a great deal of time viewing images and evaluating the work entered for Clothesline. Decisions are based on the criteria for eligibility, the degree of originality, the quality of execution and the overall presentation. Therefore, the decisions of the jurors are final. No calls or emails that challenge or debate the jurors’ decision will be accepted.

The Clothesline Committee will review all exhibits on the first day of the Festival to determine whether all the work in each artist’s booth is comparable in medium, size and style to the images submitted for jurying and meets the criteria as stated above for creativity, originality and quality.

The Memorial Art Gallery reserves the right to exclude any exhibitor who does not meet these criteria. Such exhibitors will be asked to remove all property from the grounds after closing on Saturday and will not be allowed to return on Sunday. All decisions will be final. No refund of space rental fees will be given to artists whose work does not meet the stated criteria.
APPLICATION DEADLINES

Applications must be on the official entry form and must be accompanied by a check or money order for the application fee, proof of residency and digital images sent as described above. Incomplete applications will be returned to the applicant.

Applications from past Merit Award winners and Gallery members must be postmarked by April 26 or hand-delivered by April 27. Digital images must be emailed by April 26. If space remains, there will be a mailing to nonmembers on April 30. Applications from nonmembers must be postmarked by May 17 or hand-delivered by May 18. Digital images must be emailed by May 17. Artists may mail completed applications to the Gallery or deliver them to the Admission Desk during Gallery hours, as posted on the website.

APPLICATION AND SPACE RENTAL FEES

Non-refundable application fee is $25 for all applicants except former Merit Award winners.

Booth fee is $275 (payable only upon receipt of an acceptance letter) and must be postmarked by June 21 or hand-delivered to the Gallery by June 22 (check or money order only).

Merit Award winners, please remit your space rental fee along with your application.

ASSIGNMENT PROCEDURE

Upon acceptance in the Festival, booth 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, but please note that space availability is limited and we cannot guarantee a particular area or space to a new exhibitor.

You will be provided with a 10 x 10 foot space, which must be used both days of the Festival.

You must provide your own tents, racks, tables, chairs and materials to protect your work from the weather.

The Gallery reserves the right to relocate spaces if necessary.
SPECIAL REQUESTS
You may request two adjacent 10 x 10 foot spaces for $600 ($575 for Merit Award winners). Please check off the appropriate box on the application.

Booth sharing is not permitted, but a maximum of two artists who collaborate on work may enter as a single exhibitor. Both artists must sign the application form.

If two artists wish to exhibit in adjoining spaces, we will try to honor the request. Both applications should be submitted in a single envelope, with the request noted on both entry forms.

No exhibitor may sell a display space to, or trade spaces with, another artist.

FORFEITURE OF SPACE
If 2007 exhibitors do not respond by the appropriate deadline, we 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 2009. Artists who choose not to participate or who miss the deadline for two consecutive years will forfeit the right to their past space.

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 at 585-276-8950.

MERIT AWARDS
Merit Awards recognize 10 artists whose work shows outstanding creativity, quality of execution and presentation. Anonymous jurors review the show on Saturday morning and winners are announced at 4 pm that afternoon. Winners receive certificates, ribbons for their booths, free space rental for the 2009 Festival and discounted rental for all future festivals. Booths of past Merit Award winners will be designated and marked on the map available to visitors.

For more information on Merit Awards please see our website: mag.rochester.edu.

SPACE RENTAL FEE REFUND POLICY
- Withdrawal by 4 pm, July 9: full refund
- Withdrawal after 4 pm, July 9: no refund

NOTE: Please allow 4-6 weeks for processing and mailing of your refund check.
SALES
Exhibitors are responsible for handling all sales, providing change, collecting payments and reporting sales tax (equal to 8% in Monroe County, or 4% on clothing under $110 as of this printing). No change will be available in the Gallery or at the admission gates.

WEATHER
The Festival will be held rain or shine, no refunds.

INSTALLATION OF EXHIBITS
Displays may be no more than 10 feet high and must fit into the allotted 10 x 10 foot 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, with proper papers) onto the Gallery grounds.

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

LIABILITY
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 as outlined in this prospectus.

CHECKLIST
• Signed and completed application
• Proof of residency (photocopy of driver’s license or voter registration card)
• A brief description (no more than 25 words) of your work, including material, process, technique
• Check or money order payable to Memorial Art Gallery for the $25 non-refundable application fee
• Stamped, self-addressed postcard for proof that application was received (optional)
• Emailed 4 digital images (3 of work and one of booth) to: jury.clothesline@mag.rochester.edu
Wednesday, April 2
Prospectus and application mailed to past Merit Award winners and Gallery members on the Clothesline mailing list

Saturday/Sunday, April 26/27
Postmark/hand-deliver deadlines for Merit Award winner and member applications and application fees

Wednesday, April 30
Prospectus and application mailed to nonmembers (if spaces remain)

Saturday/Sunday, May 17/18
Postmark/hand-deliver deadlines for nonmember applications and application fees

Wednesday, June 4
Space assignments mailed

Saturday/Sunday, June 21/22
Deadline for all booth payment balances to be submitted or space will be forfeited

Wednesday, July 9 (4 pm)
Deadline for withdrawing without forfeiting space rental fee

Friday, September 5 (6 pm)
Grounds open for installation of exhibits

Saturday, September 6
Festival opens at 10 am; closes at 6 pm

Saturday, September 6
Merit Award judging from 10 am to 3 pm

Saturday, September 6 (4 pm)
Notification of Merit Awards

Sunday, September 7
Festival opens at 10 am; closes at 5 pm

MEMORIAL ART GALLERY
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