



M & T B A N K C L O T H E S L I N E F E S T I V A L

Clothesline

2
0
1
7

September 9 & 10, 2017 ~ Memorial Art Gallery grounds APPLICATION ENCLOSED!



Calling all artists for the 2017 M&T Bank Clothesline Festival! Clothesline Festival is the place to browse and buy original work by 400+ artists from all across New York state.

2017 hours of operation: Early

bird shopping for MAG members will now be offered both Saturday, September 9 and Sunday, September 10. The festival will now also be closing at 5 PM both days. Participating artists must be open for business 9:30 AM - 5 PM both days.

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.

If you are a returning artist requesting the same space as last year, be sure to submit your application by the March 31 deadline. If your application is received AFTER the deadline, we cannot guarantee your same location.

Corner spaces are an additional \$50, available on a first come, first served basis. Requests for corners MUST be submitted by the March 31 deadline; late requests will not be honored. If you had a corner space last year, you are not guaranteed a corner this year.

Handicapped exhibitor parking:

Handicapped exhibitors requesting accessible parking 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 be 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: In the event of inclement weather, we need your help keeping the Festival safe. 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. Watch for more information in your booth assignment packet.

Digital please! 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, and descriptions supplied.

Electronic notification: Again this year we will send acceptance notifications electronically; watch for yours via email in April. Space assignments and other pertinent information will go out in August via US mail. In order to be notified of your acceptance, you must provide a valid email. The list of accepted artists will be also be posted on our website by May 5th.

Merit awards: 10 artists will receive awards recognizing creativity, quality of execution and presentation. Judging will begin Saturday morning. At some time during the day, one of our judges will come into your booth. The judge will be discreet and 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 2016 winners will receive free booths at the 2017 Festival.

WHERE TO FIND US

Anthony Mancuso, Events Manager/Festival Coordinator
585.276.8950

Tricia VanBrederode, Assistant Events Manager/Festival Coordinator
585.276.8949

Festival email: clothesline@mag.rochester.edu

Jury email: jury.clothesline@mag.rochester.edu



500 University Ave.
Rochester, NY 14607
mag.rochester.edu

CLOTHESLINE.ROCHESTER.EDU

HOW TO APPLY

The Clothesline Festival is celebrating 61 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 MAG exhibitions, events and programs. Thanks to M&T Bank for its unprecedented 23rd year as presenting sponsor of the Festival! 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 \$300; standard corner booth is \$350
- fee for double booth (20' by 10') is \$600; double booth with corner is \$650
- last day to withdraw without forfeiting rental fee: July 24

Shared booth requests

Booth sharing is allowed—up to three artists per booth. 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.

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: lastname1, lastname2, lastname3, lastnamebooth**
- 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.

2017 M&T BANK CLOTHESLINE FESTIVAL

Apply by MARCH 31 to guarantee your space!

Fri., March 31	Application deadline (if spaces remain after this date, we will accept your application but cannot guarantee your preferred location)
Fri., April 28	Notification of acceptance
Mid July	Notification of space assignments
Mon., July 24	Last day to withdraw without forfeiting space rental fee
Fri., September 8	Grounds open for installation, setup times to be determined
Sat., September 9	Festival opens at 9:30 am and closes at 5 pm
Sun., September 10	Festival opens at 9:30 am and closes at 5 pm

M&T BANK CLOTHESLINE FESTIVAL APPLICATION

September 9 & 10, 2017 / Memorial Art Gallery of the University of Rochester

new applicant past exhibitor **APPLICATION DEADLINE: MAR. 31, 2017**

Name _____

Business name _____

Address _____

City/town _____ Zip _____

Home phone _____ Cell phone _____

Email _____ County _____

Website _____

Vehicle make & model _____

License plate # _____

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 2016*

I would like a new booth on: pavement grass In: zone A zone B zone C zone D

Standard booth \$300 + \$25 application fee

Double booth (2 standard booths) \$600 + \$25 application fee Corner booth \$350 + \$25 application fee

Double booth with corner (1 standard booth + 1 corner booth) \$650 + \$25 application fee

All booth requests are subject to availability and 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 2016, this is only guaranteed if your application is received by March 31, 2017.*

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 M&T Bank Clothesline Festival:

MAIL TO: Memorial Art Gallery, Attn: Clothesline, 500 University Avenue, Rochester, NY 14607-1484.

OFFICE USE ONLY

Received	
Images	
Fees	A B C
Jury	
Entered	
CK Name	