

Greetings from M&T Bank

CLOTHESLINE Festival

September 8 & 9, 2018 ~ Memorial Art Gallery grounds **APPLICATION ENCLOSED!**



Calling all artists for the 2018 M&T Bank Clothesline Festival!

2018 hours of operation: Early bird shopping for MAG members will now be offered both Saturday, Sept. 8 and Sunday, Sept. 9. Artists must

be open for business 9:30 am - 5 pm on both days.

Space preferences: When filling out your application, keep in mind **some zones include both pavement and grass locations. If you have a preference, please note on your application. • Set up times will be assigned based on grass or pavement locations – NO EXCEPTIONS**

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.**

Double booths, double corners and corner spaces are an additional \$50, available on a first come, first served basis.

Handicapped exhibitor parking:

Handicapped exhibitors requesting accessible parking:

- This should be indicated on your application

IMPORTANT: In order to request handicapped parking you **must** include your 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: We need your help keeping the Festival safe. We require all booths to be weighted down; and that ALL grass booths be staked & weighted or tied down as well.

NO VEHICLES WILL BE Allowed ON THE GROUNDS ON SUNDAY UNTIL ALL PEDESTRIANS HAVE CLEARED THE PREMISES.

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: Acceptance notifications will be sent electronically; watch for yours via email in April. Space assignments and other pertinent information will be posted in August.

In order to be notified of your acceptance, you must provide a valid email. The list of accepted artists will be posted on our website.

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 2017 winners will receive free booths at the 2018 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 62 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 24th year as presenting sponsor of the Festival! For more information visit clothesline.rochester.edu.

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;
- fee for standard corner booth is \$350
- fee for double booth (20' by 10') is \$600;
- fee for double booth with corner is \$650
- last day to withdraw without forfeiting rental fee: July 11

Shared booth requests

Booth sharing is allowed—up to two 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 other in the booth are responsible for the entire booth fee—no exceptions. One parking space per booth.

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 of 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.

2018 M&T BANK CLOTHESLINE FESTIVAL

Apply by MARCH 31 to guarantee your space!

Sat., March 31	Application deadline (if spaces remain after this date, we will accept your application but cannot guarantee your preferred location)
April 28	Early application acceptance. Monday, April 30th it will be posted to the website.
Wed., July 11	Last day to withdraw without forfeiting space rental fee
Wed., Aug 1	Notification of space assignments
Fri., September 7	Grounds open for installation, setup times to be determined
Sat., September 8	Festival opens at 9:30 am to membership - 10 am to public and closes at 5 pm
Sun., September 9	Festival opens at 9:30 am to membership - 10 am to public and closes at 5 pm

M&T BANK CLOTHESLINE FESTIVAL APPLICATION

September 8 & 9, 2018 / Memorial Art Gallery of the University of Rochester

new applicant past exhibitor **APPLICATION DEADLINE: MAR. 31, 2018**

Artist(s) Name(s)* _____

*If more than one artist please list both names as you would like it to appear in the program.

Assistant(s) Name(s): _____

(assistants are not listed in the program, but will receive 1 badge at checkin)

Business name _____

Address _____

City/town _____ Zip _____

Home phone _____ Cell phone _____

Email _____ County _____

Website _____

Vehicle make & model _____

License plate # _____

NYS handicapped parking permit # _____

One parking space permitted per booth. Load In/Load Out passes will be provided to those sharing a booth.

TYPE OF VEHICLE: compact sedan full-size sedan SUV/minivan truck/pickup cargo van
 RV pickup & camper car or truck & trailer

Requesting Shared Booth. Each artist in a shared booth must apply separately with a \$25/fee.

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** (Standard booth = 10' x 10'; double booth = 20' x 10')

Returning exhibitor requesting booth # _____ from 2017*

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

NOTE: If you don't indicate your preferences we will choose your location based on what's available.

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 2017, this is only guaranteed if your application is received by March 31, 2018.*

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 application along with your total payment including the appropriate booth fee AND the \$25 application fee.

Checks can be made payable to the "Memorial Art Gallery."

I have read, understand and accept the conditions for participating in the M&T Bank Clothesline Festival.

SIGNED: _____ **DATE:** _____

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	