We may be celebrating our 55th 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 throughout the day, 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.

NEW this year, we’re inviting artists from all 62 counties of New York State to apply.

We have reached double nickels—55 years of the Clothesline Festival. That’s a lot to celebrate!

This will be my seventh Clothesline, and as always I look forward to it and the joys and challenges it may bring. The Centennial Sculpture Park is scheduled to break ground in the spring, and while we are all excited to see the changes, there will no doubt continue to be some growing pains. We ask for your patience and will keep you up to date on developments at clothesline.rochester.edu.

The Clothesline Committee (read our bios on the website) is already hard at work planning for 2011. Read on to learn about changes based on your opinions in last year’s artist survey.

I look forward to another year of fun as we move toward our 55th Clothesline. I so enjoyed getting to know more of you this past year and appreciated all your great ideas for keeping the Festival moving forward. I hope you enjoy Clothesline as much as I do every year. Look forward to seeing you soon!

WHAT’S NEW IN 2011

Traffic: This continues to be a tough hurdle, but it seems we’re close to solving the ongoing problem of moving 400+ artists in and out of a small number of driveways without hangups in the aisles. We are still tweaking some of the biggest issues from 2010 and want to extend a big thank you to everyone for your patience last year. We are not parking specialists after all!

NEW! Corner Spaces: One question that comes up year after year is who gets corner spaces. Since we have 400 artists and only a limited number of corners, we’ve decided to start charging for these premium areas. Beginning this year, corners will be an additional $50, available on a first come, first served basis. All requests for corners must be in by the March 25 deadline; late requests will not be honored. Please note that if you had a corner space last year, you are not guaranteed a corner this year.

Lunch Orders: As you may know, this past year we tried something new to make your time here more enjoyable. Gallery Council

WHERE TO FIND US
Karen Stolt, Festival coordinator, 585-276-8950
Nicole Sullivan, assistant Festival coordinator, 585-276-8949
Festival email: clothesline@mag.rochester.edu
Jury email: jury.clothesline@mag.rochester.edu

OR visit:
clothesline.rochester.edu

Above: jewelry by Sarah Berardi
volunteers took preorders for lunches and delivered them to your booth on one or both days. The feedback was very good, so we will again be offering this service. Watch our website for a signup form as we get closer to Clothesline.

**NEW! Electronic Acceptance Notification:** One important change this year is that we will send all acceptance notifications electronically; watch for yours via email in early April. Space assignments and other pertinent information will go out in June via US mail. In order to receive your acceptance information, you **must** provide an email address. For important dates, see calendar on next page.

**NEW! Expanded Artist Territory:** You asked for it, you got it! We will now accept applications from artists residing in all 62 counties of New York state.

**Space Preferences:** When filling out your application, please keep in mind what is most essential to your setup. Do you prefer sun or shade? Pavement or grass? Have other considerations? Let us know your preferences in order of importance. We can’t guarantee you’ll get everything you ask for, but we promise to do our best.

**OTHER IMPORTANT INFORMATION**

**Merit Awards:** Again this year, our judges (all of whom are MAG employees) will gather Saturday morning and find out their assigned sections of the show. At some time during the day, one of these judges will come into your booth; you will know someone has inspected your work by the sticker placed on your booth card.

Here’s what they are looking for:
• quality of execution and workmanship; technical excellence in your chosen medium
• balance of details to overall effect
• originality of art compared to other vendors’ works made with similar materials
• presentation appearance and design

The judges then reconvene to make sure that no one was missed before making their selections. The winners are announced Saturday afternoon from the main soundstage, and receive their award certificates soon after.

Winners of three or more Merit Awards (which makes them ineligible for future Merit Awards) receive a lifetime waiver of the Clothesline application fee. We no longer offer a $25 discount on booths to all past award winners, but 2011 winners will still receive a free booth for the 2012 Festival.

Congratulations to last year’s award winners: Phil Austin of Skaneateles, Onondaga Co., glass; Sarah Berardi of Honeoye Falls, jewelry; Philip Bliss of Fairport, painting; Phyllis Bryce Ely of Penfield, painting and printmaking; Steve Frederick & Cherie Jemsek of Saugerties, ceramics; Andrea Handy of Rochester, wearable art; Carrianne Hendrickson of Kenmore, ceramics; James Hoggard of Fredonia, photography; Yenfen Huang of Alfred, painting; Howard Miller of Boston, Erie Co., wood; and Tim See of Liverpool, ceramics.

**Block Captains:** In 2009 we instituted a system of block captains as a way to communicate quickly with artists on the grounds and respond faster to your problems or requests. You may never need to see the captain for your block, but you will be provided with name and booth number in case you have a question or need assistance.

What exactly are block captains expected to do? Mainly they are a resource to quickly disseminate information if there is an emergency, security issue or weather warning, or if we need to contact an artist in the block.

They are also your resource. If they cannot answer your questions or resolve your problem, they will contact the Festival coordinators via cell phone.

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 this phone throughout the Festival.

**We’ve Gone Digital!** In response to artist surveys, the Gallery now uses digital technology ONLY for jurying festival applications. 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 selected solely on the basis of the images you supply.
The M&T Bank Clothesline Festival is celebrating 55 years as the largest fine art and craft fair in New York State. Artists from across New York state 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 are used to support Gallery exhibitions, events and programs.

Residency Requirement
The Clothesline Festival is open to all New York state artists.

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. All juror’s decisions are final.

Materials for Juror Review
- Email to jury.clothesline@mag.rochester.edu up to three jpeg images which show the style and quality of your current work plus one recent digital image of your current booth display which shows the overall presentation and variety of the work you plan to exhibit.
- 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.

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 $275; standard corner booth is $325
- fee for double booth (20’ by 10’) is $550; double corner booth is $600

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 or 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.

FOR MORE INFORMATION VISIT CLOTHESLINE.ROCHESTER.EDU

M&T BANK CLOTHESLINE FESTIVAL 2011 CALENDAR

APPLICATION DEADLINE MARCH 25!

Important: Space requests cannot be guaranteed after the March 25 deadline.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event/Deadline Description</th>
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<tbody>
<tr>
<td>Tuesday, January 25</td>
<td>Prospectus and application mailed</td>
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<tr>
<td>Friday, March 25</td>
<td>Application deadline</td>
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<tr>
<td>Monday, April 18</td>
<td>Notification of acceptance</td>
</tr>
<tr>
<td>Friday, June 10</td>
<td>Space assignments mailed</td>
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<tr>
<td>Friday, July 1</td>
<td>Deadline for withdrawal without forfeiting space rental</td>
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<tr>
<td>Friday, September 9</td>
<td>Grounds open for installation (on grass beginning at 9 am; on pavement after 3 pm to allow our patrons to visit the museum)</td>
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<tr>
<td>Saturday, September 10</td>
<td>Festival opens at 10 am; closes at 6 pm</td>
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<td>Merit Award judging from 10 am-3 pm; winners notified at 4 pm</td>
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<tr>
<td>Sunday, September 11</td>
<td>Festival opens at 10 am; closes at 5 pm</td>
</tr>
<tr>
<td>Monday, September 12</td>
<td>Merit Award winners posted to website</td>
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M&T BANK CLOTHESLINE FESTIVAL APPLICATION
September 10 & 11, 2011 / Memorial Art Gallery of the University of Rochester
Application deadline: March 25, 2011

Name_______________________________________________________________________________________________
Business___________________________________________________________________________________________
Address____________________________________________________________________________________________
City/town ___________________________________________________ Zip _____________________________
County _______________________________________________________________________________________________
Phone ___________________________________ ☐ Home ☐ Studio
Cell phone __________________________________________________________________________________________
Email ________________________________________________________________________________________________
Website _______________________________________________________________________________________________
Vehicle make & model ________________________________________________________________________________
License plate # ______________________________________

CATEGORY OF WORK TO BE EXHIBITED (up to 2 categories per booth)
☐ Ceramics ☐ Drawing ☐ Fiber ☐ Glass ☐ Graphic design ☐ 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 size is 10’ by 10’; double booth size is 20’ by 10.’
☐ Prefer last year’s space ☐ Grass ☐ Pavement ☐ Sun ☐ Shade ☐ Other _____________________________
☐ Standard booth $275 + $25 application fee
☐ Corner ($50 additional fee) $325 + $25 application fee
☐ Double $550 + $25 application fee WAITLIST ONLY
☐ Double corner ($50 additional fee) $600 + $25 application fee WAITLIST ONLY

All booth requests are subject to availability, will be accommodated strictly on a first come, first served basis (as determined by postmark) and cannot be guaranteed if your application is received after the March 25 deadline.

BLOCK CAPTAIN SIGNUP ☐ I am willing to serve as a block captain (please enter your cell phone # above).

CHECKLIST
☐ Email four digital images for juror review and artist locator book to jury.clothesline@mag.rochester.edu
☐ Complete and sign this application form. We must have an email address and your vehicle info to process.
☐ Mail form with $25 check or money order payable to the Memorial Art Gallery for your application fee
plus separate check or money order payable to the Memorial Art Gallery for your booth fee (list above)

I have read, understand and accept the conditions for participating in the Memorial Art Gallery Clothesline Festival: