

Greetings from M&T Bank

# CLOTHESLINE Festival

**September 7 & 8, 2019 ~ Memorial Art Gallery grounds APPLICATION ENCLOSED!**



Calling all artists for the 2019 M&T Bank Clothesline Festival!

**2019 hours of operation:** Early bird shopping for MAG members will now be offered both Saturday, Sept. 7 and Sunday, Sept. 8. **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.**

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.**

**The 2019 booth fees have changed.** Please be sure you are submitting proper booth fees and the \$25 application fee or your application will be delayed. See application for pricing.

**Handicapped exhibitor parking:**

Requests for accessible parking must be indicated on your application by including your NYS permit number on the application. Your permit **must be displayed in the vehicle at all times while on MAG grounds.**

**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.

NO VEHICLES WILL BE ALLOWED ON THE GROUNDS ON SUNDAY UNTIL ALL PEDESTRIANS HAVE CLEARED THE PREMISES. PLEASE BE MINDFUL OF THIS AND PLAN ACCORDINGLY.

**Electronic notification:** Acceptance notifications will be sent electronically; watch for yours via email starting in April. Booth numbers and other pertinent information will be updated regularly on the website and via email. In order to be notified of your acceptance, and to receive updates you must provide a valid email.

Remember, all jurying is anonymous—exhibitors are accepted solely on the basis of the images, and descriptions supplied.

**Merit awards:** The format for judging will change for 2019. Next year three M&T Bank Clothesline artists will receive awards recognizing extraordinary quality, craftsmanship, creativity and/or outstanding presentation. Each winner will receive a cash prize of \$300.

MAG will also recognize one first-time exhibitor based on the same criteria who will receive a cash prize of \$100. Judging will begin at 10:00 am on Saturday morning. All artists' booths will be viewed.

Winners will be announced live on WXXI (91.5 FM) at 2:45 pm.



**CONTACT 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](mailto:clothesline@mag.rochester.edu)

**Jury email:** [jury.clothesline@mag.rochester.edu](mailto:jury.clothesline@mag.rochester.edu)

Post cards available via the **MAG Events Office.**



500 University Ave.  
Rochester, NY 14607  
[mag.rochester.edu](http://mag.rochester.edu)



[CLOTHESLINE.ROCHESTER.EDU](http://CLOTHESLINE.ROCHESTER.EDU)

# HOW TO APPLY

The Clothesline Festival is celebrating 63 years as one of the largest fine art 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 25<sup>th</sup> year as presenting sponsor of the Festival!. For more information visit [clothesline.rochester.edu](http://clothesline.rochester.edu).

## Criteria for eligibility

The Memorial Art Gallery places a high value on fine art 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; 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 fees

- non-refundable application fee is \$25 for all applicants (waived for winners of 3+ Clothesline Merit Awards)
- Separate application and \$25 fee per artist are required for those artists that share a booth. Max of 2 artists per booth.

## 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 is responsible for the entire booth fee. Booth assignments will not be made until all fees are received. One parking space allotted per booth. **PARKING PASSES ARE INCLUDED IN THE ARTIST'S PACKET AT CHECK IN.**

[CLOTHESLINE.ROCHESTER.EDU](http://CLOTHESLINE.ROCHESTER.EDU)

## Booth Fees

- fee for standard booth (10' x 10') is \$315
- fee for standard corner booth is \$367.50
- fee for double booth (20' x 10') is \$630
- fee for double booth with standard + corner is \$682.50
- fee for endcap/double corner booth is \$735
- last day to withdraw without forfeiting rental fee is 6/1/19.

## Materials for juror review

- Email to [jury.clothesline@mag.rochester.edu](mailto: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.**

**Apply by MARCH 31 to guarantee your space!**

**3/31/19** (if spaces remain after this date, we will accept your application but cannot guarantee your preferred location)

**6/1/19** Last day to withdraw without forfeiting rental fee

**8/1/19** Notification of space assignments/booth number

**9/6/19** Grounds open for set up 10am–7pm. Artist Packets available at Headquarters at noon. Grounds will be locked down at 7:30 pm.

**9/7/19** Grounds open for artist foot traffic at 6 am; artist vehicles between 7-9 am

**9/8/19** Grounds open for artist foot traffic at 6 am; artist vehicles between 7-9 am

# M&T BANK CLOTHESLINE FESTIVAL APPLICATION

September 7 & 8, 2019 / Memorial Art Gallery of the University of Rochester

new applicant  past exhibitor **APPLICATION DEADLINE: MAR. 31, 2019**

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 2018\*

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 \$315 + \$25 application fee

Double booth (2 standard booths) \$630 + \$25 application fee

Corner booth \$367.50 + \$25 application fee

Double booth with corner (1 standard booth + 1 corner booth) \$682.50 + \$25 application fee  Endcap \$735 + \$25

*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 2018, this is only guaranteed if your application is received by March 31, 2019.*

## CHECKLIST

Email four jpeg images for juror review to [jury.clothesline@mag.rochester.edu](mailto: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 "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			