Calling all artists for the 2020 M&T Bank Clothesline Festival!

**2020 hours of operation:** Early bird shopping for MAG members will now be offered both Saturday, Sept. 12 and Sunday, Sept. 13. **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 2020 booth fees:**
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:** 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, Festival Coordinator 585.276.8950
Tricia VanBrederode, Festival Coordinator 585.276.8949
Festival email: clothesline@mag.rochester.edu
Jury email: jury.clothesline@mag.rochester.edu

Post cards available via the MAG Events Office in March.
The Clothesline Festival is celebrating 64 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 26th 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 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

HOW TO APPLY

Apply by MARCH 31 to guarantee your space!

3/31/20 (if spaces remain after this date, we will accept your application but cannot guarantee your preferred location)
6/1/20 Last day to withdraw without forfeiting rental fee
8/1/20 Notification of space assignments/booth number
9/11/20 Grounds open for set up 10am–7pm. Artist Packets available at Headquarters at noon. Grounds will be locked down at 7:30 pm
9/12/20 Grounds open for artist foot traffic at 6 am; artist vehicles between 7-9 am
9/13/20 Grounds open for artist foot traffic at 6 am; artist vehicles between 7-9 am
M&T BANK CLOTHESLINE FESTIVAL APPLICATION

September 12 & 13, 2020 / Memorial Art Gallery of the University of Rochester

APPLICATION DEADLINE: MAR. 31, 2020

*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

□ 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 2019*

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
□ Double booth with corner (1 standard booth + 1 corner booth)  $682.50 + $25 application fee
□ Corner booth  $367.50 + $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 2019, this is only guaranteed if your application is received by March 31, 2020.

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 "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