

Greetings from M&T Bank

CLOTHESLINE Festival

September 11 & 12, 2021 ~ Memorial Art Gallery grounds **APPLICATION ENCLOSED!**



Calling all artists for the 2021 M&T Bank Clothesline Festival!

2021 hours of operation: Early bird shopping for MAG members will now be offered both Saturday, Sept. 11 and Sunday, Sept. 12. **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 2019, 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 2021 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

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 April.**



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

[#CLOTHESLINEFESTIVAL](https://www.instagram.com/clotheslinefestival)

CLOTHESLINE.ROCHESTER.EDU

HOW TO APPLY

The Clothesline Festival is celebrating 65 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.**

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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 6/1/21.

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.

Apply by MARCH 31, 2021!

3/31/21 (if spaces remain after this date, we will accept your application but cannot guarantee your preferred location)

6/1/21 Last day to withdraw without forfeiting rental fee

8/1/21 Notification of space assignments/booth number

9/10/21 Grounds open for set up 10am–7pm. Artist Packets available at Headquarters at noon. Grounds will be locked down at 7:30 pm

9/11/21 Grounds open for artist foot traffic at 6 am; artist vehicles between 7-9 am

9/12/21 Grounds open for artist foot traffic at 6 am; artist vehicles between 7-9 am

M&T BANK CLOTHESLINE FESTIVAL APPLICATION

September 11 & 12, 2021 / Memorial Art Gallery of the University of Rochester

new applicant past exhibitor **APPLICATION DEADLINE: MAR. 31, 2021**

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 disabilities parking permit # _____

One parking space that accommodates on vehicle or trailer permitted per booth.

Load In/Load Out passes will be provided to those sharing a booth.

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 2020*

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).

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

OFFICE USE ONLY

Received			
Images			
Fees	A	B	C
Jury			
Entered			
CK Name			