

# HOW TO APPLY

The Clothesline Festival is celebrating 66 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 27<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 are subject to Clothesline eligibility criteria.

Jurors do not provide individual critiques; all decisions are final.

## Application fees

- non-refundable application fee is \$35 for all applicants (waived for winners of 3+ Clothesline Merit Awards)
  - Separate application and \$35 fee per artist are required for those artists that share a booth. Max of 2 artists per booth.
- \*Please be sure you are submitting proper booth fees and the \$35 application fee or your application will be delayed. See application for pricing.

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

**3/31/22** (if spaces remain after this date, we will accept your application but cannot guarantee your preferred location)

**6/1/22** Last day to withdraw without forfeiting rental fee

**8/1/22** Notification of space assignments/booth number

**9/9/22** Grounds open for set up 10 am–7 pm. Artist Packets available at Headquarters at noon. Grounds will be locked down at 7:30 pm.

**9/10/22** Grounds open for artist foot traffic at 6 am; artist vehicles between 7-9 am

**9/11/22** Grounds open for artist foot traffic at 6 am; artist vehicles between 7-9 am. All booths/vehicles should be off the grounds by 7 pm. One way traffic flows from Goodman St on the east to Prince St on the west.

## Shared booth requests

Booth sharing is allowed—up to two artists per booth. Each artist must submit a separate application with \$35 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.**

## Booth fees

- fee for standard booth (10' x 10') is \$330
  - fee for standard corner booth is \$385
  - fee for double booth (20' x 10') is \$660
  - fee for double booth with standard + corner is \$750
  - fee for endcap/double corner booth is \$770
- \*last day to withdraw without forfeiting rental fee is 6/1/22

## Materials for juror review

**First time applicants:** 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, lastname4, lastname5**
- 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.

**2021 exhibitors:** Work should be consistent in quality, style, and medium as exhibited in prior years. Please check with us if you had any changes. If you did not participate in the 2021 M&T Clothesline Festival please submit your jury jpeg images to [jury.clothesline@mag.rochester.edu](mailto:jury.clothesline@mag.rochester.edu) as outlined above.

## Acceptance of conditions/liability

Your 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, understand and accept the conditions.**