



May 15, 2010

Welcome to The Guild's 41st Annual *Ann Arbor Summer Art Fair*. The fair will be held from Wednesday, July 21st thru Saturday, July 24th. Wed-Fri hours are 10 a.m. – 9 p.m. Saturday hours are 10 a.m.-6 p.m. Load in will take place on Tuesday, July 20th.

Mappers and Borough Captains will receive an email approximately a month before the show detailing their duties.

If you are a volunteer and do **not** have a 10 a.m. move in time, or would like to volunteer as a borough captain or mapper, please email chaely@theguild.org

Please click [this link](#) to go to the Summer Art Fair Exhibitor Request Form. On the form you may select oversize vehicle move in (if applicable), request assistant name tags as well as select the size of your complimentary Ann Arbor Summer Art Fair T-shirt. If you filled out this form in November as part of a test, please do so again.

If you have any questions about the fair or if you are having problems with this email or the links embedded in the email please call the office between 9-6 p.m. EST. If you have any concerns while in transit to the fair site, you can reach Alan via cell phone at 313-915-0415.

We look forward to seeing you in Ann Arbor!

Sincerely,

Alan M. Bogl, Jr.
Art Fair, Operations Director

Set-Up and Teardown Procedures

This is a reminder to artists of the procedures used during the set-up and teardown phases of the Summer Art Fair.

SET-UP:

- During set-up, the correct procedure is for artists to (1) bring their vehicle onto the fair site; (2) **unload** vehicle; (3) **remove** vehicle from fair site; (4) return to set-up booth.
- Each artist has one and one half-hour (1.5) to unload and remove his or her vehicle from the fair site, thereby facilitating a smooth transition for artists in and out of the fair site.
- Please be aware, move-in times will be strictly adhered to. If you arrive prior to your scheduled move-in time, you will not be allowed on site until your scheduled time. Although there may appear to be space available on the street, that space is reserved for those artists that are scheduled for that time slot. If you miss your time slot completely, you will be allowed to load in during open move-in, which begins at **7:30 p.m.**
- Artists that choose to dolly in may begin doing so at **12:00 p.m.**

TEARDOWN:

- During teardown, the correct procedure is for artists to (1) completely tear down their booth (this includes the tent frame and structure); (2) locate Guild staff to verify that you are packed up. Staff will then issue a pack-up permit; (3) retrieve your vehicle and proceed to your designated staging area (see registration packet). Guild staff will allow you to proceed when space is available near your booth.
- **Vehicles that bypass the staging area will not be allowed onto the fair site.** Once you have been granted access to the fair site, you have one hour to load your vehicle and exit the fair site.
- If you have a physical handicap and require assistance during setup and teardown, please contact Alan Bogl, Art Fair Director 734-662-3382, by July 3, 2010. Documentation of condition may be requested.

STATE ST. and MAIN ST. Move-In Times*

10:00 a.m. -12:00 p.m.	Early Entry
12:00 p.m. - 2:00 p.m.	Oversized Vehicles**
2:30 p.m. - 4:30 p.m.	West Side Artists
5:00 p.m. - 7:00 p.m.	East Side Artists
7:30 p.m. - Open - (space permitting)	

LIBERTY ST. Move-In Times*

10:00 a.m. -12:00 p.m.	Early Entry
12:00 p.m. - 2:00 p.m.	Oversized Vehicles**
2:30 p.m. - 4:30 p.m.	South Side Artists
5:00 p.m. - 7:00 p.m.	North Side Artists
7:30 p.m. - Open - (space permitting)	

2010 Ann Arbor Summer Art Fair General Information

2010 DATES/TIMES: Tues, July 20: Set-Up; Wed-Fri, July 21-24: (Fair Hours) 10 a.m. – 9 p.m.; Sat, July 24: (Fair Hours) 10 a.m. – 6 p.m.

ACCESSIBILITY INFORMATION: A goal of the *Ann Arbor Summer Art Fair* is to be fully accessible. Please be aware that the fair will be attended by people with a variety of disabilities.

1. Do not block curb cuts.
2. If possible, please allow blind or visually impaired customers to explore artwork and other items through touch.
3. Please display items at various levels so those in wheel chairs or of short stature may have access to artwork and other merchandise.
4. Printed literature, where possible, should be available in alternate formats such as tape, CD or large print. This includes such items as artist statements.

EARLY REGISTRATION (SAF 2011, July 20 – 23): Only **Exhibiting Members** may pre-pay their 2011 booth fee during this year's fair. The prepayment option is not available to Associate Members or Artist Members. Exhibiting members who wish to pre-pay their 2011 Ann Arbor Summer Art Fair booth fee may pick up a contract and contract instructions from the Fair information booth either on State St. or on Main St. Completed contracts and payments may be returned to the information booth. **Checks or credit cards will be accepted for payment. We cannot accept cash payments.** Participation in the 2011 *Summer Art Fair* is contingent on the annual passage of our "Street Closing Request" by the City of Ann Arbor and an artist's compliance with Guild standards.

GUILD INFORMATION AND MERCHANDISE BOOTHS: **State Street:** Located at the corner of State and South University; **Main Street:** Located at the corner of Main and Liberty.

ELECTRICITY: 500W is available to artists on Main & Liberty Streets, (*except artists in booths 244-261 in front of the Federal Building*) by plugging into outlets located at the top of the light poles. Artists on State Street will have generator power. Power boxes will be dropped behind booths.

An electricity fee is included in your booth fee. UL-approved outdoor extension cords are required. Electrical cords may not stretch along the sidewalk; they must be raised eight feet above the sidewalk.

EMERGENCY PHONES/INFO BOOTHS: If you encounter a problem while en route, contact Alan Bogl, Art Fair Operations Director, at **313.915.0415**. While at the fair, if you have a serious and immediate problem, contact your Borough Captain or the nearest information booth. In case of an emergency, call **911**. Borough Captains or Guild staff will be able to help you with most other problems. Refer fair patrons who ask you for emergency advice to any information booth.

LODGING: **University housing may be secured by calling 734-764-5297. For further hotel information, call the Ann Arbor Convention & Visitors Bureau at 800-888-9487. Identify yourself as exhibiting in the Art Fair for information on special rates.**

PARKING: You may contact Republic Parking to buy a week-long parking permit in any of their lots during the event. They are prepared to help you determine which lot suits you best based on your location in the fair and the size of your vehicle. Be prepared to tell them the nearest cross-streets to your booth so they can direct you to the nearest parking lot. Their main office phone number is 734-761-7235.

LOADING/UNLOADING (during fair): Vehicles will be permitted to re-enter fair site after the fair closes each night. Vehicles must be off the fair site by 9:00 a.m., Wednesday through Saturday.

SALES TAX: A representative of the Michigan Department of the Treasury will be at the fair to collect sales tax. Each exhibitor must pay a 6% tax on gross receipts. Exhibitors who already possess a Michigan Sales Tax License (and display it in their booths) may file in the usual manner. Apply for a license by calling 517.373.0888. Exhibitors without a license must pay their tax to Treasury representatives during the fair; if a Treasury representative does not visit your booth, you are still responsible for submitting the tax. Direct sales tax questions to: Michigan Bureau of Revenue, Sales Tax and Use Division, at 517.373.3190.

SECURITY: Although professional security personnel will be patrolling the site overnight, we recommend that you pack up and/or secure your booth carefully to discourage petty theft. Thefts and vandalism have occurred in the past. The Guild's insurance does not cover theft or vandalism to your work or booths. **Please report all problems to Guild staff.**

STATE STREET ARTISTS: State Street is not in perfect repair, be prepared to shim the front of your booth, if necessary, where the pavement is irregular.

LIBERTY STREET ARTISTS: Booths between Main St. and 4th Ave. must go one foot up on the curb; shims are necessary to level booth.

MAIN STREET ARTISTS: All **10x10's** set up with 2 feet up on the curb, leaving you 8x10 flat on the street. The curb is about 6 inches high.

STORAGE: On-site storage must be within your booth structure and completely concealed, (Exhibition Rule #9). You may not stack boxes or crates behind your booth or on the sidewalk; storage boxes must be covered.

WEATHER POLICY: The fair remains open unless the weather turns dangerous. Be prepared to protect yourself and your work from rain, heat, and wind. The Guild Board of Directors or the Art Fair Director may order the fair closed if severe weather conditions persist. The Guild may be ordered by local, state, and/or federal authorities to cancel the *Summer Art Fair* or to close early.

City of Ann Arbor Exhibition Rules

The Guild assumes and enforces all city exhibition rules.

- 1. Fire lanes shall not contain storage or any other obstructions.** Minimum 18 feet. No chairs, tables, art, sculpture, umbrellas, boxes, music stands, plants, bags, wagons, generators, light stands, lights, cash registers, or any item which obstructs or blocks free and clear passage of the street fire lanes. [City of Ann Arbor Code Section F 311.0]
- 2. Walk-through sidewalk-street connections shall not contain storage or any other obstructions.** No chairs, tables, art, sculpture, displays, umbrellas, boxes, music stands, plants, bags, wagons, generators, light stands, lights, cash registers, or any item which obstructs or blocks free and clear passage of the sidewalk-street connection. [City of Ann Arbor Code Section #R-155-4-93]
- 3. Barricades. Vehicles are not permitted within the barricades during fair hours.** During the fair, ALL vehicles must be clear of the barricaded areas by 9 a.m. Vehicles parked outside of barricades must not block the fire lane. ***This rule is strictly enforced.*** [City of Ann Arbor Code Section F 311.02]
- 4. All booth material, tarps and other coverings shall be fire-retardant or fire resistant.** All roofs, walls, panels, coverings and tents shall be fire retardant or resistant. A manufacturer tag or paperwork certifying this is acceptable. Consumer applied products may also be acceptable. Please check with the Fire Department on these regulations. [National Fire Protection Agency 701]
- 5. Open flames are not allowed.** No candles, torches, incense, fire jugglers, and other open flames are not allowed in the street, sidewalk, walk-through sidewalk-street connection or in artists' booths. [City of Ann Arbor Code Section F 402.0]
- 6. No gasoline, kerosene or motor oils are permitted in the fair area.** [City of Ann Arbor Code Section F 110.0]

AAFD FIRE RETARDANCY REQUIREMENTS

- 1. Booth materials must be fire retardant.** This includes tarps, cloths, and walls of jute or burlap. The AAFD definition of the booth structure includes the framing, covering and walls.
- 2. Wood must be fire retardant.** Use latex paint to treat wood for fire retardancy.
- 3. Corrugated plastic used for roofs or walls is permitted.**
- 4. Carpeted floors are permitted.**
- 5. Fire retardant visqueen is acceptable under the AAFD standards.** Non-fire resistant visqueen is prohibited as part of the booth structure; it may be used as cover when raining,

it may not be used as cover while the fair is closed.

- 6. Proof of fire retardancy is required.** Contact your manufacturer if you have any questions. If you have treated your booth materials yourself, save the labels from the fire-retarding products you used.
- 7. The AAFD may ask any booth owner for proof of compliance with these standards.** Inspectors may request that materials without proof of compliance be removed; they may also test any materials that do not have proof of fire retardancy.

THE GUILD OF ARTISTS AND ARTISANS
ANN ARBOR SUMMER ART FAIR EXHIBITION RULES

RULE 1: Exhibitors must comply with all local ordinances, regulations, and rules.

RULE 2: Booth spaces may not be transferred or otherwise reassigned by the artist.

RULE 3: By one hour prior to fair opening on the fair's first day, artists must have claimed (by their presence, or [if necessary] by phone) their booth space, otherwise their space may be resold with no refund issued.

Rule 4: Member artists must be present at the fair no less than 60 percent of each day. Member artists (and/or their artwork) cannot take part in any other Ann Arbor Fair (official or otherwise) during the Ann Arbor Summer Art Fair.

RULE 5: Booth structure and display must not exceed the limits of the assigned space. Artwork hanging from display panels will not obstruct, or block clear and free passage. If your artwork is hazardous, or interferes with your neighbor you will be asked to remove it. Booth substructure must not impede water flow.

RULE 6: Booth holders may share their space with no more than one other membership holder.

RULE 7: Picture I.D. is required for fair registration, and must be presented upon the request of Rules Committee members or Guild staff at any time during the fair.

RULE 8: Unless artists are officially notified of a fair emergency, booths must be opened at the fair starting time and not closed before the fair closing time. Artists concerned with their personal safety may close. Artists are expected to reopen as soon as the dangerous situation has ended.

RULE 9: All storage must be neatly concealed within the booth structure.

RULE 10: Signs advertising sales or markdowns are prohibited.

RULE 11: Pets are prohibited on the fair site.

RULE 12: On-site consumption of alcoholic beverages during fair hours is prohibited.

RULE 13: No debris may be left behind after tearing down.

Rule 14: Rude, obscene or abusive language and/or threatened, actual physical restraint and/or abuse of another Guild member, Guild staff or general public are prohibited.

RULE 15: Use of chairs and tables is limited as follows: State Street: Each booth is allowed two chairs and one table. The table may not exceed 24" x 24"; no visible storage is allowed within or on the table. Artists may not place personal belongings on the University of Michigan grounds.

RULE 16: Overhangs are not permitted on the fire lane side of your booth (street side). Overhangs are permitted (1) on State Street booths on the sidewalk side, (2) in the rear of Main Street booths, so long as the overhang does not extend over the sidewalk, and (3) on corner booths on any street, the overhang to extend into the pedestrian aisle only. Overhangs may not exceed 30", must be at least 80" above the curb and may not interfere with any other exhibitor's booth or the traffic flow, or be used for display, signs, etc. (Revised 5/12/06.)

RULE 17: Main and Liberty Streets: Use of sidewalks and planters is strictly prohibited. Booths, chairs, tables and storage must be contained within the artist's assigned street space.

RULE 18: Demonstrations are allowed within the assigned booth space. All other requests are decided on a case-by-case basis by the Rules Committee.

RULE 19: Sabbaticals may be taken every other year. A sabbatical is available only to preserve a continuing space

holder's privilege to return to his or her space the following year. Sabbaticals may not be taken in consecutive years; a sabbatical may not be taken to preserve a continuing space first assigned the year the sabbatical is requested.
(Revised 3/8/00.)

Rules Violations: Decisions regarding rules compliance are determined by the Rules Committee members or designated staff. Exhibitors found to be in violation of the rules may be issued a rules violation notice. Exhibitors must comply immediately upon notification that they are in violation of the rules. If continued non-compliance is observed, exhibitors may receive points for the rules violations. Violations may be issued during or after a fair. From one (1) to ten (10) points may be assessed per violation. Accumulation of ten (10) points over a three-year period results in the suspension of exhibiting privileges for 13 months from the fair date of the violation resulting in the ten-point total.

Appeals: Exhibitors have the right to an appeal in person or in writing to the Rules Committee, after violation points are given. The appeal must be made within 60 days of the date of the rules violation notification letter, sent from the Guild office.

The Guild of Artists & Artisans Exhibition Standards

Through the enforcement of its Exhibition Standards, The Guild seeks to maintain and increase fair attendees' and exhibiting artists' confidence in the credibility and authenticity of Guild events and to protect participating artists from unfair competition. An impartial and equal enforcement of the Exhibition Standards ensures these goals will be met and an appropriate atmosphere will be created for the sale of artwork. The exhibiting artist is responsible for being in compliance with The Guild's Exhibition Standards. What constitutes being in or out of compliance with the Exhibition Standards, in all cases, will be determined by The Guild. **The decision of The Guild is final.**

Exhibition Standards:

- 1) All work must be the original design of the artist; the essential work required to make each finished piece must be done by the artist. The artist is expected to be the major contributor of the time required in the essential production of the work. Helpers or assistants do not replace the artist in the production of a piece. They are permitted to assist in the non-essential and more mundane processes that go into the production of a finished piece. The only exceptions allowed are defined in Exhibition Standards #2.
- 2) No more than 25 percent of the work in an exhibitor's booth may be reproductions; this policy applies to all media. Each piece must be clearly marked with the word "reproduction." Exhibitors must use the word reproduction; other terms, including "print," may not be used to refer to a reproduction. The presentation of the reproductions must play a visually subordinate role to the entirety of the exhibitor's display. Reproductions of the artist's own original work are the only reproductions allowed within the artist's booth. Determination of what constitutes an original or a reproduction is determined by The Guild of Artists & Artisans. The decision of The Guild is final.
- 3) All work must be safe, non-toxic, and fit for its intended use. If any work requires special or limited use, this will be fully disclosed and explained to the public.

- 4) Any commercially produced parts used in a work must play a subordinate role and may not be sold separately.
- 5) A mass-produced, cluttered, or commercial appearance to an artist display is not permitted. Limited multiples of items may be displayed where color and size are varied and are required to show clearly the range of items available for sale to fair attendees. However, if the display presents an overwhelming number of multiples resulting in a commercial appearance, as determined by the Standards Committee, on-site adjustments will be requested and compliance will be required.
- 6) The artwork exhibited by the artist at the event must match the quality and balance of the images submitted to either the Standards Review or the event jury. The artwork exhibited at the event by the artist must also match the scope and volume of the images submitted for either the Standards Review or for the event jury. An artist is not permitted to submit images presenting complex and detailed artwork but come to the event with a large quantity (more than 15 percent of the work displayed) of simple work. If artists wish to display a large quantity of simple work, it must be presented in the same proportion as presented in the review or jury images.

Note: The Guild understands that small work can be an important and essential sale item for an artist, therefore, an artist may display up to 15 percent of small work without a separate review or jury image. The small work must be clearly shown in the artist's booth image. In addition, it is also understood (and encouraged) that experimentation with new work is part of the creative process. Ten percent of an artist's display may be devoted to new work, without a separate review or jury image, if the new work is within the same medium and if the new work is of comparable quality to the artwork presented in the artist's review or jury images.

Exemptions

If an artist believes his or her work transcends these standards, the artist is welcomed to apply to The Guild's Standards Committee for determination of eligibility. The request must be made in writing at least 60 days prior to the fair for which the determination is requested. There is no guarantee that an exemption will be granted. The decision of The Guild is final.

Acceptability of Specific Work

The Standards Committee, in an effort to help artists determine whether their specific artwork complies with The Guild's Exhibition Standards, has prepared the following list of artwork that does not meet the Standards requirements. This list is a guideline to help artists determine whether or not their artwork is Standards eligible; it is neither exhaustive, nor is unacceptable work limited to the items listed.

Ineligible work includes but is not limited to:

Jewelry

- Cut coin jewelry
- Enamels on manufactured representational copper shapes
- Jewelry made of manufactured components
- Commercial beads. Beads must be made by the artist. There are only two exemptions to this rule:
 - 1) If the beads are not made by the artist, they must clearly play a subordinate role in the finished piece; and
 - 2) The requirement that beads must be made by the artist does not apply in the technique known as bead weaving, however, commercial bead weaving kits are not permitted.

- Stud earrings in commercial settings
- Pearls whether in necklaces or bracelets. Note: Pearl necklaces and/or bracelets are permitted if they have an ornament and/or fastener that is both intricate and a focal point of the piece and have been handmade by the artist. Pearl earrings are permitted as long as the setting has been designed and handmade by the artist.

Clothing

- T-shirts, sweat shirts, hats, and other commercially manufactured clothes, no matter how embellished by the artist
- Manufactured belt buckles sold separately from the belts

Other

- Manufactured tiles with a design as a major component of the piece
- Enamels on manufactured representational copper shapes
- Bowls, plates, glasses and other commercially manufactured items, no matter how embellished by the artist
- Dried flowers, in groups, arrangements, or bouquets
- Wreaths
- Anything made in a commercial mold, in any medium
- Anything made using a commercial kit, in any medium
- Tole painting
- Dough art
- Country crafts
- CDs and tapes
- Food

Violations of Rules

Violations of the Exhibition Standards will be handled by the Standards Committee and designated Guild Staff. At all Guild fairs, every attempt will be made to inform artists as soon as possible of violations by issuing a Standards Warning Report. This warning gives the exhibiting artist a chance to correct the problem without penalty as long as the correction is immediate. If the problem is not corrected or if the violation is a continuing problem, the artist may be subject to stronger consequences that may include loss of exhibiting privileges. If the Committee is not able to resolve a problem during the fair, the Committee will review the situation and determine any necessary action following the event.

The Standards Committee will make a good faith effort to inform artists of any potential standards problems and what steps to take to correct the problems following the Standards Review or the event jury. However, it is the responsibility of the artists to comply with the Exhibition Standards.

There are two rules that are considered to be inviolable under any circumstances:

- 1) Engaging in “buy-sell” practices, that is, buying the work done by another and selling it as your own; or
- 2) Selling commercially produced reproductions of the work of another artist.

If it is discovered that an artist has engaged in either of these practices, that artist will lose Guild exhibiting privileges immediately and permanently.

Appeals

Artists may appeal to the Standards Committee after violation notifications. Appeals must be submitted in writing within 30 days of the artist receiving the violation notification. The artist may request to present the appeal in person before the Standards Committee; in person appeals are limited to 15 minutes. Notification of approval or denial of the appeal will be sent to the artist, in writing, as soon as possible after the decision has been made. The decision of The Guild is final.