

# Art Birmingham, May 14-15, 2011

## INFORMATION SHEET

**SET-UP:** Set-up will begin Friday, May 13<sup>th</sup> at 4:00 p.m. Guild staff will provide directions once you arrive. If you cannot make your scheduled move in time, open move in begins at 8 p.m. You may also move in Saturday morning, but must have your vehicle off the fair site by 9 a.m.

**Please make note of your scheduled move in time included in your confirmation email**

**\*Note: In case of inclement weather, set up procedures may change. At that time, Guild staff will provide you with revised procedures.**

**Vehicles will be permitted on the fair site once artists have arrived and picked up their welcome packets.**

**Traffic Flow:** Guild staff will be on hand to direct you to your unloading/loading location.

Guild staff will issue you a loading/unloading permit and write your booth number and entry time on it to ensure that each artist is given a fair amount of set-up time. The permit **must** be visible in your windshield at all times. You will not be allowed entry into the fair site without your permit.

Artists will be allowed entry into the fair site until one hour before the fair opens each morning. All vehicles must be out of the fair site by 9:00 a.m. on Saturday and Sunday.

If you are running late for any reason, call Alan Bogl (Art Fair Director) at 313-915-0415 to let him know that you are coming and to hold your space for you. If it is determined that your arrival time does not permit your booth to be set up before 9 a.m. on Saturday, a waitlist artist will be allowed to set up in your place.

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**HOTEL:** The area hotel we have secured a group rate with is listed below. Mention "Art Birmingham" when you book your room to receive the discounted rate:

Courtyard - Detroit/Troy  
1525 E. Maple Rd, Troy, MI 48083 (about 5 miles from fair site)  
800-321-2211 or 248-528-2800  
[www.marriott.com/dtttr](http://www.marriott.com/dtttr)  
Sales Contact: 866-533-9950  
\$69 (+tax)  
Group reservation is listed under "Art Birmingham"

**\*\*\*You must make reservations by May 2<sup>nd</sup> in order to receive the discounted room rate \*\*\***

**WELCOME PACKETS:** Welcome Packets can be picked up at the designated entry barricade, A or B. Your entry point will be emailed to you. ID will be required.

**BOOTHS:** All booths are 10' x 10'.

**MAPPING:** The Guild staff will map the fair site.

**STORAGE:** All storage must be contained within your booth space

**ELECTRICITY:** No electricity. Generators are not allowed.

**OVERHANGS:** Overhangs are permitted on the front side of your booth (street side); overhangs behind booth must be at least 80" high. No overhangs are permitted on the sides of booths.

**RULES/STANDARDS:** All Guild rules and standards must be adhered to during the fair. Copies are online and will be available in your registration packet. A Standards Committee member will do an on-site slide comparison of each booth during the fair.

**PARKING:** Artists may park in any of the city surface lots (see *Birmingham Parking Map*). These areas are in close proximity to the fair site and indicated by signage. Please leave the other parking lots clear for fair patrons. Do not use the area designated for handicap parking. Please keep the parking area free of trash.

**SALES TAX: For Michigan fairs, each exhibitor must collect and remit six percent MI Sales Tax.** Direct sales tax questions to: Michigan Bureau of Revenue, Sales Tax and Use Division, at 517.373.3190.

**SECURITY:** Overnight security will be onsite. They will arrive on Friday at 9:00 p.m. and stay until Saturday at 9:00 a.m. They will return on Saturday at 6:00 p.m. and stay until Sunday at 9:00 a.m.

**SURVEYS:** A link to a survey form will be emailed to participants following the show.

**TEARDOWN:** Teardown will commence at 5:00 p.m. on Sunday.

**Vehicles will not be permitted on site prior to 5:00 p.m. After 5:00, vehicles will be permitted on the fair site.** \*Note: In case of inclement weather, tear down procedures may change. At that time, Guild staff will provide you with revised procedures.

**TRASH:** Your trash, boxes, debris, packing material, and other waste material **MUST** be disposed of before you leave the fair site. Please deposit all trash in the receptacles provided. Rules points will be issued for those who leave their trash behind. A large city dumpster will be located in the food court area. Two others will be provided, locations to be announced.

(continued below)

## **CITY ORDANANCES AND GUILD EXHIBITION RULES**

(Revised April 22, 2004)

The Guild assumes and enforces all city exhibition rules.

**RULE A:** Fire lanes shall not contain storage or any other obstructions.

**RULE B:** Walk-through sidewalk-street connections shall not contain storage or any other obstructions.

**RULE C:** Barricades. Vehicles are not permitted within the barricades during fair hours.

**RULE D:** 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]**

**RULE E:** Open flames are not allowed.

**RULE F:** No gasoline, kerosene or motor oils are permitted in the fair area.

## ***THE GUILD OF ARTISTS AND ARTISANS EXHIBITION RULES***

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

(\*\*Exhibiting member: an individual who has successfully passed a jury or standards review)

**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:** The Exhibiting artist(s) must be present at the fair no less than 60% of each day.

**RULE 5:** Booth structure and display must not exceed the limits of the assigned space. Art work hanging from display panels will not obstruct, or block clear and free passage. If your art work 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 exhibiting member.

**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, by the Art Fair Director or the Director's designee, 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 defined booth space.

**RULE 10:** Signs advertising sales or markdowns are prohibited.

**RULE 11:** Pets are prohibited on the fair site. Certified service animals are allowed.

**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:** When required, backdrops must be used for fairs.

### **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 be given further points for the same or other 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 (3) year period results in the suspension of exhibiting privileges for thirteen (13) months from the fair date of the violation resulting in the tenth (10<sup>th</sup>) point.

## RULES 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 sixty (60) days of the date of the rules violation notification letter, which will be sent from the Guild office.

## 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
- Toile painting
- Dough art

- Country crafts
- CDs and tapes
- Food

### **Violations of Standards**

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.