



**4<sup>th</sup> Annual Crocker Park Fall Arts Fest**  
**Produced by The Guild of Artists & Artisans**  
**September 17 – 18, 2011**  
**Westlake, OH**

**Show**

Crocker Park in Westlake, Ohio, hosts the *4th Annual Crocker Park Fall Arts Fest*, September 17 – 18, 2011. The event celebrates the change of season with art, music and dance. The focus of the event will be 99 juried artist booths on Crocker Park's Main Street, its elegant central avenue. Parking and admission are free.

Crocker Park is the \$400 million innovative outdoor lifestyle complex in Westlake, Ohio, just 12 miles from Cleveland. Crocker Park features a sophisticated mix of national retailers and eclectic local favorites plus restaurants, cafes, a multi-screen movie theater, beautiful luxury apartments and office space — all together in a congenial neighborhood of parks and tree-lined streets. Crocker Park is an extremely popular destination. Community support for the complex and its events is excellent and growing. Exhibitors can expect 80,000 fairgoers to attend the *Fall Arts Fest*.

**Event Location, Days & Times**

*The 4th Annual Crocker Park Fall Arts Fest*

Saturday, September 17, 10 am – 7 pm & Sunday, September 18, 11 am – 5 pm

Crocker Park is located at the intersection of Detroit & Crocker roads in Westlake, Ohio

**Booth Fees**

Guild Members:       \$275, 10' x 10' booth; \$40 corner

Non-members:        \$300, 10' x 10' booth; \$50 corner

Note: A limited number of double booths are available. Please contact The Guild if you require a double booth. A booth corner allows for access to either the right or left side of the booth and the open side is between eight and ten feet from the next booth; a corner may or may not be at the end of a row or street. )

**Eligibility**

Artists in fine art and fine craft disciplines are invited to apply. Please review the Exhibition Standards to help determine the eligibility of your specific artwork.

### **Security & Artist Parking**

Professional, overnight security will be provided on Friday and Saturday. There is ample artist parking available in close proximity to the fair site.

### **Electricity**

Electricity will be available at this event.

### **Timeline**

Please review the event calendar. If you cannot apply online, please contact The Guild for additional options and fees, 734.662.3382. The timeline is subject to change.

<b>Oct 15</b>	<b>Online application opens</b>
<b>Feb 28</b>	<b>Online application deadline</b>
<b>Mar 9</b>	<b>Jury</b>
<b>Mar 14</b>	<b>Jury results emailed</b>
<b>Mar 21</b>	<b>Contract mailed</b>
<b>May 18</b>	<b>Contract/fees* due</b>
<b>Jun 6</b>	<b>Confirmation packet emailed</b>
<b>Aug 3</b>	<b>Final day to cancel with refund (less \$50 admin fee)</b>
<b>Sep 16</b>	<b>Artist set up</b>
<b>Sep 17-18</b>	<b>Fair dates</b>

**\*Payment plans available for Guild members; please contact The Guild**

### **Online Application Procedures for the Crocker Park Fall Arts Fest**

- Complete online application form at [www.JuriedArtServices.com](http://www.JuriedArtServices.com).
- Submit four (4) work images and one (1) booth image with work displayed
  - If you are applying in two or more categories, please submit an application for each medium. There will be no additional jury fee.
  - If you are applying in a non-jewelry category but wish to exhibit a small amount of jewelry within your same medium (no more than 15 percent of booth), please submit a separate application for jewelry. For example, you work in ceramics and wish to display your handmade ceramic jewelry within your booth. Please note in your Artist Statement that you are applying in a non-jewelry category but wish to show a small amount of jewelry in your booth. There will be no additional jury fee.
- Submit jury fee:  
**Jury Fee: Guild Members: \$25; Non-members: \$30**

(Note: Guild members receive discounts on application fees and booth fees. For more information on becoming a Guild member, please contact The Guild's Artist Relations Manager, Nicole McKay, 734.662.3382, ext. 101 or [Nicole@theguild.org](mailto:Nicole@theguild.org).)

### **Deadlines**

Applications will be accepted online until midnight EST, February 28, 2011. Applications received after the deadline will be subject to a \$25 late fee. **If you are unable to submit an online application, please contact The Guild for additional options and fees, 734.662.3382, ext. 101.**

## **Important Information**

By applying to Guild shows, the artist agrees to and confirms the following items: 1) The artist is responsible for the design and execution of his or her artwork according to The Guild's Exhibition Standards; 2) The artist has read, understands and will abide by The Guild's Exhibition Rules; 3) the artist understands that The Guild of Artists & Artisans is not liable for loss or damage to artwork or personal injury; 4) Artists will not be part of any legal action against The Guild or its personnel; and, 5) Artists understand and agree that The Guild may use images of their artwork in advertising and promotion.

## **Show Features**

- Extensive advertising and promotion
- Professional and respectful art fair staff
- Well-provisioned artist hospitality tent
- Negotiated special rates for artists in nearby hotels and motels
- Friendly booth sitters
- Professional, overnight security
- 100 free promotional postcards

## **Exhibit Terms and Conditions**

### **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 the event jury. The artwork exhibited at the event by the artist must also match the scope and volume of the images submitted 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.

### **Acceptability of Specific Work**

In an effort to help artists determine whether their specific artwork complies with the event's Exhibition Standards, the event has prepared the following list of artwork that does not meet the requirements. This list is a guideline to help artists determine whether or not their artwork is 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 bracelets are permitted if they have an ornament and/or fastener that is intricate, a focal point of the piece and is 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, utensils 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

### **Exhibition Standards Violations**

There are two exhibition standards 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 event exhibiting privileges immediately and permanently.

### **Exhibition Rules**

1. **Exhibitors must comply with all local ordinances, regulations, and rules. These rules include but are not limited to:**
  - Fire lanes shall not contain storage or any other obstructions
  - Walk-through sidewalk-street connections shall not contain storage or any other obstructions.
  - Vehicles are not permitted within the barricades during fair hours.
  - All booth material, tarps and other coverings shall be fire-retardant or fire resistant. Open flames are not allowed.
  - No gasoline, kerosene or motor oils are permitted in the fair area.
2. Booth spaces may not be transferred or otherwise reassigned by the artist.
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.
4. The exhibiting artist(s) must be present at the fair no less than 60 percent of each day.
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.
6. Booth holders may share their space with no more than one other juried and accepted artist.

7. Picture I.D. is required for fair registration, and must be presented upon request by fair staff at any time during the fair.
8. Unless artists are officially notified of a fair emergency, booths must be opened at the fair starting time and remain open until the published closing time. Artists concerned with their personal safety may close. Artists are expected to reopen as soon as the dangerous situation has ended.
9. All storage must be neatly concealed within the booth structure or defined storage areas.
10. Signs advertising sales or markdowns are prohibited.
11. Pets are prohibited on the fair site.
12. On-site consumption of alcoholic beverages during fair hours is prohibited.
13. No debris may be left behind after tearing down.
14. Obscene or abusive language and/or threatened or actual physical abuse of another artist, fair staff or fair attendees are prohibited.

### **Cancellation Policy/Refunds**

1. In the event you must cancel, please notify The Guild immediately, by calling Karen Delhey at 734.662.3382, ext. 107.
2. You are also required to put your cancellation in writing and send or email it to The Guild's Senior Director, Karen Delhey, [karen@theguild.org](mailto:karen@theguild.org) or The Guild, 118 North Fourth Avenue, Ann Arbor, MI 48104-1402.
3. If the cancellation is made on or before the last day to cancel with refund, your booth fee will be refunded minus a \$50 administration fee, unless otherwise noted.
4. There are no refunds on cancellations made after the refund deadline, unless otherwise noted.

### **The Guild**

**The Guild of Artists & Artisans** is a non-profit, membership organization of professional artists. Established in 1970, The Guild's mission is to promote community awareness, understanding and appreciation of the visual arts and to maintain a support network for artists, which provides educational, mentoring and marketing opportunities. The Guild is recognized and valued for its ability to showcase independent artists, bringing their artwork to the community via its juried fine art and fine craft fairs. It is a trusted source for artist and fairgoer alike. The Guild is best known for its award-winning *Ann Arbor Summer Art Fair*.

For information:

Karen Delhey, Senior Director  
The Guild of Artists & Artisans  
118 N. Fourth Avenue  
Ann Arbor, MI 48104  
734.662.3382, ex. 107  
[karen@theguild.org](mailto:karen@theguild.org)  
[www.theguild.org](http://www.theguild.org)