

## Prospectus: 2018 Ann Arbor Street Art Fair, the Original

### OVERVIEW

The Ann Arbor Street Art Fair (AASAF) is the original of a collective of four concurrent and contiguous fairs that transform central Ann Arbor into a massive outdoor art gallery each July. Established in 1960 as part of Ann Arbor's Summer Sidewalk Sales, the Street Art Fair quickly became a 501(c)3 non-profit arts organization with a mission of increasing public knowledge and appreciation for contemporary fine arts and fine crafts. Over the ensuing 58 years, and additional art fairs, the Original Fair has continued to focus on the art, the artists and the art buyers. Known for its consistently high quality, all original work, the Street Art Fair resides on the streets surrounding the historic Burton Carillon Tower and the tree-lined central campus of the University of Michigan and does not host sidewalk sales or vendor booths. The Street Art Fair was voted one of the "Top Ten Best Art Festivals" in the country in an USA TODAY Reader's Poll and is continually in the Art Fair Calendar "Top Ten Best Art Fairs" & Art Fair Source Books "Elite 25". In addition, we ranked 4<sup>th</sup> in the nation in Sunshine Artist's "Top 100 Fine Art Shows" in 2016.

- **Fair Dates:** Thursday, July 19 – Sunday, July 22, 2018: CELEBRATING 59 YEARS OF ORIGINALITY
- **Application Deadline:** MONDAY, JANUARY 15, 2018
- **Booth fee:** \$650 and \$800
- **\$8000 in artist awards**

### HOW TO APPLY

- Applications are available on-line at ZAPApplication.org beginning Thursday, October 26, 2017.
- Application Fee (non-refundable): \$40 (submitted by 12/31/2017), \$45 (submitted 1/1 to 1/15/2018).
- 6 images are required; 5 images of your artwork and a booth image.
  - The booth image is a reference; you are not juried in for ALL work in the booth image. You are juried for the body of work represented in the 5 images of your artwork.
  - Booth images should represent how your work will be displayed in a 10'x10' outdoor booth. Please note: the booth image may not be digitally created, and must be an accurate representation of the display you will bring to the Street Art Fair. If you have questions about the booth image, please call.
  - Applicants will be contacted before jury if there are any questions regarding their images.

### DATES TO REMEMBER

**October 26, 2017:** Online application available at [www.ZAPApplication.org](http://www.ZAPApplication.org)

**December 31, 2017:** Last day to receive early-bird discount

**January 15, 2018:** Applications due by 11:59 PM **EST**

**February 9-12, 2018:** Jury in session

**February 20, 2018:** Notifications e-mailed

**March 14, 2018:** Booth fee and Contract/Booth Request Form due

**April 17, 2018:** Booth assignments released

**May 4, 2018:** Deadline to cancel and receive refund (less \$75 administrative fee)

**July 18, 2018:** Artist set-up

**July 19 to July 22, 2018:** 59<sup>th</sup> Annual Ann Arbor Street Art Fair, the Original

## **MARKETING**

The Street Art Fair, as well as the three other concurrent art fairs in Ann Arbor, market collectively and individually, resulting in hundreds of feature articles and listings, an enormous social media presence, as well as Detroit area TV and radio coverage.

Major marketing pieces include:

- A sponsorship with the Detroit area CBS affiliate provides broadcast advertising for two weeks in advance of the Fair.
- The Ann Arbor Art Fairs Official Event Guide: lists each artist by media, booth, and alphabetically. Ad space available for purchase.
- The Ann Arbor Street Art Fair, the Original, features different artists on our Facebook, Instagram and Twitter feeds, which have 14,300 followers and continues to grow. In addition, the combined Ann Arbor Art Fair pulls our feed and posts, reaching several thousand additional followers.
- Consistent e-newsletters keep fair-goers up to date on Street Art Fair news.
- [www.artfair.org](http://www.artfair.org); The Ann Arbor Street Art Fair, the Original's mobile responsive website (over 10 million hits a year) includes images of artists' work, brief artist statements and links to artists' website.
- [www.theannarborartfair.com](http://www.theannarborartfair.com) site listing; a mobile responsive site for the combined Ann Arbor Art fair.

## **AMENITIES AND SERVICES**

- Vehicle access to the Fair site, as well as easy dolly access during set up/teardown.
- Private security, patrolling city and university police after Fair hours.
- Artist Hospitality: morning coffee and bagels and snacks throughout the day, access to indoor restrooms, free cold water and volunteer booth sitters.
- 11' & 12' wide booth space plus behind booth storage.
- Flatbed dollies are available for artist's use.
- Friday afternoon Award Announcement Breakfast/ Lunch.
- Saturday on-site lunch for artists.

## **MEDIA CATEGORIES**

*The Ann Arbor Street Art Fair reserves the right to re-categorize an artist's submission. Every attempt will be made to notify the artist if this is done.*

**2D Mixed Media:** Two-dimensional work in which the primary intention of the work is the union of two or more mediums in one piece.

**3D Mixed Media:** Three-dimensional work in which the primary intention of the work is the union of two or more mediums in one piece.

**Ceramics:** Original clay and porcelain work, functional or sculptural.

**Digital Art:** Includes any original work in which the original image, or the manipulation of other source material, was executed by the artist using the computer. (Digital photo editing within the confines of what could be done in the darkroom is allowed in the photography category.) Work must be in editions, signed and numbered, using archival papers, inks, and emulsions.

**Drawing:** Work created in which the main body is made by using dry media including chalk, charcoal, pastels, pencil, wax, crayons, etc. or from a fluid medium of ink. **Reproduction prints are not allowed.**

**Fiber:** Includes leather, baskets, dolls, paper, wearable and non-wearable. No machine-tooled, machine-screen printing or other forms of mass production are accepted. Factory-produced wearable items, regardless of additional modification or enhancement by the artists, are not accepted.

**Furniture:** Original, handmade furniture designed and fabricated using raw/unfinished material. Factory-produced items, regardless of additional modification or enhancement by the artists, are not accepted.

**Glass:** Functional and sculptural work is accepted. Kiln forming, blowing, molding or casting, as well as all cold working processes are permitted.

**Jewelry:** All jewelry, whether produced from metal, glass, clay, fiber, or other materials must apply in this category.

**Metal:** Sculptural or decorative work made from metal. No jewelry will be accepted in this category.

**Painting:** Acrylic, oil, gouache, and watercolor paintings are accepted in this medium. **Reproduction prints are not allowed.**

**Photography:** Includes traditional film photography, hand colored images, emulsion transfers, and digital photography that has not been manipulated to achieve results beyond what could be done in a traditional darkroom. Only artist's original source material is acceptable. Work must be in editions, signed and numbered on archival material and all work displayed in the booth must be for sale. Signage of an overtly commercial nature listing the availability of numerous sizes, print surfaces, and/or framing options is prohibited.

**Printmaking:** Only hand pulled original prints are allowed. Prints must be in limited editions, signed and numbered.

**Sculpture:** Three-dimensional work using additive or subtractive processes where the form is made, mainly in a single medium.

**Wood:** Original works that are hand tooled, machine-worked, turned or carved.

## **BOOTH INFORMATION**

**Booth fee:** (Due March 14, 2018 - payment plans available upon request.)

- Artist's Own White Canopy: \$650, 11' or 12' wide x 10' deep space.

- Artist's Own White Canopy: \$800, 11' or 12' wide x 20' deep space. This option only available on the North portion of Ingalls Mall.

#### **Optional Fees:**

- Corner Space: \$100 additional, requested through the Contract & Booth Request Form, sent after acceptance, assigned as available. Assigned corners are invoiced by AASAF in May.
- Electrical Service: \$100 additional, available through purchase in ZAPplication.
- Rental Items: Ordered through the Contract and Booth Request Form, sent after acceptance.

#### **Refunds:**

- Cancellation: If an artist cancels prior to May 4, 2018, their booth fee will be refunded, less a \$75 administration fee.
- Refunds: Booth Fees are not refundable after May 4, 2018. Other fees may be refunded at the discretion of the Executive Director.

#### **Booth Assignments:**

- Booth spaces are assigned giving priority to these artists:
  - Ann Arbor Street Art Fair 2017 Award Winners, Re-invited artists, returning AASAF artists.

#### **MULTIPLE APPLICATIONS**

- An artist may submit two applications within one category with two significantly different bodies of work. The AASAF reserves the right to reject a second application if the bodies of work are deemed to be too similar. If this happens, the artist will be contacted in advance of jury. Both bodies of work must be juried into the Fair in order to bring both, otherwise only the juried body of work may be presented.
- An artist may also submit an application in different categories, with a three category limit. A separate application is required for each category. If multiple categories are juried into the Fair you may bring both categories of work and display them in the same booth. In the case that only one category is accepted, you may only bring the accepted category to the Fair.

#### **COLLABORATION**

- A collaborator is another artist that is an equal partner in creating the submitted work. (Beatriz throws the pot; Patrick glazes the pot.) A collaborator and an assistant are different.
- You and your collaborator's name will be listed in all material.
- Both artists must be present at the Fair.

## **AWARDS**

- **Awards of Excellence**

Three independent jurors evaluate all artists' work on the opening day to select ten Excellence Award winners. All artists, regardless of category, are eligible for these awards. Each award winner receives recognition, a cash award of \$800 and a re-invitation to the Fair for the following year.

## **JURY**

**Application Fee:** \$40 Jury Fee (submitted by 12/31) / \$45 Jury Fee (submitted between 1/1 – 1/15). This fee is non-refundable.

- A separate application and fee is required for each category, with a three category limit. A separate application and fee is also required for each entry within the same category, with a two entry limit.
- Openings for new artists are available in every category each year. The 2018 Fair will be comprised of 205 artist spaces. Approximately 78 artists have been re-invited through high scores from the on-site jury, awards, peer jurying, sabbatical and the featured artist program, leaving approximately 127 artists to be invited from the ZAPPLication jury process in February. An additional group of artists will be selected for the waitlist.

**Jury process:** The AASAF jury is unique among art fairs because it utilizes media panels, resulting in a Fair of exceptional quality.

- Three jury sessions, each comprised of specific media categories, are held. Each session is judged by four guest jurors with expertise in the media being juried and at least one member of the Street Art Fair's Jury Advisory Board. Jurors, primarily from Michigan and Ohio, are selected for their knowledge & experience in a specific media. A diversity of backgrounds and skills is sought, including artists, educators, and museum curators/directors. Juror profiles are updated on [www.artfair.org](http://www.artfair.org) in January.
- Artist applicants are anonymous.
- All five artwork images are projected simultaneously from left to right. The booth image is projected below and not scored, but is used as a reference.
- Scoring is 1 (low) to 7 (high), based on originality, creativity, design, technique, craftsmanship, and production methodology.
- Jury scores are combined and averaged.

### **Jurying proceeds as follows:**

1. Overview: images from all re-invited artists are shown to each media panel followed by images from applicants being juried.
2. Initial scoring: Each medium is scored independently. The artist's jury statement is read while the images are shown for scoring.
3. Review and final scoring: Scored submissions are viewed a third time and discussion is encouraged. Jurors may revise their scores. Final scores are recorded. Artists with the highest scores in each category will move on to the composition session.

4. Art Fair Composition Session: The Jury Advisory Board views the highest scored work from each of the media panels. The final composition of the show and waitlist are established.

**Waitlist:** A single waitlist of all mediums is maintained. Artists receive their waitlist number after jurying is complete and can track their status on ZAPApplication. Due to the unique situation created by multiple Ann Arbor fairs, a larger than usual waitlist is maintained and **invitations are generally extended** to all of the artists waitlisted.

**On-site Jurying and Re-Invitations:** Each artist's work is scored during the Fair, except artists whose media is scheduled for total re-jurying in the following year. On-site scoring is completed by the Jury Advisory Board, in addition to Peer Jurors. Peer Jurors are selected from invited artists to jury within their own or related categories and are issued a re-invitation for the following year.

- **Re-Jurying:** Each year, several categories are completely re-juried. This means that no invitations from on-site scores for a re-juried category will be issued. All media are entirely re-juried over a four-year cycle.
  - 2018: Painting, Drawing, Printmaking
  - 2019: Fiber, Glass, and Digital Art
  - 2020: Jewelry, Metals, Photography
  - 2021: Mixed Media (2D and 3D), Sculpture, Clay, Furniture, Wood

## **RULES FOR PARTICIPATION**

Before applying, please make sure your work meets the following criteria. By applying you agree to abide by the rules, policies and decisions of the Ann Arbor Street Art Fair.

The Ann Arbor Street Art Fair, the Original, is a highly selective fine art fair. Participating artists' booths will be visited periodically throughout the fair by the Jury Advisory Board or staff to ensure compliance with the rules. Artists will be required to remove all work that is not in compliance. Persistent and/or major violation of the rules may result in expulsion from the Fair and ineligibility for future fairs.

- 1) *All work must be original, handcrafted work which complies with the media definitions listed in this prospectus.*
- 2) *Work must be designed and created by the artist solely, in partnership with a collaborator, or with assistants working under the **DIRECT** supervision of the artist in the artist's **OWN** studio.*
- 3) **No reproductions** of original work are allowed.
- 4) *No commercial products are allowed.*
- 5) *Artists may only show work in categories approved by the Jury.*
- 6) *All work exhibited must be of the quality and type of that shown in the juried images. The AASAF reserves the right to ask an artist to remove work that does not meet this requirement.*
- 7) *Artists must prominently display an Artist Statement, with the artist's picture, describing how and by whom the work is made and the materials used to make the work.*

- 8) *Artists must be present with their work for the entire four days of the Fair. If the work is collaborative, each collaborator must be present. All artists must check in at Registration upon arrival. Photo ID is required.*
- 9) *If you produce work in editions, you must disclose edition numbers to the Fair audience and include in your work descriptions.*
- 10) *Card racks are not allowed.*
- 11) *Artists may not show in other fairs, exhibitions or events in Ann Arbor taking place at the same time as the Ann Arbor Street Art Fair.*

### **TAXES**

Taxes: 6% MI Sales Tax. Artists are responsible for the collection, reporting and payment of all taxes.

### **ARTIST NOTIFICATION**

Artists will be notified of their status on or before February 20, 2018 by email and your status will be changed on Zapplication.org. A list of the invited artists will be posted on [www.artfair.org](http://www.artfair.org) soon after notification.