



Craft Expo 2020 Emerging Artist Program

Guilford Art Center welcomes your application to Craft Expo 2020
Guilford Green, Broad and Church Street, Guilford CT
Exhibition dates: July 17, 18, 19th, 2020
Application Deadline: January 21, 2020
To Apply- zapplication.org

Guilford Art Center's Craft Expo 2020, held on the historic Guilford Green, is one of the top ranked and longest-running craft shows in the Northeast. Located half way between Boston and New York, this landmark outdoor show is held at the height of the shoreline's summer season and showcases high-quality works by 180 exhibitors, including glass, clay, leather, jewelry, fiber arts, wood, paper and metal. Customers are loyal and knowledgeable; attendance is approximately 7,000. Proceeds benefit the Art Center's educational and community programs.

Guilford Art Center is a non-profit organization established to nurture and support excellence in the arts through education, exhibitions, sale of contemporary crafts and community outreach. The Guilford Art Center campus includes a school of fine art and craft, a fine contemporary American craft shop, and the Mill Gallery. Additional information can be found on our website: www.guilfordartcenter.org.

Emerging Artist Applicant Eligibility (Artists will be selected by the Craft Expo 2020 jurors. Top scores will be invited to participate)

- All work must be handmade in the United States or Canada.
- Artist must not have previously shown at Craft Expo.
- Artist must be at the early stage of his/her career. This could include a career change as well.
- Artist has not established a solid reputation by receiving regional or national recognition by other artists, curators, critics, or art administrators.

APPLICATION FEES (*Application fees are non-refundable.*)

\$20 if purchased on ZApplication.org and postmarked by January 21, 2020. Please call Dawn: 203.453.5947 **before applying** for a coupon code to receive the discounted application rate.

Applications can be completed at Zapplication.org or <https://www.zapplication.org/event-info.php?ID=7860> along with 4 images of your work

JURORS 2020

- **Kimberly Winkle** - is a maker who creates using wood and paint. She has exhibited nationally and internationally. Winkle is an Associate Professor of Art and Director of the School of Art, Craft & Design at Tennessee Technological University. She holds a Bachelor of Fine Art in Ceramics from the University of Oklahoma and a Master of Fine Art in Furniture Design from San Diego State University.
- **Rod McCormick** - is a metalsmith, sculptor, and jeweler and is a professor in the Craft and Materials studies program at the University of the Arts in Philadelphia, Pennsylvania.
- **Jodi Colella** - exhibits and teaches internationally. She uses needlework to infuse renewed power to craft practices. She is the founder of the fiber study group, Fiber lab, she is a member of the Boston Sculptors Gallery, and a recipient of a 2019 Massachusetts Cultural Council Fellowship Award for sculpture.

CALENDAR

October 1, 2019	Application process opens
January 21, 2020	Application Deadline (\$20.00)
February 12, 2020	Notifications emailed, booth purchases begin
April 1, 2020	Acceptance and Booth Fees Due
May 15, 2020	Exhibitor Contract Due

Craft Expo hours: Set up Times

July 16, Thursday, 10:00am to 8:30pm*
July 17, Friday, 7:00am to 10:00am

Police assisted load-in and designated parking spaces will not be made available until 6:00pm.

Craft Expo hours: Open to the Public

July 17, Friday, 11:00pm to 7:30pm
July 18, Saturday, 10:00am to 7:00pm
July 19, Sunday, 12:00pm to 5:00pm

Admission Fees

- Adult \$9.00
- Children under 12, Members and Active Military with ID: FREE
- Senior (over 65) \$7.00
- Multi-day Pass: \$15.00

Note: There will be no discounts offered on the multi-day pass

RULES AND REGULATIONS

MERCHANDISE REQUIREMENTS

All work submitted for application must be original and made in North America. It must be created by hand or with the use of appropriate tools, by an individual artist and/or with help from a limited number of assistants/apprentices. Works must be of high quality, be well-designed, and convey artistic originality and vision. Work will be accepted based on these criteria. ***Exhibitors must warrant that all work is handcrafted and produced in North America. Only work of the same medium, quality and nature as that submitted for jurying may be displayed and sold.***

Works that will not be accepted: objects from commercially available kits, parts or patterns; any objects/works made from pre-manufactured molds; embellished commercial objects and clothing; factory-made items; assembled jewelry. Such items and/or others that are deemed unacceptable for exhibit may be removed from the show at the discretion of the Art Center without prior notification and/or refund. Painting, photography, sculpture and hand-pulled prints are acceptable. Reproductions of two-dimensional artwork may not exceed 25% of available work and must be labeled as reproductions.

CATEGORIES

Works will be accepted in the following media categories: baskets, clay, fiber (wearable and non-wearable), glass, jewelry (metal and non-metal), leather, metal, mixed media, paper, painting, photography, printmaking, sculpture, and wood. If your work falls outside of these categories, but is still considered a fine craft, please use the "other" category. Applications must include images of 4 different pieces of your work. Detailed shots of the same item are not admissible as separate application photos.

JURYING/SELECTION PROCESS

The jurors will review the artist's digital files and score each artist's work with a numerical score. Exhibitors are chosen from those applicants with the highest numerical scores in each category. Individual scores will not be released. Those scoring just below the cut off score will be added to a waiting list in case booth space becomes available. Cut off scores may vary from one medium to another, and Guilford Art Center reserves the right to balance the show. Notifications of acceptance will be sent out on February 12, 2020.

WAITING LIST

If an exhibitor is placed on a waiting list, he/she will be notified immediately if a space becomes available. Booth fees will not be required until an exhibitor is notified of his/her acceptance.

EXPOSITION RULES

- 1. Contract:** Contracts will be sent with notice of acceptance. Each exhibitor will be required to sign and return an Exhibitor's Contract and provide a State of Connecticut Sales and Use Tax Permit number as a condition of acceptance. All contracts are due by May 15. Exhibitors on the waiting list will be contacted after the April 1 deadline should a booth space become available.
- 2. Sales Tax:** All exhibitors must have a valid Connecticut tax identification number and will be responsible for collecting and remitting CT sales tax. It is the exhibitor's responsibility to find out if their work qualifies for exemption. Exhibitors may submit an application

without a tax certificate, but they must have their certificate before they can participate in the event. The registration fee is \$100, and it will take approximately 15-20 days to get your permit once you register online. For more information, call 860 297-5962.

- **Exhibitors can apply for a tax number online at:**

<http://www.ct.gov/drs/cwp/view.asp?a=1477&Q=269922&drsPNavCtr=%7C40829%7C>

- 3. Exhibited Work:** Only work of the same medium, quality and nature as that submitted for jurying may be displayed and sold. Guilford Art Center reserves the right to ask for removal of work that is not consistent with the work that was juried or that does not conform to the show's merchandise requirements. **Exhibitors must plan to have sufficient stock for all three days.**
- 4. Staffing:** Exhibitors and/or representative staff or assistants must be on hand and available to the public for all public hours of the event. Any exhibitor who closes their display early on any day may be disqualified from future participation in the event.
- 5. Display:** Craft Expo takes place rain or shine, under tents. Exhibitors should prepare for every type of weather. Exhibitors may be situated inside a large tent, or outdoors in their own, smaller free-standing tents.
 - Exhibitors in the large tents are required to provide a self-contained display: backdrops or enclosures, such as pipe and drape, Pro-panels, hard walls, etc.
 - Pipe and drape materials are available for rent by contacting Connecticut Rental 860-347-4688 or General Rental 203-288-8271.
 - Exhibitors should bring their own display lights. All large tents have some overhead lighting, but exhibitors should bring additional lights (preferably LEDs) for their booths.
 - Booth displays and signage should be consistent with the quality of the exhibitor's work as represented in his/her application photos. Displays should be neat and uncluttered. Booth signs are provided by the Art Center, and should be hung in your booth.
 - Rugs or other flooring covering the grass in your booth, are not allowed per town regulations.
 - All stored inventory and crates must be out of public view and must fit within the designated booth boundaries; no expanding into the aisles.

BOOTH SPACE INFORMATION

BOOTH INFORMATION

Upon acceptance, booths may be purchased. **All booth fees are due, paid in full by April 1.**

•Click here for a 2019 show map: <http://guilfordartcenter.org/wp-content/uploads/2019/05/ExpoMap19.pdf>

BOOTH FEES AND DIMENSIONS

Please note: All 2020 booth fees include a \$30 Town Green fee.

Emerging artists will have a booth inside a large tent. Show provides tents.

Non-corner Booth

•5' x 10' Space in tent \$345.

Electricity: 250 watts included with booth fee; \$20 per additional 100 watts.

PAYMENT METHOD

Payment may be made with Visa, MasterCard, Discover or American Express or a check payable to Guilford Art Center. A \$35. processing fee will be assessed for all checks returned by the bank for insufficient funds. **IMPORTANT NOTE:** The application form and jury fee serves as a contract with Guilford Art Center affirming that the exhibitor is ready, willing and able to participate in the event.

REFUNDS AND CANCELLATIONS

Notice of your intent to withdraw from the event must be in writing. A 90% refund is available April 1st - April 30th only if the exhibitor's space can be filled from the wait list. A 50% refund is available May 1st - May 30th only if the exhibitor's space can be filled from the wait list. No refunds will be made after June 1st. All refunds will be made by Guilford Art Center check. If original payment was made by credit card, any credit card processing fees incurred by Guilford Art Center will be deducted from the refund.

SECURITY AND SAFETY

Twenty-four-hour security is provided during the event. However, Guilford Art Center assumes no responsibility for damage, theft or loss of exhibitor work, personal property or display. **We urge all exhibitors to carry their own insurance.** Exhibitors must comply with all applicable state and local laws regarding the sale of their work and with local fire codes with regard to flammability of booth and display materials. Please click here for fire code information.

<http://guilfordartcenter.org/wp-content/uploads/2013/07/StateofConnecticutTentRequirements.pdf>

AMENITIES, ACCOMMODATIONS & TRAVEL

- Craft Expo is conveniently located in downtown Guilford near many restaurants and shops. The main entrance is across from 33 Whitfield Street, Guilford, CT 06437.
- Reasonably priced parking is available close by, including overnight parking, if necessary, and parking for trailers and RVs is available by special arrangement with St. George Church, 203-453-2788.

- Food and drink is available on site at the event food court.
- Free bottled water is available for exhibitors each day.
- A complimentary Artist's dinner will be held on Saturday night at Guilford Art Center campus.
- Volunteer booth sitters are available during the event, so that exhibitors may take a 15-minute break if needed.
- Detailed set-up instructions and complete list of FAQs about the event will be sent to exhibitors upon acceptance.
- Exhibitors are provided with up to 4 exhibitors, assistant or associate badges.
- See <http://guilfordartcenter.org/expo/craft-expo-lodging-information/> for a list of accommodations on our website.
- A small number of local residents may make their homes available to host an exhibitor during Craft Expo. This free housing is limited and absolutely first come, first served. Please contact the Art Center for details.

PROMOTIONAL MATERIALS

Guilford Art Center will provide you, free of charge, with up to 50 promotional postcards and/or stickers (for your own postcards). All promotional materials will offer \$1.00 off admission, excluding the multi-day pass. You may order these materials when you purchase your booth and check out on zapplication.org. All postcard and sticker orders must be received by April 21. A digital file of the sticker and postcard will also be made available to you for distribution to your email list or Facebook friends.

PUBLICITY AND ADVERTISING

Guilford Art Center's promotional efforts on behalf of Craft Expo include detailed press releases, paid print and digital advertising, direct mailing, broadcast media events, and extensive use of social media networking and email campaigns. Exhibitors are also given the opportunity to advertise in the event program. Craft Expo is widely recognized on a regional and national level. ***Unless permission is refused in writing, it is understood that the Exhibitor authorizes the Guilford Art Center to reproduce application images for publicity and advertising.***