



2010 Ann Arbor Street Art Fair, the Original / Prospectus

July 21 – 24, 2010: CELEBRATING 51 YEARS OF ORIGINALITY
On-line Application (ZAPApplication.org) Deadline: **THURSDAY, JANUARY 14, 2010 (1/14/10)**

REQUIREMENTS:

Images: 5 (no booth slide)

Jury Fee: \$35.00 Non-refundable (Submitted by 11/30/09)

\$40.00 Non-refundable (Submitted beginning 12/1/09)

2009 CALENDAR:

October 21, 2009: Online Application available on www.ZAPApplication.org.

January 14, 2010: Online Applications due by 12:00 EST.

February 19, 2010: Notifications e-mailed and listed on website: www.artfair.org (please do not call).

May 14, 2010: Deadline to cancel and receive refund (less \$75 administrative fee).

July 19, 2010: Townie Street Party, a kick off to the Ann Arbor Street Art Fair.

July 20, 2010: Artist set-up.

July 21 to July 24, 2010: 51st Annual Ann Arbor Street Art Fair, the Original.

OVERVIEW:

Established in 1960, the Ann Arbor Street Art Fair is the Original of a collective of four concurrent art fairs that bring four days of outstanding visual art to downtown Ann Arbor. The Street Art Fair takes place around one of the city's most recognizable landmarks, the Burton Carillon Tower, located on the tree lined central campus of the University of Michigan. Collectively the Ann Arbor Art Fairs draw more than 500,000 fairgoers from across the nation. Join us as we celebrate our 51st year of Originality in Ann Arbor!

MISSION:

The mission of the non-profit Ann Arbor Street Art Fair, the Original is to increase public knowledge and appreciation for contemporary fine arts and fine crafts by creating opportunities that connect artists, the Ann Arbor community, and the general public, to their mutual benefit, culminating in a top quality juried street art fair.

AMENITIES AND SERVICES:

- o Site access adjacent to booth or easy dolly during set up/teardown.
- o Private security, patrolling city and university police each night.
- o Hospitality: Welcome Reception, Awards Ceremony, morning coffee and bagels, artist lounge, access to indoor restrooms, free cold water, and volunteer booth sitters.
- o Behind booth storage (available for select booths).

MARKETING:

The four Ann Arbor Art Fairs market collectively and individually, resulting in over 130 feature articles and listings, as well as Detroit area TV and commercial Radio coverage (including 3 NPR stations).

Major marketing pieces and partnerships include:

- o **Street Art:** audience guide to the Street Art Fair artists, includes an image of each artist's work.
- o **The Ann Arbor Art Fairs Guide:** lists each artist by media.
- o **artfair.org:** Ann Arbor Street Art Fair website (July 2009 nearly 6 million hits and nearly 100,000 visits): includes images of artists' work, brief artist statements, links to artists' website, as well as program and sponsorship information. Top 100 Google Trends (searches) July 15, 2009.

JURY PROCESS:

Openings for new artists are available in every media each year. The 2010 Fair will be comprised of approximately 175 spaces for artists. Sixty-five artists have been re-invited through high scores from the on-site jury, awards, peer jurying, sabbatical and the featured artist program. More than 100 artists will be invited from the ZAPApplication™ jury process in January with an additional group of artists selected for a waitlist.

During the jury process:

- Artist applicants remain anonymous.
- Five images are projected at the same time in a horizontal pattern.
- Scoring is 1 (low) to 7 (high).
- Scoring is based on originality and creativity, design, technique, craftsmanship, and production methodology.
- All scores are combined and averaged.

Jurying proceeds as follows:

1. Overview: images from re-invited artists are shown to the each media panel followed by images from applicants.
2. Initial scoring: The description of materials and technique is read while the images are shown for scoring (image description and sizes may be read, if requested by a juror) and may be available on scoring pages.
3. Review and final scoring: High scoring submissions, submissions with widely varying scores, and submissions requested for review by a juror are viewed a third time and discussed. Jurors may revise their scores. Final scores are recorded.
4. Art Fair Composition Session: The Jury Group views the choices from each of the media panels. Final selections are made and a waitlist is established.

Jurors

Five jury sessions, grouping related media categories, are held, consisting of 3 or 4 guest jurors each, and at least one member of the Jury Group. Jurors, primarily from Michigan and Ohio, are selected for their experience and expertise in a specific media. A diversity of backgrounds and skills is sought, including artists, educators, and museum curators and directors. Panelists are rotated so that new and experienced jurors serve together. Panelist profiles are updated on www.artfair.org in December.

Jury Group

Six artists from the Ann Arbor area serve as volunteer jurors and consultants, representing a range of media and visual art professions. Several group members have been fair participants. Jury Group Members are listed on www.artfair.org.

Each year several categories are totally re-juried. All media are entirely re-juried over a four-year cycle.

2010: Painting, Drawing, Pastels, Printmaking, Wood

2011: Fiber (including Dolls, Baskets and Leather), Glass, and Digital Art

2012: Jewelry, Metals, Photography

2013: Mixed Media, Sculpture, Clay, Furniture, Wood

* Wood will be rejuried one time only on a three year cycle as part of the category adjustments which added furniture in 2009

Jurying On-Site

Each artist's work is evaluated during the Fair, except artists whose media is scheduled for total re-jurying in the following year. The on-site jury consists of the six members of the Jury Group plus two participating artists from eligible categories (Peer Jurors, jurying in their own category, or related category, only).

Jurying For Awards

Two independent jurors are invited each year to evaluate the work of the artists in the Fair and together they select ten award winners on the first day of the Fair. Awards are given for excellence and originality in any medium and are presented at the Thursday morning Awards Breakfast. Each award winner receives recognition, a cash award and is re-invited to the Fair for the following year.

Featured Artist

Invited Artists may submit proposals prior to the Fair for selection as the next year's featured artist. The featured artist receives an invitation for two years, and a free booth in exchange for creating images for the poster and other souvenirs. The featured artist is selected by the Souvenir Committee, reviewed by the Jury Group and announced at the Awards Breakfast.

BOOTHS AND FEES:

Application Fees: \$35 Jury Fee (Submitted by 11/30) / \$40 Jury Fee (Submitted beginning 12/1) (non-refundable per application).

A separate application and fee is required for each category (one per category, three category limit, substantially different work required for each category)

Booth Fees: Booth fees will be due in mid-March (*payment plans available)

- o Tented Spaces: \$650: 10' wide x 20' deep under large commercial tents provided by AASAF.
- o Artist's Own White Canopy: \$650: 10' deep x 12' wide space.
- o Open Air Space: \$650: 10' x 20' space without canopy or walls. Work and artist must be able to withstand the elements.
- o Corner Space: additional \$100: Assigned upon request, if available. Corner fee will be invoiced if assigned.

Electrical Service: \$100 available all booths, upon request.

Parking: \$75 reserved metered street parking near the fair, based on availability and upon request.

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

Administrative Fee: \$75 if an artist cancels prior to May 14, 2010 deadline.

Refunds: Booth Fees are not refundable after May 14, 2010. Other fees may be refunded at the discretion of the Executive Director.

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 is a highly selective fine art fair. Participating artists' booths will be visited periodically throughout the fair by the Jury Group 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. One of a kind work is preferred and encouraged.
2. No commercial reproductions or embellished commercial products are allowed.
3. If you produce work in editions, you must disclose edition numbers to the Fair audience and include in your work descriptions.
4. Artists may only show work in categories approved by the Jury. All work exhibited must be of the quality and type of that shown in the images juried.
5. 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.
6. 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 (Artist Central) upon arrival. Photo ID is required.
7. All work must be for sale.
8. 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.

MEDIA NOTES

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.

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. Work must be in editions, signed and numbered, on archival papers, inks, and emulsions.

Jewelry:

Only those artists accepted in the jewelry category may display or sell jewelry.

Photography:

Includes artist's original source material and is processed either by the artist or under his/her direct supervision. Work must be in editions, signed and numbered, on archival papers, inks, and emulsions.

Printmaking:

Hand pulled original prints (signed and numbered limited editions) ONLY are acceptable in the printmaking category.

Artists will be notified by email only in February 2010. A list of the invited artists will be posted on www.artfair.org in February. Results will not be given over the phone or sent in the mail.

Ann Arbor Street Art Fair, the Original, PO Box 1352, Ann Arbor, MI 48106 ~ PH: 734.994.5260 ~ FX: 734.994.0504 ~ www.artfair.org