

Paint Creek Center for the Arts

407 Pine Street
Rochester, MI 48307

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2012 APPLICATION

Rochester Park • Rochester, MI
September 7-9, 2012
www.artandapples.com • 248.651.4110



The Art & Apples Festival is a program of Paint Creek Center for the Arts (PCCA), a non-profit regional art center established in 1982. Dedicated to creating a passion for art, PCCA enhances life in the region by promoting, encouraging, and creating opportunities to participate in and appreciate the arts.

Important Festival Information



ABOUT THE FESTIVAL

The Art & Apples Festival is a program of Paint Creek Center for the Arts, a nonprofit regional art center.

- The Art & Apples Festival, now in its 47th year, consistently ranks among the top 30 fine art fairs in the U.S. according to Sunshine Artist magazine and was ranked #29 on the Fine Art & Design list in 2011.
- The Art & Apples Festival is a juried festival of fine art, featuring over 285 top quality, national exhibitors, with an estimated attendance of more than 125,000.
- The Festival is held annually the weekend following Labor Day in Rochester's 30-acre Municipal Park.
- Rochester, Michigan is located in Oakland County, the tenth wealthiest county in the U.S.

ARTIST AWARDS

During the 2012 Art & Apples Festival, each artist's work will be evaluated by an onsite jury. The top scoring artists will receive cash prizes based on design, execution, and aesthetic appeal of the work, as well as booth presentation. Up to a third of the highest scoring artists will be invited to participate in the 2013 festival as Jury Exempt Artists.



THE JURYING PROCESS

- The Jury consists of a panel of four professional artists from varying mediums.
- Jurying is anonymous and silent.
- Each applicant is assigned a number; no names are used.
- Jurying is conducted separately for each category.
- The four images from each artist are viewed simultaneously. Since selection to the Festival is based on these images, they must accurately represent the work to be exhibited.
- The Description of Work provided by the artist on the application is read aloud to the jurors.
- Scores are based on originality, technique, design and overall impact.
- PCCA has the right to exclude any previously accepted artist whose booth or artwork was not consistent with the images submitted for jurying or any artist in violation of the Festival's Rules for Participation.

ARTIST FEES

APPLICATION FEE: Must accompany each application (one per category). All fees must be paid in U.S. currency.

Each Category Art & Apples Festival – \$30 non-refundable.

BOOTH FEES

DO NOT SEND BOOTH FEES WITH YOUR APPLICATION.

Booth fee payments received **PRIOR** to jury acceptance will not be processed and checks will be shredded.

Single booth fee \$375
Double booth fee \$600
Corner booth fee additional \$100
Electricity fee additional \$60

NFS CHECK FEE: For each NFS check, an additional \$30 will be added to the \$30 application fee.

GENERAL INFORMATION

- Electricity is available in specific areas only.
- Booth space is 11' x 11' with 4' of storage in back.
- No overhangs are allowed.
- Artists are responsible for providing their own display equipment and weather protection.
- No power generators

2012 Festival Dates & Times

Friday, September 7 • 4pm – 7:30pm
Saturday, September 8 • 9am – 7:30pm
Sunday, September 9 • 9am – 4pm

Festival Contact Information:

MAILING ADDRESS

Paint Creek Center for the Arts
407 Pine Street • Rochester, MI 48307
PH • 248-651-4110 FAX • 248-651-4757

E-MAIL

festivals@pccart.org

WEBSITE

www.ArtandApples.com

PROCEDURES AND CALENDARS

A separate form is necessary for artists applying in more than one category.

RULES FOR PARTICIPATION

- The artist of application must be present at check-in and with his/her work for the duration of the Festival. A picture I.D. is required daily.
- All work must be designed and executed by the accepted artist(s). Commercially cast jewelry, molds and imported or commercially-made products (including fiber/wearables); or pieces done by a production studio are NOT ACCEPTABLE.
- Artists in the 2D categories are allowed to sell reproductions of their original work in limited, signed and numbered editions, but reproductions cannot represent the majority of work in the booth.
- Artists may exhibit and sell work in more than one category, provided each category is applied for separately, juried and accepted.
- Only artists accepted in the jewelry categories may display and sell jewelry.
- Artists are allowed one booth only (single or double), regardless of number of categories for which they are accepted.
- Collaborating artists may apply jointly on one application, however, the primary artist of application MUST be present at check-in and for the duration of the Festival.
- Only work consistent with the accepted juried images may be exhibited and sold at the Festival. Nothing of lesser quality may be exhibited.
- Each artist is responsible for the collection and payment of the 6% Michigan sales tax.
- All artists must be 18 years of age or older.
- **THE RULES FOR PARTICIPATION WILL BE ENFORCED.**

APPLICATION PROCEDURES

- Complete the entire Festival Application and return it postmarked by February 24, 2012.
- Complete a separate application if applying in more than one category. (The same body of work is not eligible in multiple categories.)
- Submit a total of four images on one CD. The images must consist of three individual examples of work and one image of the artist's fully stocked booth.
- Clearly label the CD with name, category and phone number. Name each image file on the CD; i.e. Booth, Sample of Work 1.
- Images should be 300 dpi in JPEG format ONLY. Images must be NO LARGER than 3MB each.
- CDs will not be returned.
- Carefully read the application Risk & Liability Agreement, sign application and return postmarked by February 24, 2012 to:

Paint Creek Center for the Arts
Festival Application
407 Pine Street
Rochester, MI 48307

Application Deadline:
February 24, 2012 (a postmark date)

2012 Art & Apples Application Calendar

FEBRUARY 24 (A POSTMARK DATE):
All application materials **MUST BE RECEIVED** with this postmark date.

FEBRUARY 25:
Applications received on or after this date without proper postmark will be returned to sender.

MARCH 19:
Jurying results mailed via US Postal Service by this date.

JUNE 16:
Booth fees for all Art & Apples Festival artists **MUST BE RECEIVED** with this postmark date.

2012 Art & Apples Festival Refund Calendar

BEFORE JUNE 16:
100% of applicable Art & Apples fees paid for booth, corner, and electricity will be refunded MINUS a \$25 processing fee.

JUNE 17 - 23:
50% of applicable Art & Apples fees paid for booth, corner, and electricity will be refunded.

JUNE 24 – JUNE 30:
25% of applicable Art & Apples fees paid for booth, corner, and electricity will be refunded.

JULY 1 AND AFTER:
No fees will be refunded as of this date.

2012 Cancellation Procedure

Artists cancelling their participation in the Art & Apples Festival **MUST** follow the procedure below.

Please note refund calendar above. Call PCCA at 248.651.4110 to notify staff of your cancellation stating your name and category. A staff member will contact you via the phone number listed on your application to verify your cancellation. Your verbal acknowledgement is acceptable. A staff member will also send you written notification of your cancellation by United States Postal Service. **THERE ARE NO REFUNDS AFTER JULY 1, 2012**

ARTIST APPLICATION

ARTIST INFORMATION

New Exhibitor Prior Exhibitor

ARTIST NAME		CO-ARTIST	
ADDRESS	CITY	STATE	ZIP
HOME PHONE	CELL PHONE	COMPANY NAME	
E-MAIL ADDRESS		WEBSITE ADDRESS	

IMPORTANT: If you have any change in contact information, send notification to PCCA via festivals@pccart.org.

Check here if you WANT to receive festival information electronically via the e-mail address listed above. If you check this box, information will not be sent via USPS.

MEDIA CATEGORY

2-D Work

- Drawing Digital Art Painting
 Printmaking Photography 2-D Mixed Media

3-D Work

- Glass Fibers (wearable) Fibers (non-wearable)
 Leather Jewelry (metal) Jewelry (non-metal)
 Toys Metalsmithing Sculpture
 Clay (functional) Wood 3-D Mixed Media
 Clay (non-functional)

If you are applying in a second media, use a separate form for each category in which you are applying. Note: The same body of work is not eligible in multiple categories.

DESCRIPTION OF WORK

Describe the artistic technique, production process and materials used in creating your work. Description will be read to the jury.

APPLICATION FEE:

- \$30 U.S.
-
- Check payable to PCCA (please include applicant name on check)
- VISA MasterCard Discover

ACCT # _____ EXP. DATE _____

NAME ON CARD _____ AMOUNT TO BE CHARGED _____

ON-SITE ARTIST INFORMATION

Parking Requirements:

- Handicap
 Vehicle w/Trailer
 Overnight Parking
 Multiple Vehicles # _____
 RV

Set-Up & Tear-Down Considerations:

- Oversize or heavy artwork
 Require aid due to artist disability
 Tent height _____ ft.
 Other _____

Booth Information:

- Single Booth (\$375 U.S.)
 Double Booth (\$600 U.S.)
 Corner Booth (Additional \$100 U.S., if available)
 Electricity (Additional \$60 U.S.)

*The above charges are not to be paid prior to jury results.

- Booth Request — Artists may request a booth location, however requests are NOT guaranteed.

Please be as specific as possible i.e: specific booth #.

RISK & LIABILITY AGREEMENT

The undersigned applicant has read, understands, and agrees to the rules, terms, and conditions under which he/she will be allowed to participate in the 2012 Art & Apples Festival. In consideration of being allowed to participate in the Festival, the undersigned agrees for his/her executors, administrators, and assigns to release, discharge, indemnify, and hold harmless Paint Creek Center for the Arts and the City of Rochester and their assigns, agents, servants, and employees of and from all claims or courses of action which may hereafter exist by reason of any loss, damage to property or personal injury which may be sustained by the undersigned or partners/employees/helpers of the undersigned in consequence of being allowed to participate as an exhibitor in the 2012 Art & Apples Festival. Paint Creek Center for the Arts does not carry insurance to cover personal property of artists. You are advised to obtain your own insurance as an independent contractor.

Note: Acceptance into the Festival gives Paint Creek Center for the Arts permission to use artist's information and images for publicity purposes.

SIGNATURE OF APPLICANT(S) _____ DATE _____