

17th ANNUAL



October 8-9, 2011

Sequoiota Park

Springfield, Missouri

Presented by

Southwest Missouri
Art & Craft Guild

Springfield-Greene County
Park Board

CALL FOR ARTISTS

The Southwest Missouri Art and Craft Guild members are pleased to invite you to participate in the application process for the 17th annual Art in the Park Show and Sale. Art in the Park is one of the few art fairs in the country that was created by artists for artists. It continues in that spirit with thoughtful regard for professional artists who earn their livelihood from their work. Selection by jury is based on quality and originality. This promotes the goal of producing a show of fine art and craft in which each artist feels honored to participate. Art in the Park has cultivated a reputation among artists and patrons alike as being one of the few juried art and craft shows in the region. Patrons look forward to this festival all year to collect the work of their favorite artists, become acquainted with new ones and get a head start on their holiday shopping. The beauty of Springfield's historic Sequiota cave and park provides a serene setting where Springfieldians gather to enjoy the colorful fall foliage, hiking and biking trails and, on one weekend of the year, an exhibit of the finest art and craft available in Southwest Missouri.

AWARDS

People's Choice Award winner receives a free booth for 2012 Art in the Park. Patrons vote for their favorite booth in the show to determine who wins this award. In 2010, this award winner also received a sponsor supported cash bonus.

Awards of Excellence are cash awards donated by individual sponsors. These awards are judged by the participating artists on Saturday. The Awards are distributed on Sunday morning of the show.

AMENITIES

Continental Breakfast is available both days in the Hospitality Tent. Beverages are also available throughout each day. Free Lunch is provided for artists and their helpers on both days (maximum of two lunches per booth). Drive-up Loading and Unloading makes set-up and take-down very easy. Nearby parking is available in the park.

JURY PROCESS

A panel of three independent jurors is selected to review the slides or digital images of each applicant. Jurors are artists, art professionals and educators from the area who understand different media and how it is created.

The Jury Coordinator assigns each applicant a number so that he/she may be judged anonymously. To maintain this fair standard, it is important to make sure that your name, your studio name or yourself is NOT pictured in the booth image or as part of the image name on your CD.

Slides or digital images are projected. The coordinator reads the corresponding descriptions and processes aloud to the jury as they view the images.

The jurors are given a list of criteria to use as a guideline for judging the work. These include originality, quality and skill of execution. They score the images on individual forms and turn them into the Coordinator after jurying is complete. Since the images and their descriptions are the only basis for judging the work, it is in the applicant's best interest to have clearly focused, well lit, professional looking images. Descriptions should be legible, specific, concise and easy to understand. Lengthy descriptions and/or biographies will not be read to the jury.

SCHEDULE

Application Due:
July 1, 2011 postmark

Notification: Mid-August

Art in the Park: October 8 & 9, 2011

EXHIBIT SPACE

Booth spaces are 10 feet by 10 feet on grass.
Stakes are permitted.

Since weather is unpredictable, artists are urged
to prepare for inclement weather.
There are no rain dates for Art in the Park.

QUESTIONS?

Address any questions to the Show Co-Chairs:

Denene Taliaferro
dktfiberartist@aol.com :: 417-881-6182

Cathy Evans
bignosecreations@yahoo.com :: 417-689-4536

APPLICATION PROCESS

1. Complete the application and sign the release statement.
2. Submit a separate application for each category you enter.
3. Provide a self-addressed, stamped envelope for return of slides or CD. Images of accepted artists will be returned at the show.
4. Enclose 4 professional quality 35mm slides or a CD/DVD containing digital images in JPEG format. 3 images should represent the work to be exhibited. 4th image must show a recent booth display with work clearly visible.
5. Orient digital images or slides for correct viewing when projected. Label each slide mount with the top of the slide indicated, artist's name, medium and number corresponding to your slide description. Number each digital image in like manner, so the description will match the image, but omit your name from images to maintain anonymity.

NOTE: Do NOT send photos, printed computer images or direct scans of product. Applications received with any of these will not be juried. Jury fee and photos will not be returned.

6. Attach a separate page labeled with the artist's name, brief description of process used to create artwork and individual descriptions of each image including dimensions and titles if applicable.
7. Enclose two checks/money orders made payable to SMACG:
\$100 Booth fee (\$80 for Guild Members) \$10 Jury fee per medium entered
IMPORTANT: The artist's name on the check(s) should match the name on the application.

8. Mail application materials by July 1, 2011.

RULES & REGULATIONS

Each booth display must consist of the artist's original, juried work. Artwork displayed must be in the medium(s) submitted to and accepted by the jury.

Any commercial re-sale items or work made from commercial kits, molds, patterns, plans, stencils or prefabricated forms may NOT be exhibited.

Non-original reproductions are allowed if they do not constitute more than 75% of the total items offered for sale. All reproductions must be clearly labeled as such and not be displayed as original work.

Each exhibitor's work will be screened during Art in the Park. Artists whose work does not comply with the rules will be asked to leave. **Artists who send a substitute exhibitor will be asked to leave.**

Accepted artists are expected to attend the show and to abide by the show hours. Booth spaces are non-transferable. Any artist who has not been juried into Art in the Park or who has not paid the jury and booth fees will not be allowed to exhibit.

Up to 2 artists may share a booth. They must jury separately and process separate applications including half of their required booth fee.

All sales will be handled by the artist. Accepted artists will receive an application for a \$5.00 city vendor's license, which they must submit to the city of Springfield prior to the show. Each artist is also responsible for collecting sales tax and filing it with the Missouri Department of Revenue.

All exhibiting artists must be 18 years of age or older.

Displays must be professional. All participants must have a tent, preferably white.

APPLICATION

Please print legibly or type:

Artist's Name _____ StudioName _____

Address _____ City/State/Zip _____

Phone(s) _____ E-mail _____

Circle the category in which you wish your images to be judged:

Painting/Drawing Metals Ceramics Glass Photography Jewelry Wood Fiber Printmaking Sculpture Paper Mixed Media

Accepted artists agree to the use of their images for promotional purposes.

By my signature, I release the Southwest Missouri Art and Craft Guild, the city of Springfield and the Springfield-Greene County Park Board of any liability for loss or damage to persons or property of any kind. I will exhibit only my original work. I have read and understood the rules and regulations for Art in the Park 2011 and agree to abide by them. I understand that failure to follow these rules may result in my expulsion from Art in the Park 2011 and/or future Art in the Park shows.

Signature(s) Both artists must sign if sharing a booth.

Date

Checklist:

- Completed application
- 3 images of work and 1 of booth display
- Attached image descriptions & process
- Check for \$10 per medium if jurying
- Check for \$100 booth fee (\$80 for members)
- S.A.S.E. if you want your CD or slides returned.

Make checks payable to SMACG and send with all check-listed items to:

Art in the Park
Southwest Missouri Art & Craft Guild
P.O. Box 350
Marshfield, MO 65706

POSTMARK BY JULY 1, 2011