

Flats Festival of the Arts 2016 – Cleveland
The Flats East Bank Entertainment District
Cleveland, Ohio

Event Summary

Approximately 200 national and international artists will be selected to Exhibit at the 2016 Flats Festival of the Arts Cleveland. Applicants will be selected in a completely blind jury process - only the art and booth set up are evaluated for consideration in the show - no other information about the artists is revealed to the jurors.

The Flats Festival offers an energetic atmosphere in which to buy and sell original art work along the headwaters of the Cuyahoga River— we invite you to apply to exhibit at the 2016 Flats Festival of the Arts taking place throughout Cleveland’s newest and best place to eat, drink, play and live.

General Information

www.FFOTA.org

Contact: Scott Huntley, Consulting Producer

Telephone: 216-512-0234

Location: Flats East Bank Entertainment District

Show Dates: 8/19/16 – 8/21/16

Special Patron Preview August 18, 6-8 PM

Application Deadline: 4/01/16 11:59 pm Eastern Standard Time

Images: 4 Images of work plus 1 booth image

Viewed: Computer Screen Jury

Jurors: 5 jurors (paid)

Scoring: 1-7 no 4

Jury/application Fee: \$35 (nonrefundable)

Booth Space: \$300

Double booth, \$600

Corner booth +\$100 (booths with at least 10' of open space adjacent)

Premium street intersection booth: +\$200 (booths located at a major Festival street intersections)

Artist Presence: Required of all artists: You must be present to exhibit. This includes collaborating artists.

Commercial studios involved in multiple or volume production should not apply to the show.

No. of Exhibitors expected from jury pool: 180

No of invited artists: 20

Parking: 1 parking space is included.

Additional parking spaces for trailers or additional vehicles MUST be purchased on Zapp

Limited storage space behind many booths several booths do not have storage space

Water barrel tent weights are available for rent

5 amps of electricity will be available free of charge within 100' of booth

Additional electricity available 10 amps - \$55

Artist hospitality and VIP area with private restrooms, snacks and daily continental breakfast

Volunteer Booth Sitters available during all festival hours.

Security Officers monitor site around the clock.

Most booths are accessible by vehicles for set-up/tear-down.

2016 CALENDAR (subject to change):

February 25, 2016 Artist application available on www.ZAPApplication.org

April 1, 2016 Online Application due by midnight (EST)

April 26-29, 2016 Jury selection

Beginning of May 2016 Notification emailed to accepted, waitlisted, and not invited artists.

May 30, 2016 Contacts/tech sheets due

May 30, 2016 Full payment due through Zapplication.org

June 19, 2016 Deadline to cancel and receive guaranteed 100% refund (less \$25 admin. fee)

June 15, 2016 Proof of insurance due

July 05, 2016 Deadline to cancel and receive guaranteed 50% refund (less \$25 admin. fee)

July 15, 2016 Booth assignments and other information available to artist

July 15, 2016 Deadline to purchase Festival tent and additional parking on ZAPP

August 18, 2016 Artist set-up

August 18, 2016 Festival Preview Party

August 19-21, 2016 Flats Festival of the Arts

2016 Festival Hours and Artist Sale Hours (subject to change)

Thursday August 18 6:00pm-8:00pm Festival Preview

Friday, August 19 11:00am to 10:00pm

Saturday, August 20 11:00am to 10:00pm

Sunday, August 21 11:00am to 5:00pm

The jury is scheduled for April 26-28, 2016.

At least 180 spaces will be available through the jury process. 15-20 booth spaces are reserved for invited artists. Festival Jury is conducted by a panel of experienced arts and industry professionals and is based solely upon the quality of the work as illustrated in the submitted digital images.

Of highest importance is the creative vision of the applicant and the quality of the work. Work must be original in concept and made by the exhibiting artist with assistance only under his/her direct supervision.

Two round jury

New jury each year

Artists are identified by number and reviewed by category.

Images should be void of artist signature or any identifying marks; this will ensure an anonymous jury process

Material/Technique statement will be available to jurors

Accepted artists will be the top/highest scores in their respected medium

Flats Festival of the Arts may limit the number of artists accepted in some categories in order to present a balanced show

Decisions of the jury panel are final

The Festival Director shall fill all vacancies from the festival waitlist.

BOOTH IMAGE:

All applications from professional artists must submit an image of their display booth. The booth image shows the jury your body of work, provides dimension and scale, and shows overall continuity and presentation of your current body of work.

If available, please use an image from an outdoor show.

Booth images may not be manipulated in Photoshop or any other computer program (other than to blur or remove artist signature or identifying signs in booth shots)

Booth images may not contain the artist or studio name.

The booth image must show the entire booth.

Applications submitted without a booth image or with booth image that is digitally created in will be rejected.

Booth image should be exclusively representative of the product/merchandise that will be brought to the Festival – works which are not juried into the festival will not be allowed to be sold.

MATERIAL/TECHNIQUE STATEMENT:

An artist description of materials, technique and inspiration of current body of work no more than 200 characters, including spaces is required. Artists are encouraged to enter a description of material, technique and inspiration that is concise and explains the body of work. Do not in any way personalize this information directed to the jurors in the favor of the artist.

NOTIFICATION:

The Flats Festival of the Arts will send e-mails by mid-May to all artists informing them of their status. Contracts will also be made available to invited artists. The status of each artist will also be posted to his or her Zapplication account.

INSURANCE:

Artists are responsible for proper insurance and protection of work and setup. The Flats Festival of the Arts will not be responsible for damage to work or setup. Upon acceptance Exhibitors must provide the Flats Festival of the Arts with an appropriate Certificate of Insurance, naming the Flats Festival of the Arts as an additional insured pursuant to a general liability insurance policy with a minimum coverage of \$1,000,000. Three day insurance policies are available at <http://www.actinspro.com/>. You will not be permitted to set up without the required insurance information.

Rules/Regulations

The Flats Festival of the Arts considers its enforcement of the rules our exclusive right and responsibility. Festival team members will visit all displays throughout the Festival to ensure that exhibitors comply with all Festival rules.

Work in juried images must be representative of the work to be shown at the festival and the correct inventory proportions. Working Example: If a photographer submits 3 black and white images and 1 color image to the jury, the artist is committed to bring and sell 75% black and white photos.

Current body of work must be displayed starting from creation date of 2011 forward.

No mass-production or manufactured work is permitted.

All work must be designed and executed by the accepted artist(s). It is the work by the artist that is juried, therefore any change in the body of the work by the artist is not considered juried and may not be sold unless approved by the Director of the Festival.

Artists are required to display an Artist Statement including a photograph of the artist in booth during the Festival.

Artists may apply in multiple categories. Each medium is evaluated separately. If you apply in more than one category, only the booth slide may be repeated.

A picture ID is required at artist check-in by all artists, accepted to exhibit, including collaborating artists. In addition, the Festival reserves the right to check ID each day of the Festival to ensure the artist is present.

Artists may display work only in the media categories in which they are accepted. All work exhibited must be comparable to work shown in submitted images. Exhibiting work that was not juried in to the Festival is grounds for removal from the show.

Artists retain 100% of their sales and are responsible for the collection and reporting of all applicable sales taxes. Ohio sale tax is 7.50% www.tax.ohio.gov.

EZ-Up and other light weight accordion style tents are not allowed for use during the Festival. Any violation to this rule can result in the removal of the exhibitor. The ONLY exception to this rule are **Commercial** Heavy Duty units manufactured by TFH Gazebos (UK) and King Canopy (Goliath model ONLY)

Proper weight of your tent is required. Bring enough weights to secure your tent in the event of strong winds or storms. The Festival reserves the right to inspect the weighting of your tent.

Artist will abide by Load-in/Load-out procedures monitored by festival staff and festival security.

REPRODUCTIONS:

Reproductions must be a subsidiary part of the artist's display.

All reproductions must be clearly and individually labeled on the front of the each piece as such; no other terms such as "print" or "offset lithograph" may be used. Required labels on artwork are to say *reproduction*.

Work that was made before 2011 will be considered a reproduction will need to have labels and can't exceed 25% of the work displayed your booth.

Reproductions must be in signed editions of no more than 250.

Framed reproductions may be displayed on one wall of the booth, not to exceed ten (10) linear feet. All unframed reproductions must be displayed in browse bins.

2-D reproductions allowed with restrictions (see restrictions in Medium Definitions)

An excessive number of reproductions will not be tolerated at the Festival and we will be walking the festival site daily to monitor for violations.

COLLABORATING ARTISTS:

All artists must be present to exhibit all 3 days of the festival. This includes collaborating artists. Proper ID is required of both artists. If artists apply as collaborating artists, each artist must be present. If each artist is not present, artists will not be permitted to set-up or exhibit.

If artists apply as partners, each artist must be present all three days. Collaborating artists may only show their joint work. Both names must appear on all application materials.

MEDIUM DEFINITIONS:

Media categories are used by the Flats Festival of the Arts as a tool for organizing artists' images into logical, related groups for the jury's review. While a balanced show that equitably showcases both works of fine art and fine craft as well as diversity among media is a principal Arts Festival objective, the Arts Festival establishes no quota or entitlement by media category.

ANY MIS-CATEGORIZED WORK WILL BE REMOVED FROM CONSIDERATION

All work must be original and signed handcrafted work. The artist signature defines and establishes artistic ownership and it guarantees the accuracy of the description of the works presented and the authenticity of the work as the creation of their own hands.

2D Mixed Media – Works that incorporate more than one type of physical material in their production. Two-Dimensional Mixed Media should include more than one of the following: paint, pencil, watercolor, photography, printmaking or drawing, fabric or other found objects.

3D Mixed Media – Works that incorporate more than one type of physical material in their production. Three Dimensional Mixed Media should include more than one of the following: clay, fiber, glass, metal, wood, or any other 3-D objects.

Ceramics – All original clay and porcelain. If multiple pieces of the same design are displayed, the artist must sign each piece. Machine-made and mass-produced work is not permitted.

Digital Art – Original work utilizing computer technology to craft or manipulate visual images. Work must be printed on archival quality paper and be properly signed and numbered as a limited edition. Exhibitor must disclose and display both their creative and printing processes in their booth during the Festival.

Drawing & Pastels – Works created using dry media including chalk, charcoal, pastels, pencil, wax crayons, etc. or from fluid medium of inks and washes applied by pen or brush.

Fiber– All work crafted from fibers, including basketry, embroidery, weaving, tapestry and papermaking. No machine-tooled, machine-screened patterns or miscellaneous forms of mass production are permitted. No factory produced items, regardless of additional modifications or enhancements may be exhibited.

Glass – Glass works that are functional or decorative by design and are kiln-formed or have been crafted by glass blowing, molding, or casting. Works may be etched or engraved. No forms of mass production are permitted.

Jewelry – **ALL jewelry**, whether produced from metal, glass, clay, fiber, paper, plastic or other materials. No commercial casts, molds or production studio work is allowed. Limited use of pre-made material such as beads or small ornamental items is permitted.

Leather - Work where the primary material is leather including belts, handbags, wearable and sculptural work. All factory-produced items regardless of additional modification or enhancement by the artist are prohibited.

Metal – Includes all non-sculptural, **non-jewelry** work crafted from metals. No production studio work is allowed.

Painting – Works created in oils, acrylics, watercolor, etc.

Photography – The process of capturing images that begins with a camera lens, then printing the images, by chemical or digital means, onto a surface. All pieces must be signed, numbered and dated in limited editions of no more than 250. The surface on which the photographs are printed must be identified in the description (paper, aluminum, wood, fabric, canvas, etc.). Photographers are required to disclose their creative and printing processes.

Printmaking & Graphics – Printed works for which the artist hand-manipulated the plates, stones, or screens. Prints must be signed and numbered as a limited edition. Printmakers are required to disclose their printing process.

Sculpture – Three-dimensional original work created in any single medium other than wood.

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

Booth Information

Booth Space: \$300 (Includes 1 Parking Space)

Double booth: \$600 (first come, first served)

Corner booth +\$150 (booths with at least 10' of open space adjacent)

Premium street intersection booth: +\$225 (booths located at a major Festival street intersections)

Double and corner booths are available only on a first come, first served basis. Please make your booth payment accordingly.

Artists accepted into the Festival in two separate categories, will be given two single booths; this will not be considered a double booth and will require two payments of \$300.