

Columbus Arts Festival 2012
Columbus, Ohio

Phone: 614-224-2606
www.ColumbusArtsFestival.org
Show Dates: 6/1/12 – 6/3/12
Application Deadline: 1/13/12 Midnight EST

THE FACTS:

Location: Downtown Riverfront – Scioto Mile
Event Name: Columbus Arts Festival
Contact: Leah Alters, Festival Director
Mailing Address: 100 East Broad Street Suite 2250 Columbus, Ohio 43215
Telephone: 614-221-8531
Fax: 614-224-7461
Avg. Sales: \$6,500 (based on the 2011 Artist Survey)
Images: 4 Images of work plus 1 booth image
Viewed: simultaneously with images horizontally across the screen (booth image is the last in the row)
Jurors: 5 jurors (paid)
Scoring: 1-7 no 4
Jury/application Fee: \$35
Booth Space: \$475 additional \$75 for corner booth
Electric: Free, additional is \$45
Produced by: Greater Columbus Arts Council (GCAC)
Artist Presence: Required
No. of Exhibitors expected from jury pool: 210
No of artists exempt from jury: 20
Security: 24-hour
Parking: \$5 per day

The Columbus Arts Festival presented by Time Warner Cable remains one of the top fine art and fine craft festivals in the country, attracting approximately 350,000 art patrons to Columbus' Downtown Riverfront.

After a four year absence the Festival returns to its former home on the Riverfront in 2012, along the beautiful new Scioto Mile and Bicentennial Park. Approximately 230 national and international artists are selected from over 1,200 applicants for coveted positions.

The festival offers an eclectic and vibrant atmosphere in which to buy and sell original work—and the opportunity for patrons and artists to meet face to face. The Artists' Market is certainly the heart of the festival, but there are plenty of exciting attractions for everyone to enjoy including live music, poetry, theatrical performances, and a host of hands-on art activities for both children and adults. We invite you to apply to exhibit at the 2012 Columbus Arts Festival.

NOTE: The 2012 Columbus Arts Festival will be returning to the Riverfront, the festivals original location. June 1, 2 & 3 2012.

2012 Festival Dates and Times

| | |
|------------------|--------------------|
| Friday, June 1 | 11:30am to 10:00pm |
| Saturday, June 2 | 11:30am to 10:00pm |
| Sunday, June 3 | 11:30am to 6:00pm |

2012 ARTIST CALENDAR

| | |
|----------------------|--|
| October 13, 2011 | Artist Application Available on www.ZAPApplication.org |
| January 13, 2012 | Online Application due by Midnight (EST) |
| February 4 & 5, 2012 | Jurying (open to the public) |
| February 9, 2012 | Notification emailed to Accepted, Waitlist, Not Invited Artists. |

| | |
|----------------|--|
| March 30, 2012 | Contracts and Payment Due |
| April 13, 2012 | Booth assignments and other information available to artists |
| April 13, 2012 | Deadline to cancel and receive refund (less \$25 administrative fee) |
| April 28, 2012 | Deadline to purchase Corner or Double booths on zapplication.org |
| April 26, 2012 | Deadline to cancel and receive 50% refund |
| May 31, 2012 | Artist Set-up |
| June 1-3, 2012 | 51 st Annual Columbus Arts Festival at the Riverfront |

ARTIST INFORMATION

- 230 Exhibition Spaces (210 available through jury process)
- Spaces are 10'x10'
- Booth Fee \$475
- Limited Corner Space available for an additional \$75
- Festival provided canopy \$50 (ten or more booth spaces under one canopy)
- Limited double spaces are available
- Limited storage space behind all booths
- 500 Watts of electricity will be available within 100' of booth
- Extra electricity available for minimal fee of \$45
- Parking available (\$5 per day)
- Artist hospitality Break Room and artist only restrooms
- Volunteer Booth Sitters available during all festival hours.
- Columbus Police monitor the site around the clock.
- Artists invited to Awards Breakfast Saturday morning beginning at 9 a.m. at Westin Columbus Hotel.
- All booths are accessible by vehicles for set-up/tear-down.

AWARDS

Best of Show - \$2,000

(3) 2-Dimensional Jurors' Choice - \$1,000

(3) 3-Dimensional Jurors' Choice - \$1,000

(3) Merit Awards - \$500

Best Presentation - \$500

Artists scoring in the top 20% of the on-site jury will be invited to return in 2013 without going through the jury process.

JURY PROCEDURE

The jury is scheduled for February 4-5, 2012. The location for the projection jury is the Westin Columbus Hotel, 310 South High Street, Columbus, Ohio 43215

210 spaces will be available through the jury process. Twenty booth spaces are reserved for 2011 award winners. Jurying is conducted by a panel of experienced arts industry professionals and is based solely upon the quality of the work as illustrated in the submitted digital images. Images are viewed simultaneously, horizontally and grouped by media.

Our primary concern is the creative vision of the applicant and the quality of the work. Work must be original in concept and made under his/her direct supervision. Commercial studios involved in multiple or volume production will not be considered for the show.

- New jury on the panel each year.
- Comprised of most recent best-of-show winner and four other visual arts professionals.
- 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 read at the time of projection.
- Accepted artists will be the top/highest scores in their respected media.
- Columbus Arts Festival may limit the number of artists accepted in some categories in order to present a balanced show.

- Decisions of the jury panel will be final
- The Director of the show has the right to invite up to six artists at her discretion.

JURORS

Our jurors bio's are posted on our website at www.ColumbusArtsFestival.org

BOOTH IMAGE

All applications from professional artists must submit an authentic booth image. 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.

- Booth images may not be created in photoshop or other computer program
- Booth images may not contain the artist name or company.
- The booth image must show the entire booth, not just a portion.
- If you submit an application without a booth image or the booth image is digitally created in any way, your application will be returned to you for modification.
- The booth image is mandatory.
- Please use an image from an outdoor show.
- Work in booth image must be representative of the work to be shown at the festival.

The Columbus Arts Festival will inspect booths onsite to ensure adherence to rules and standards. Individuals selling work that is not their own, or otherwise misrepresenting their product or themselves are not welcome and are requested to refrain from applying. Exhibitors found not to be in compliance at the very least will be asked to remove the unacceptable items, and risk forfeiture of all rights as an exhibitor. This includes closure of their booth for the rest of the festival with no refund of fees.

ARTIST STATEMENT

The application requires an artist description of materials and technique of 100 characters, including spaces. You are encouraged to enter a description of material and technique that is concise and explains the body of work. The first (up to) 100 characters of the submitted statement will be read to the jury.

EMERGING ARTIST PROGRAM

Designed specifically for artists who have no experience exhibiting and selling their artwork at all venues, OR extremely minimal experience if any. Artist must be a resident of Franklin or the surrounding Counties: Union, Delaware, Licking, Fairfield, Pickaway, Fayette and Madison. The application procedure and fee are the same as if you were applying to the standard show, however, upon acceptance emerging artists will pay a lower booth fee of \$225, have a tent provided and receive mentoring through the Columbus Arts Festival. Please note Artist may only apply to the Emerging Artist Program or the standard show, not both. Artists who are just beginning their careers in the art world are encouraged to apply. The Columbus Arts Festival reserves the right to pre-screen and research emerging artists to make sure they are a fit for this category and that they do not have extensive experience exhibiting and selling their work.

Emerging Artist Applicants will apply in the same format as professional artists. Each Emerging Artist must submit four images of their artwork through the standard show on zapplication.org. The 5th image should be a grouping of the artists work instead of an image of their booth. Unless a booth shot is available then it may be submitted. When uploading your images, you will upload the 5th image of your work by selecting 'YES' this is your booth shot, even though it is not. Then select 'Emerging Artist' as your medium category.

NOTIFICATION

The Columbus Arts Festival will send e-mails by the end of the day on February 9 to all artists informing them of their status. Contracts will also be emailed to invited artists, along with a link to our online artist guide. The status of each artist will also be posted to his or her Zapplication account. We will not send letters – all communication will be done by email.

- Priority for booth assignments is given to re-invited artists. Booths not assigned to re-invited artists are assigned first-come first served bases on when fees and contract paperwork are received.

POLICIES

- Work in images must be representative of the work to be shown at the festival.
- No work from commercial molds, kits, hand-colored reproductions, or manufactured work.
- 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 until approved by the Director of the show.
- Artist 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.
- Artist 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. Any work exhibited at the show which is inconsistent with the juried subject will be removed by the Director.
- Exhibitors may not sell promotional items such as postcards, notecards, calendars, t-shirts or photocopy of any kind.
- Only artists accepted in the jewelry category may display jewelry.
- Artists retain 100% of their sales and are responsible for the collection and reporting of all applicable sales taxes. Ohio sale tax is 6.75% www.tax.ohio.gov.
- A picture ID is required at artist check-in by all artists, including partners, accepted to exhibit. In addition, the festival reserves the right to check ID each day of the festival to ensure the artist is present.
- All artists must be present to exhibit. This includes partners. If artists apply as partners, each artist must be present. If each artist is not present, artists will not be permitted to set-up or exhibit.
- Collaborating artists may only show their joint work. Both names must appear on all application materials.
- Artists are required to provide an Artist Statement including a photograph of themselves (sent in along with contract and booth fee) and must clearly display this statement in booth during the festival.
- Artists are responsible for proper insurance and protection of work and setup. The Columbus Arts Festival will not be responsible for damage to work or setup due to weather or unrelated incidents.
- 2-D reproductions allowed with restrictions (see below)
- 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. Labels must say "reproduction."
- Reproductions must be in signed editions of no more than 250.
- No "hand-colored" reproductions.
- Reproductions are a subsidiary part of the artist's display.
- 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.

The Columbus Arts Festival will inspect booths onsite to ensure adherence to rules and standards. Individuals selling work that is not their own, or otherwise misrepresenting their product or themselves are not welcome and are requested to refrain from applying. Exhibitors found not to be in compliance at the very least will be asked to remove the unacceptable items, and risk forfeiture of all rights as an exhibitor. This includes closure of their booth for the rest of the festival with no refund of fees.

MEDIUM DEFINITIONS

Media categories are used by the Arts Festival 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.

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: claywork, fiber, glass, metal, wood, or any other 3-D objects.

Ceramics – Original clay and porcelain. If multiple pieces of the same design are displayed, the artist must sign each piece. No machine-made or mass-produced work is 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.

Emerging Artist Program – The Emerging Artist Program provides the opportunity for Franklin or the surrounding Counties: Union, Delaware, Licking, Fairfield, Pickaway, Fayette and Madison residents, who have very limited or no festival experience to participate in the Columbus Arts Festival. Please see the above description for qualifications and descriptions.

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

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.

Leather - Work where the primary material is leather including belts, handbags, wearables 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 camera is the primary source of imagery and ends with a 2-dimensional print. 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 medium.

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

LEGAL AGREEMENT

I have read the show information and hereby agree to all conditions outlined for the 2012 Columbus Arts Festival. I agree that if I am chosen to participate in the 2012 Columbus Arts Festival, photographs or digital images of me and/or my work may be used by the Greater Columbus Arts Council and/or the Columbus Arts Festival for promotional and/or publicity purposes.

Thank you for interest in the 2012 Columbus Arts Festival!