

# 2006 *VisArts* Fine Arts Festival at King Farm PROSPECTUS

at Rockville

**September 16th, 2006**

Paper and Slide Application Deadline: **July 21, 2006**

## **REQUIREMENTS**

Images: **5 (no booth slide)**

Application Fee: \$25 for general public \*

Free for current *VisArts* members

**\*Non-refundable**

## **2006 CALENDAR**

*June 14, 2006*: Application available at *VisArts*

*June 16, 2006*: Online Application available

*July 21, 2006*: Paper Application, slides, and application fee due in the *VisArts* office by 5pm

*July 28, 2006*: Notifications of acceptance sent to applicants

*August 4, 2006*: Vendor contracts and booth fees due from acceptance artists, in the office by 5pm

*August 11, 2005*: Last day for withdrawal. No booth fee refunds after this date.

*August 18, 2006*: Booth Assignments and other information to artists

*September 16, 2006*: 4th Annual *VisArts Fine Arts Festival at King Farm*

## **OVERVIEW**

Established in 2003, the *VisArts Fine Arts Festival at King Farm* is an outdoor arts festival taking place in King Farm Village Center in Rockville, MD. Featuring artists from Maryland, Virginia, and Washington DC, this festival attracts a large, affluent audience each year. The mission of the *VisArts Fine Arts Festival at King Farm* is to increase public knowledge and appreciation for fine art by creating opportunities that connect artists, the MD, VA and DC community, and the general public through art.

## **AMENITIES AND SERVICES**

Artists are able to unload adjacent to their booth during the designated set up/teardown times before and after the event. Booth fees cover the use of one 10'x10' tent. One 6' x 30" table and two folding chairs can also be provided at no additional charge if requested at the time of application. Hospitality includes morning bagels and juice on site, access to indoor restrooms, and volunteer booth sitters.

## **MARKETING**

*VisArts*, Regency Centers, and King Farm have committed to market the *VisArts Fine Arts Festival at King Farm* through direct mail (11,000) to Montgomery County residences, paid print advertising in the *Gazette* and the *King Farm Chronicle*, online marketing through MD arts websites and listserves, large highly visible road signage at the intersections of 355 and Redland Road, 355 and King Farm Blvd., and Shady Grove Road and Gaither Road, retail poster signage, website preview through [www.rockvilleartsplace.org](http://www.rockvilleartsplace.org), and radio ads the week leading up to and the day of the event.

## **JURY PROCESS**

Openings for new artists are available every year. For the 2006 *VisArts Fine Arts Festival at King Farm* there will be 60 available openings. *VisArts* is excepting applications from artists in all media. All applications received by the July 21, 2006 deadline will be juried based on originality, creativity, design, technique, craftsmanship and production methodology.

## BOOTHS AND FEES

### *Application Fee:*

**\$25 Application and Jury Fee (non-refundable).** VisArts members with a current membership status at the time of application may apply at no charge. Application fees are due at the time of application: Deadline Friday, July 21, 2006

### *Booth Fees:*

Due on August 4<sup>th</sup>, 2006 for accepted artists.

**Do not send booth fees with your application.**

Single Artist: \$100

Collaborating Artists: \$175 (Maximum of two collaborating artists per tent)

### *Booth fees provide:*

- One 10x10 tent, no sidewalls
- One 6' x 30" table (must be requested)
- Two folding chairs (must be requested)

### *Fees for extra amenities:*

Corner booths are available for an additional \$25. Corner booths will be assigned upon request from accepted applicants, if available.

Electrical service is available for an additional \$10

### *Refunds:*

Booth Fees are not refundable after August 11<sup>th</sup>, 2006

Other fees may be refunded at the discretion of the Executive Director

**There is no rain date for the *VisArts Fine Arts Festival at King Farm*. This event will take place rain or shine.**

## 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 *VisArts Fine Arts Festival at King Farm*.

The *VisArts Fine Arts Festival at King Farm* is very selective. Participating artists' booths will be visited periodically throughout the festival by the Jury Group to ensure compliance with the rules. Artists will be required to remove all work that is not in compliance. Persistent violation of the rules will result in expulsion from the festival and ineligibility for future arts events juried by VisArts.

1. All work must be original, handcrafted work produced by the artist who is submitting the application. One type of work is preferred and encouraged!
2. No commercial reproductions, or embellished commercial products are allowed.  
**Absolutely no exceptions will be made.**
3. If you produce work in editions, you must disclose edition numbers to the arts festival audience and include it in your slide descriptions.
4. Artists may only show work 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 duration of the arts festival. If the work is collaborative, each collaborator must be present. All artists must check in at the VisArts booth upon arrival. Photo ID is required for check in.
7. All work must be for sale.
8. All artists are responsible for collecting and reporting the proper state sales tax. You must have a Maryland Tax ID # in order to participate as a vendor in this event. If you need a temporary MD Tax ID #, please call the MD State Retail Tax Division, 301-949-0280

## APPLICATION/SLIDE PROCEDURE AND CHECKLIST

Complete all parts of the Application/Registration Form

- Label and enclose 5 slides of your work in a clear slide holder. No booth slides please.
- Label slides with artist's name, number (1 to 5), and media, to correspond with the slide description. With a marker, make a red dot in the upper right-hand corner of the slide frame and indicate top.
- Complete the slide list which includes the title, size, date of completion, media, and description of work that corresponds with the correct slide number.
- Complete the Description of Materials and Technique (keep it short – describe techniques and materials used to create your artwork), the Artist Production Information, and include a Collaboration Statement, if applicable. The Description of Materials and Technique will be read to the jury, and be included in a show description on [www.rockvilleartsplace.org](http://www.rockvilleartsplace.org) if selected.
- Enclose check, or money order, for application fee (\$25 per application, Free for current VisArts members) in US currency only, payable to The Metropolitan Center for the Visual Arts
- Sign and date the Release on the Application/Registration Form.
- **Mail completed application postmarked by Friday, July 21<sup>st</sup>, 2006** to:  
Artists Application  
VisArts Craft & Art Show at King Farm  
Metropolitan Center for the Visual Arts  
9300 Gaither Road  
Gaithersburg, MD 20877

Artists will be notified by email only by July 28<sup>th</sup>, 2006. A list of accepted artist will be posted on [www.rockvilleartsplace.org](http://www.rockvilleartsplace.org) at the beginning of August. Results will not be given over the phone or sent in the mail.

Questions?

Holly J. M. Haliniewski, Public Relations Director  
Phone: 301-869-8623 Fax: 301-869-9173  
[pubrelations@rockvilleartsplace.org](mailto:pubrelations@rockvilleartsplace.org)  
or  
Judith HeartSong, Assistant Gallery Director  
Phone: 301-869-8623 Fax: 301-869-9173  
[galleryassist@rockvilleartsplace.org](mailto:galleryassist@rockvilleartsplace.org)

# 2006 *VisArts* Fine Arts Festival at King Farm ARTIST APPLICATION

at Rockville

## REGISTRATION

Artist Name(s) (include both if collaboration)

Business Name

Address

City

State

Zip Code

Phone

Fax

Email

Website

MD Tax ID # (if you do not have one, you must get a temporary one: please call the MD State Retail Tax Division, 301-949-0280)

## RELEASE AND SIGNATURE

*(If a collaboration, both must sign)*

By signing this application, the exhibitor verifies that he/she is directly involved with each piece of work to be exhibited, and that the work meets the Rules for Participation as set forth.

The *VisArts Fine Arts Festival at King Farm* does not carry insurance to cover theft, loss, or damage to your work or personal property, or against personal injury to you or your helpers. You are advised to obtain your own insurance. The undersigned agrees and releases *VisArts*, King Farm, and Regency Centers from any damage to personal property or personal injury which he/she or helpers may sustain while participating in the 2006 *VisArts Fine Arts Festival at King Farm*.

If accepted, you agree to the use of your images by *VisArts* for promotional purposes and for display on the *VisArts* website, [www.rockvilleartsplace.org](http://www.rockvilleartsplace.org) only. Artist Statements must be submitted with the Artist Contract. You agree that the images submitted for jurying are an accurate representation of the work designed and produced by the artists applying.

I have read and understand the requirements for participation in the *VisArts Craft & Art Show at King Farm*, Saturday, September 16, 2006. I agree to abide by the rules, policies, and guidelines of *VisArts* and understand that failure to follow these regulations may result in the expulsion from this year's far, and/or from future festivals, at the sole discretion of *VisArts*.

Signature(s)

Date

2006 *VisArts* Fine Arts Festival at King Farm ARTIST APPLICATION  
at Rockville

Name(s):

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Categories (circle appropriate category)

3D Mixed Media

2D Mixed Media (includes handmade paper)

Clay (functional)

Clay (non-functional)

Digital Art

Drawing (including pastels)

Fiber (also, dolls, baskets, leather)

Glass

Jewelry (non-metal)

Jewelry (metal)

Painting

Photography

Printmaking

Sculpture

Wood

Other \_\_\_\_\_

### ARTIST PRODUCTION INFORMATION

The *VisArts Fine Arts Festival at King Farm* seeks to present the highest quality work to an informed and appreciative audience. Please circle that which best describes how your work is designed and produced:

- One of a kind work entirely designed and made by me
- Designed by me and made by me with assistance from others under my direct supervision
- Designed by me and made by assistants or apprentices

### COLLABORATORS

Collaborators must sign the application and both must be present at the festival. State the role each plays in the production of the work:(ex. Karen throws the pot, Elaine glazes the pot)

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**SLIDE DESCRIPTION**

List Title/Date/Size/Materials/Description for each work slide below. No booth slides please. Choose an image to be used by VisArts for website/promotional materials.

If you are unable to provide slides of your work, a CD with five high quality (300 dpi) images will also be accepted. Digital images must be an accurate representation of the work and not manipulated in any way. No photographs accepted.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**STATEMENT OF MATERIALS AND TECHNIQUE**

Please provide a very brief statement that describes the materials and techniques used to create your artwork. This statement will be read by the jurors.  
(Please limit your statement to 30 words or less).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*This statement will be used on [www.rockvilleartsplace.org](http://www.rockvilleartsplace.org) with the  
Image you choose if you are accepted.*