

# Art on Main

## Fine Art/Fine Craft Show

Saturday, October 1, 2011 – 10:00am-5:00pm

Sunday, October 2, 2011 – 10:00am-5:00pm

Presented by  
The Arts Council of Henderson County  
[www.acofhc.org](http://www.acofhc.org)

Thank you for applying to the 52<sup>nd</sup> annual “Art on Main” Fine Art/Fine Craft Show! Each year we look forward to planning an event that brings together artists and art-loving patrons in our beautiful mountain city. Every effort is being made to make this much-anticipated annual event even more successful this year.

The Arts Council has an aggressive marketing campaign designed to draw audiences from Henderson County, the adjoining counties, the broader western Carolina regions – and beyond. This year we are also expanding to utilize the social networking arena for marketing the show.

### ***General Information***

The opportunity to meet the artists and discuss their work in an informal setting attracts many visitors and potential customers to Art on Main.

- Set up may begin on Friday, September 30<sup>th</sup> starting at 3:00pm. Please note - There will be no security Friday night.
- Set up may also be done on Saturday morning October 1<sup>st</sup>, starting at 7:00am.
- All vehicles must be removed from Main Street and the area by 9:30am in preparation to open the show.

### ***Art on Main Timeline***

- Application deadline (postmark) 6/1/11
- Notification mailed 6/24/11
- Last date for artist cancellation 7/22/11
- Booth Fee checks will be deposited on 7/22/11

### ***Adopt an Artist***

Once again we would like to offer the “Adopt an Artist” program to our artists. Board members and Friends of the Arts Council are offering a limited number of rooms within their homes to artists for the weekend. You will be provided bed & bath, but no meals. As the number of rooms available is limited, the program is on a first-come first-serve basis. Please make note on the application if you are interested.

### ***Awards***

Judges Awards will total \$4,500.00. Judging will take place on Saturday morning. Judges Awards will be announced at the artist’s Reception on Saturday evening at 5:30pm.

- Best of Show \$1,000.00
- Nagel Fine Craft Award \$750.00
- Nagel Fine Art Award \$750.00
- First Place-Fine Art \$500.00
- First Place-Fine Craft \$500.00
- Second Place-Fine Art \$300.00
- Second Place-Fine Craft \$300.00
- Honorable Mentions Ribbons \$400.00 total

The Patron Purchase Award Program will continue this year with a goal of \$5000.

## ***Rules and Regulations***

- All work exhibited must be **original**, designed and produced (or under direct supervision of) the artist. Photography must be created and printed by the artist. No kits, commercial molds, etc.
- As this is a family-oriented show, all exhibits must be in keeping with this atmosphere.
- Artists may exhibit **only** in the medium(s), which he/she was accepted.
- If an artist wishes to apply in more than one media, a separate application & jury fee for each media must be submitted.
- **Only original work may be displayed on walls.** Reproductions should be identified as such and not dominate the booth area. **75% of work should be original**, 25% reproductions.
- Images submitted should be representative of the work to be exhibited and sold in both quality and price range. We are only accepting images on CD's.
- Awarded spaces are not transferable.
- A maximum of **two** artists may share a booth as long as both artists have been accepted in their media. Each artist must submit a separate application & jury fee.
- Booth fee is \$225.00 per booth.
- Jury fee is \$25.00 per media, per artist.
- Any artist who is a member of the Southern Highland Craft Guild is automatically accepted into the show based on a first-come, first-serve basis. SHCG members should still submit images for informational purposes.
- Artists who are members of the Arts Council of Henderson County are offered a discounted jury fee of \$15.00.
- Artists must provide all display equipment including booth set up and chairs. Each canopy should be no larger than 10' X 10'. Tents should be properly weighted as they will be erected on concrete sidewalks. The Fire Marshal requires a fire retardant certificate or sewn in labels with all canopies. Artists must be present throughout both days & hours of the show.
- Artists are responsible for proper insurance and protection of work and set up and should plan accordingly to prevent theft, damage or misuse at the Show. Art on Main will assume no responsibility for any damages to work or any person or persons participating in the Show.
- Each artist is responsible for the collection of 7.75% combined NC State and Henderson County sales tax and payment thereof to the NC Department of Revenue. Art on Main is not responsible for the collection or payment of any sales tax.
- Artists are responsible for maintaining and leaving their assigned area free of refuse and in otherwise good condition.
- Displays are to remain intact until 5:00 pm on Sunday afternoon. This is for your safety and the safety of your patrons.
- No pets are allowed in the Show venue during the event per city ordinance.
- There will be no refunds due to inclement weather.

### ***The Arts Council's Website***

- Accepted artists will be listed on our website with their booth location, name & media for an entire year including links to their website or email if so desired.
- Award winners' photographs with their art will be listed on our website for an entire year.

### ***Email***

In our efforts to help the ecology and to keep our costs down, most of our communications will be via email. Please be sure to list your email address (or that you do not have one) on the application.

### ***Artist Contract***

Applicant shall indemnify and hold harmless the Show, its agents and employees and assigns from and against all losses, costs, damages, expense and liability caused by an accident or other occurrence in bodily injury, including death, sickness and disease to any persons or damage or destruction to property, real or personal, arising directly or indirectly from operations, products or services rendered under this contract.

### ***How to Apply***

- Submit the enclosed completed application (see next page) along with 5 images of your work and one image of your booth (CD only).
- Applications must be postmarked by Wednesday, June 1, 2011.
- Submit one application per category/media.
- Enclose a SASE for return of your images and notification letter (if desired).
- Include **two checks** with your application:
  - One check will be for the jury fee of \$25.00 (unless a member of the SHCG).
  - The other check will be for the booth fee of \$225.00.
- The booth fee will not be deposited until July 22<sup>nd</sup>, 2011, which is the last date for cancellation from the show after acceptance.
- Make both checks payable to the Arts Council of Henderson County.
- Mail to:
  - The Arts Council of Henderson County
  - P.O. Box 767
  - Hendersonville, NC 28793
  - Attn: Art on Main

2011 Artist Application  
Arts Council of Henderson County  
Post Office Box 767  
Hendersonville, NC 28793

You may 'tab' through and fill in the application online. Then print it (this page only) to send with your checks by mail.

Artist Name: \_\_\_\_\_

Studio Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: (day) \_\_\_\_\_ (cell) \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Fine Art/Fine Craft Category

\_\_\_\_\_ Clay

\_\_\_\_\_ Glass

\_\_\_\_\_ Metal

\_\_\_\_\_ Wood

\_\_\_\_\_ Jewelry

\_\_\_\_\_ Fiber/Leather

\_\_\_\_\_ Painting (watercolor)

\_\_\_\_\_ Painting (oil/acrylic)

\_\_\_\_\_ Mixed Media

\_\_\_\_\_ Photography

\_\_\_\_\_ Drawing/Graphics

\_\_\_\_\_ Other (please describe below)

Special needs/booth requests: \_\_\_\_\_

\_\_\_\_\_

Sharing Booth with: \_\_\_\_\_

Do you need to be adopted? (See *Adopt an Artist* paragraph above.) Yes \_\_\_\_\_ No \_\_\_\_\_

Once accepted, do you want your website address listed as a link on our website?

Yes \_\_\_\_\_ No \_\_\_\_\_

How did you hear about Art on Main? \_\_\_\_\_

\_\_\_\_\_