

2014 ARTIST APPLICATION & PROSPECTUS

18th Annual Art In The Pearl Fine Arts and Crafts Festival

Portland, Oregon (North Park Blocks)

Saturday, Sunday and Monday, August 30, 31 & September 1, 2014

IMPORTANT DATES: Application and Notification Deadlines

February 15, 2014 Application Early Deadline \$35

February 28, 2014 Application Late Deadline \$45

April 1, 2014 Notification by e-mail

May 15, 2014 Deadline for accepted artists to commit to exhibit, remit booth fee.

Images: 4 images of work

Projection Jury: Images viewed simultaneously projected 1-4 from left to right horizontally, artists viewed in order of the date their application is submitted.

Jurors: 5 Art Professionals including 3 working artists

Jury Format: Two rounds-first round scoring Yes, No, Maybe, second round 1-5 with the #3 missing

Applications for Jury: Sorted by the date the application is received

Multiple Applications: Artists may enter in multiple categories. There is no limit to the number of times an artist may apply. Artists must submit separate applications and jury fees for each category, with a separate online user identification, and a separate set of images.

Application Fee: \$35 - Early Deadline - February 15 Midnight PST
\$45 - Late - February 28 Midnight PST

Booth Fee: 10 x 10 - \$615., 15 x 10 - \$955. , 10 x 20 - \$1010. , 20 x 10 - \$1250., Emerging Artist Program 7.5 x 10 - \$270.

Event Background

Art In The Pearl is a nonprofit organization founded and produced by a dedicated volunteer board of local artists. Our focus is on promoting the arts, educating the public, and strengthening a bond with the community.

The 18th annual Art In The Pearl Fine Arts and Crafts Festival will be held Labor Day weekend in the beautiful and historic North Park Blocks of Portland, Oregon. Considered one of the nation's premier art festivals, Art In The Pearl features the artwork of 130 artists from across the USA and Canada. The Festival features many attractions: exceptional visual artists, artist demonstrations, an interactive art area for children of all ages, and a variety of unique food.

Attendance

Art In The Pearl's attendance is approximately 75,000 persons each year. Marketing is directed toward a diverse audience of individuals likely to be interested in the visual arts. While the majority of the audience is from the Portland metro area, a significant and increasing number of art patrons from around the nation attend.

Jury Selection and Process

There will be 130 artists who are chosen to exhibit at the 2014 Festival through a highly competitive jury process. Artist applicants remain anonymous during the jury process. All of the jurors will view each artist's set of four images projected simultaneously in a horizontal grouping, by means of projectors. The materials, dimensions for each image, and artist information statements will be made available to the jury. Artistic excellence is the sole criteria for selection of exhibitors. The five jurors will view all artist images at the same time and in the same room. Scoring is based on originality, design, technical proficiency, and craftsmanship. All scores are combined and averaged. Art in the Pearl establishes no quota or entitlement by media category. The top 130 receive invitations; the balance of artists in the final round are retained to comprise a waiting list of alternates. Decisions of the jury panel are final.

Jurors for the 2014 show are:

Randy Dana / Photographer

Eileen Cotter Howell / Painter, Teacher

Craig Martell / Ceramicist

Christine Mitsu Shiga / Jeweler, Metal Smith, Instructor at OCAC

Grayson Malone / Sculptor, Mixed Media

Artist Statement

The application requires a description of materials, process, and technique. Describe the work and process, not your philosophy or inspiration. This statement (which will be posted in your booth) is part of our mission to educate the public.

Collaborating Artists

Artists submitting an application as a collaborating artist or partnership must submit the names of both collaborators with the application. You may not add a partner after the jury.

Application Procedure

Artists may enter in multiple categories. There is no limit to the number of times an artist may apply. Artists must submit separate applications and jury fees for each category, with a separate online user identification, and a separate set of images.

Images

Four images of work are to be submitted for each individual media category. Images must accurately represent the body of the artist's work to be exhibited at Art In The Pearl.

Application Fees

Each application must be accompanied by the \$35-early deadline, or \$45 for late deadline payment. This nonrefundable jury fee (to cover jury expenses and administrative overhead) is required for each entry form in every category submitted. Applicants may choose to pay online, by credit card, or by check made payable to Art In The Pearl, P.O. Box 5906 Portland, OR 97228-5906. The nonrefundable jury fee check will be deposited on receipt.

Booth Fees / Acceptance of Offer to Exhibit

An artist who is selected by the jury and accepts our invitation to exhibit, must return the booth fee by May 15, 2014. Failure to respond by the deadline will result in revocation of the invitation and immediate invitation of an alternate from the waiting list. A \$35 administration fee will be charged if an artist withdraws after having submitted booth payment. The applicant is responsible for keeping their e-mail address updated and current on their zapplication.org profile. Notifications will be sent via e-mail by April 1, 2014.

Wait List

Art In The Pearl maintains a wait list from the jury process. Wait list artists will be selected by media category and jury score ranking. This list is utilized to maintain a balanced show.

Awards

A total of three Best of Show awards are given to Artists for outstanding work. Award winners are invited to return in their awarded category the following year. An image of that Artist's work selected by Art in the Pearl will be on the promotional posters or post cards, web site, and in paid advertising for the show and other media promotions for the show.

MEDIA CATEGORIES

Media categories are used by Art In The Pearl as a tool for organizing Artists' images into logical, related groups for the jury's review. We establish no quota or entitlement by media category. The following are the media categories currently accepted for the jury's review:

2-D Mixed Media: includes any combination of a variety of materials used to create an original work of art that is by design to be displayed on walls with a one-sided orientation.

3-D Mixed Media: incorporates more than one type of physical material to form an original work of art visible from 360 degrees.

Ceramics: all original clay work other than jewelry is accepted in this category. If multiple pieces of the same design are displayed each piece must be signed.

RAM pressed work or work produced from commercial molds is not acceptable. No more than 15% of display may consist of slip cast work which has been designed by the Artist.

Computer Generated Work: includes any original work created solely by the artist utilizing computer technology to craft or manipulate visual images. Work must be properly signed and numbered as a limited edition, not exceeding 250 per image, using only archival quality paper.

Traditional photographs taken through a digital media should apply in the Photography category. No work printed on canvas will be accepted for display at the Festival.

Drawing: compositions that are created by the artist's hand using chalk, charcoal, pastels, pencil, crayon, or ink.

Fiber: all work crafted from fibers including basketry, embroidery, weaving, tapestry, leather work, and papermaking. No machine tooling, machine-screened patterns or other forms of mass production are permitted. All pre-manufactured wearable items are prohibited, regardless of additional modification or enhancement by the artist.

Glass: work that has been hand-crafted by the artist by blowing, fusing, casting or kiln forming. No forms of mass production are permitted. All pre-manufactured items are prohibited, regardless of additional modification or enhancement by the artist.

Jewelry: all jewelry whether the work is produced from metal, glass, clay, fiber, paper, plastic or other materials must be entered in this category. Work must be designed, created and executed by the artist. All work displayed must be similar in style, quality and method to the work juried in the artist's images. No more than 15% of a piece may consist of commercial findings, and no commercial casts, molds or production studio work is allowed. Commercially purchased components (beads, glass, gem, pearls, metal, other not made by the artist) that are strung or assembled and/or twisted on wire are prohibited.

Metalwork: original work created through the forging, twisting and fabricating of various metals. No production studio work is allowed.

Painting: original compositions created by the artist's hand in oils, acrylics, watercolor etc. are in this category.

Photography: photographic prints made from the artist's original image, which have been processed by that artist, or under his or her direct supervision are included in this category. Photographers are required to disclose both their creative and printing processes. All work must be signed, numbered, and dated in limited editions of no more than 250 per image. No photographic images printed on canvas are allowed. Artists using traditional photography techniques using digital means should apply in the photography category.

Printmaking: defined as multiple originals where the artist's hand has manipulated the plates, stones, blocks, composite reliefs, or screens. Prints must be properly signed and numbered in limited editions not to exceed 250. Printmakers are required to disclose both their creative and printmaking processes.

Sculpture: three-dimensional original work incorporating any materials that are designed and executed by the artist. Any work that is reproduced must be signed and numbered. No production studio work is permitted.

Wood: original works in wood that are hand-tooled, machine-worked, turned or carved.

The Regional Emerging Artist Program

The Emerging Artist Program is designed to assist regional (Oregon and Washington based) artists who have minimal to no experience exhibiting and selling their artwork. Artists who are in the early stage of their art career, have made a recent career change to art, and/or recently decided to prioritize art above all else are encouraged to apply. Emerging artists may not have previously participated in more than four juried art shows. Upon acceptance, Emerging Artists will pay a fee of \$270 and will exhibit in a 10x15 booth space that will be shared with one other Emerging Artist. Art In The Pearl will provide the booth space, canopy and electricity. Emerging Artists will be responsible for their own display materials. Art In The Pearl will provide a mentor to help guide the Emerging Artist participant through the details of festival preparation, display, and sales.

Artists may apply to either the Emerging Artist Program or for the general show, but they may not apply to both. Art In The Pearl reserves the right to prescreen and research any emerging artist applicant to make sure they conform with the requirements for this category and have the level of experience represented in the application.

RULES FOR PARTICIPATION AND CONDITIONS OF ENTRY IN THE ART IN THE PEARL FESTIVAL

Art in the Pearl Inc. (“Organizer”) seeks to present the highest quality fine arts and crafts festival. Consistent enforcement of these rules helps us meet that goal. Members from the Organizer’s Quality Assurance Committee will visit all displays at intervals throughout the Festival. Noncompliance may result in expulsion, ineligibility for future participation, or both. If an Artist is removed from the show for noncompliance with the rules, no booth fee refunds or other compensation will be provided. The following rules and policies apply to all Artists participating in the Art in the Pearl Festival (the “Festival”).

General Rules

- *All exhibited work must be consistent with the images submitted by Artist and selected by the jury.

- * All exhibited work must be original to and handcrafted by the accepted Artist. Artist guarantees the accuracy of the description of the work presented to the jury and the authenticity of the work as the creation of their own hands.

- * Work done by a production studio is not acceptable. All work must be designed and executed by the accepted Artist.

- * All participating Artists must be present with their work for the entire three days of the Art Festival. All booths and display materials must remain intact during the entire festival. Representatives may not attend in place of the artist. The Organizer reserves the right to close or remove any booth at which the Artist is not noticeably present. Acceptable photo identification is required at check-in to ensure compliance.

- *Artists must be at least 18 years old.

*Only those Artists accepted in the Jewelry category may exhibit or sell jewelry. All jewelry, regardless of the materials used, must be entered in the Jewelry category.

* Artists must prominently display an Artist Statement in their booth describing their materials, process and technique.

* No more than two artists may collaborate on work. Both Artists must be included on the application. Artist collaborators that produce a single product must creatively contribute to each piece.

RESTRICTIONS

TWO DIMENSIONAL REPRODUCTIONS

* Quality, unframed reproductions of two-dimensional originals, signed and numbered by the Artist, are the only acceptable form of sales in addition to the original works. When original art is scanned in or digitally uploaded into a computer or photographed onto film and then printed as a Giclee/ink jet print, photograph, offset lithograph, photocopy etc., the result is considered a reproduction and not an original work in accordance with Festival rules. Any of the above or any similar method of work that also receives additional modification or enhancement by the Artist are also considered to be Reproductions in accordance with the Festival rules. All reproductions must be clearly and individually labeled “reproduction” on the front of each piece. They must NOT be labeled as “print”, “offset lithograph” or “giclee”. **Without exception, reproductions on canvas are not acceptable.**

* Reproductions must be signed, and editions must contain no more than 250 total per image.

* Reproductions must be unframed and may not be displayed on any wall space. Only original works may be hung. Reproductions may be displayed only in browse boxes, flip bins or similar displays.

* At least 85% of Artist's display must consist of original artwork. Reproductions must be limited to no more than 15% of the total display by any Artist. Reproductions must be consistent with the style and quality of work represented in juried images.

* Artists may not sell postcards, note cards, calendars, posters, magnets, stationery, works digitally printed on canvas (e.g. giclee on canvas), or t-shirts.

* Photographers are encouraged to do their own printing and are required to disclose their creative and printing processes. **Photographs on canvas are not acceptable.**

BOOTH INFORMATION

Accepted Artists will be allocated a space measuring 10' deep by 10' wide for their display. (A limited number of double wide and double-deep booths are available.). Artists are to provide their own display structure appropriate for an outdoor event. Booths must be of sound construction, conform to fire code regulations, and must be capable of withstanding inclement weather. Artist is responsible for back, sides, and top of the booth. Booth must be visually presentable to adjoining booths and must not obstruct or endanger neighboring booths or the general public. Artist must confine booth structure and all work, boxes, chairs, and other display materials within the allotted exhibit space. Artists are responsible for the security of their belongings at all times. Contracted security will be provided after 6:30pm Friday until 6:30pm Monday. If an exhibitor does not have a tent, a local rental company is available for assistance. Browse bins may occupy no more than 15% of booth space, must be aesthetically pleasing, and may not obstruct traffic flow. These requirements will be enforced for reasons of safety and crowd control, at the sole discretion of the Art In The Pearl.

FEES

Upon receipt of an acceptance letter, the selected artist is required to reserve and pay for their booth space.

The following are the booth space fees for 2014:

10' wide x 10' deep - \$ 615.

15' wide x 10' deep - \$955.

10' wide' x 20' deep - \$ 1010.

20' wide x 10' deep- \$1250.

Electricity - 600watts - \$ 70.

All space is subject to availability at the time of reservation.

REFUND POLICY

In the event of Artist cancellation, Art in the Pearl will refund 50% of the booth fees paid in advance if Art In The Pearl receives written notice of Artist's cancellation no later than June 30, 2014. No refunds will be made for cancellations for any reason after July 1, 2014. A \$35 administration fee will be charged if an artist withdraws after having submitted booth payment. In the event that Art In The Pearl withdraws its invitation to an Artist or removes an Artist from the show for violating a rule or policy, any pre-paid booth fees will not be refunded.

ARTIST SALES

The Artist is entitled to keep all proceeds from show-related sales. Art in The Pearl is a nonprofit organization that receives no commission on the sale of artwork. Admission is free to the public.

Thank you for your interest in Art In The Pearl Fine Arts and Crafts Festival