



November 19, 2009

Dear Artisan,

Charleston Mayor Danny Jones and Executive Director Larry Groce invite you to apply for the sixth annual FestivALL Capitol Street Art Fair. The Fair will take place on Saturday, June 26, 2010, from 10:00 a.m. to 6:00 p.m. and Sunday, June 27, 2010, from 11:00 a.m. to 5:00 p.m.

FestivALL will take place for a total of ten days, beginning on June 18, 2010. Events will include the Smoke on the Water Chili Cook-off, the Mayor's Concert, the Fund for the Arts' Blues, Brews & BBQ and Wine & All That Jazz, Mountain Stage, and performances involving theater, music, and dance, plus other visual arts and special events.

There will be local and regional marketing of FestivALL and events listings via website, rack cards, posters, fliers, billboards, print ads, radio and television commercials, and other promotions. The artisans who are juried into the Art Fair will be included in the printed schedules.

For the 2010 Art Fair all artisans are again required to go through a formal jurying process in order to maintain a high level of quality and achieve a balanced mix of media for the Fair. The necessary information is enclosed with this letter. We welcome applications from artisans from across West Virginia and outside of the state, including emerging artisans.

Four changes for 2010 are: 1) We will have a new Children's Art Fair adjacent to the Capitol Street Art Fair. This will free up the spaces formerly used by the Make and Take artisans, and there is the potential for at least 16-20 additional booths in the Capitol Street Art Fair. 2) Booths for the Capitol Street Art Fair will be marked off with chalk or tape to indicate the exact parameters for each booth. 3) We will not make refunds to accepted artisans who withdraw after May 15, 2010. 4) Awards will be given on Saturday for the best booths, based on the on-site assessment of the Selections Committee.

It is important to note that the location of the Capitol Street Art Fair dictates certain limitations. Booths can only be 6' deep, and this includes approximately 2' on the curb on one side of the block between Quarrier and Lee Streets, which is the space primarily used for Tamarack artisans. Also, electricity is limited, where it is available, to 75 watts per booth. Artisans need to take these limitations into account when deciding whether or not to apply for this Art Fair.

Allied Artists and Tamarack continue to be partners in the production of the Capitol Street Art Fair and each has identified tents for artisans who are juried into their organizations and who go through the separate jury process and are accepted for this Fair. Allied Artists and Tamarack artisans will be juried for the Art Fair through the same process as all other applicants. However, any artisans who were in the 2009 Art Fair are not required to submit new photos or images of their work unless they want to or they are adding a new medium, in which case five (5) photos or images are required for each new medium.

Ron DeWitt, Tamarack Artisan Services Director, is serving as the Chair of the Selections Committee. The Committee includes two representatives each from Allied Artists, Tamarack, and unaffiliated artists. I also sit on this Committee. None of the Committee members will be exhibiting at the Fair.

We encourage you to apply by the early deadline of February 1, 2010, in order to benefit from the reduced fees. All applications are due by the final deadline, March 1, 2010, and will be juried at the same time, on March 18, 2010. All checks will be held uncashed until after the jurying process. If your application is not accepted then your check will be returned. Notifications will be mailed or emailed by the beginning of April.

If you are interested in participating in this Fair, please submit the application form, a check for the appropriate fee, and the required five (5) photos or a CD with the required (5) images for each separate medium for new applicants or for new media by artisans who were in the 2009 Art Fair. Please use postal tracking in sending your application and keep a copy of your verification of delivery. Note that these applications need to be addressed to me, not Tamarack, at the address below.

This letter and the application and background materials are to be posted on the FestivALL website, www.festivallcharleston.com, by early December. This packet is also available by email or postal mail upon request. The website will also have information about the other events for the 2010 FestivALL as updates become available.

Please feel free to contact me with any questions at:

FestivALL Capitol Street Art Fair
PO Box 234
Duck, WV 25063
304-364-8972
bettyrivard@yahoo.com

Sincerely yours,

Betty Rivard
Producer

2010 FestivALL Capitol Street Art Fair - Basic Information

Fair dates/times:

Saturday, June 26, 2010 – 10:00 a.m. – 6:00 p.m.
Sunday, June 27, 2010 – 11:00 a.m. – 5:00 p.m.

Postmark deadlines for applications:

Early: February 1, 2010
Final: March 1, 2010

Jurying: March 18, 2010

Note: All applicants who were not in the 2009 Art Fair are required to submit photos and/or a CD and to be juried. Artisans who were in the 2009 Art Fair may submit photos and/or a CD if they want to show new work, and they are required to submit photos and/or a CD for each new medium they want to have juried.

Notification:

To be emailed or mailed by the beginning of April, 2010 – this includes refunding checks of applicants who are not accepted

Size of spaces:

10' wide by 6' deep (2' of the space is on the curb on the sidewalk side of the Quarrier-Lee Street block); Maximum of (2) spaces, 20' wide by 6' deep (total)

Lighting and electricity:

Spaces in the long tents on Capitol Street will have overhead lights.
Electricity for individual artisans cannot be guaranteed but will be provided wherever possible, with a maximum of 75 watts per booth.

Security:

Security will be provided, but artisans assume responsibility for goods left overnight.

Media categories:

Following are the categories of media that have been identified for the Fair.
Artisans who were not in the 2009 Art Fair and who want to exhibit work in more than one medium need to include five (5) photographs or images on a CD for

each of the media for which they want to be considered. This requirement also applies to artisans who were in the 2009 Art Fair and want to add new media.

Fine Art/Sculpture (Sculpture, Mixed Media, Painting, Photography, Prints, etc, including note cards based on this work)

Pottery

Jewelry

Glass

Wood

Metal

Textiles

Specialty Foods

Candles

Bath & Body

Apparel

Baskets

Furniture

Dried Flowers

Leather

Printed Paper/Note Cards, except as included under Fine Art, above

Toys

Musical Instruments

Questions:

Address any questions to: Betty Rivard, Producer, Capitol Street Art Fair, PO Box 234, Duck, WV 25063, 304-364-8972, bettyrivard@yahoo.com

**Application for 2010 FestivALL
Capitol Street Art Fair**

Please fill out this form completely and print clearly, especially your email address if you have one. Note that your name or names will be used as shown here for the website, publicity, schedules, and name tags.

Date: _____

Name: _____ Address: _____
City _____ State: _____ Zip: _____
Phone Number: _____ E-mail: _____
Website: _____

Media you will exhibit: _____

- Returning Artist from 2009
- New Applicant

Number of 10' x 6' spaces you would like: _____ One _____ Two

Do you need a space away from the curb in order to accommodate your display? (Please note that two feet of your booth will be on the sidewalk if you are placed on the curb side of the tents for Tamarack or unaffiliated artisans on the Quarrier-Lee St. Block.) _____ Yes _____ No

There will be overhead light fixtures in each long tent. Do you want additional electricity if it is available? (max: 75 watts) _____ Yes _____ No

How many tables do you want? _____ 6' _____ 8'
How many chairs do you want? _____

If you are juried into *Allied Artists* or *TAMARACK: The Best of West Virginia*, check if you are interested in being included in one of their tents: _____ Allied Artists _____ Tamarack

All artisans: Return completed application form with a check or money order made payable to *FestivALL Capitol Street Art Fair*. (See Page Two for Criteria for Selection and Terms and Conditions)

Artisans who participated in the 2009 Art Fair: Only include new photos or images of work if you want to and/or you are applying to add new media. These may also be used to promote your work. New media require (5) photos or images in jpeg. format of each new medium for jurying.

Artisans who did not participate in the 2009 Art Fair: Submit (5) five photos or a CD with (5) five images in .jpeg format for each medium for which you are applying along with an image of your booth display.

All checks will be held for the March 18, 2010 jurying. If you are not accepted for the Fair, your check will be returned to you after the jurying with your notification letter.

Early Registration: By February 1, 2010: _____ \$60 - (1) space; _____ \$100 - (2) spaces
Final Registration: Between February 2 and March 1, 2010: _____ \$85 - (1) space; _____ \$150 - (2) spaces

Note that these are postmark deadlines. Also note that refunds will not be made to accepted artisans who withdraw after May 15, 2010.

Signature: _____ Date: _____

Submit this form, photos or CD for all new applicants and/or for new media for 2009 artisans, and your check to:

Betty Rivard, FestivALL Capitol Street Art Fair, PO Box 234, Duck, WV 25063

Application for 2010 Capitol Street Art Fair Criteria for Selection

- 1) All applicants will submit a completed application form with an application fee and the specified materials with a postmark of no later than March 1, 2010.
- 2) Applicants who were in the 2009 Art Fair will be juried based on their 2009 photos or images of their work and the on-site jurying. They need to submit (5) new photos or images of any new media, in .jpeg format, for jurying, and they may also show new work. Images may be used for publicity purposes.
- 3) Applicants who were not in the 2009 Art Fair are required to submit five photos or a CD with (5) five images of their work and an image of their booth display. Images on CD are to be in .jpeg format.
- 4) File names need to include the title of the work or a description of the item.
- 5) Separate images (five photos or images) are required for work in each different media category. (See information sheet for media categories.)
- 6) All applicants will be juried based on the following criteria: a) Proficiency in technique and craftsmanship; b) Strength of design; c) Quality of materials; and d) Booth display. Additional considerations such as safety issues, copyright, and/or patent may be considered.
- 7) All work must be hand made by the artisan based on his/her original design.
- 8) Items that will **not** be considered include: those made from kits, models, commercial molds; those that are mass produced, machine made, commercial items that are embellished by the applicant for resale, or pre-printed quilt tops; items made with plastic beads, plastic canvas, styrofoam, other plastics, silk and/or synthetic flowers, polar fleece, doll components not created by the artisan, manufactured baskets, excessive commercial lace on fabric items, use of hot glue as primary method of attached items; or items that infringe upon a copyright, trademark, or patent. Specialty foods and body products must be approved by the *West Virginia Department of Agriculture*. Specialty food producers are also required to submit a certificate of insurance for product liability.
- 9) Emerging artisans of all ages with high quality products are encouraged to apply.
- 10) Predetermined ratios will be utilized as guidelines to achieve a balance of media.
- 11) The *FestivALL Capitol Art Fair Committee*, which includes representatives from *Allied Artists* and *TAMARACK: The Best of West Virginia*, will make decisions about the placement of artisans.

Terms and Conditions

The applicant's signature on the application form signifies agreement, as follows:

- 1) All products will be of high quality as based on the criteria above.
- 2) The artisan will attempt to provide inventory for the duration of the Fair.
- 3) The assigned space will be set up between 7:00 and 9:00 a.m. on June 26, 2010 and taken down between 5:00 and 7:00 p.m. on June 27, 2010.
- 4) All artisans will comply with the booth space, which is 10' wide by 6' deep for a single space and 20' wide by 6' deep for a double space.
- 5) Although security will be provided, the artisan assumes risk for items that are left overnight. Artisans may remove their goods overnight on Saturday.
- 6) The artisan must be present and cover the assigned space during the set hours for the Fair, except that a designee or volunteer may cover for meals and breaks.
- 7) Individual electrical outlets will be provided as available but cannot be guaranteed for all spaces. Usage is limited to 75 watts per space.
- 8) The artisan's name and images may be used in publicity for the Fair.