



December 5, 2011

Dear Artisan,

Charleston Mayor Danny Jones and Executive Director Larry Groce invite you to apply for the seventh annual FestivALL Capitol Street Art Fair. The Fair will take place on Saturday, June 23, 2012, from 10:00 a.m. to 6:00 p.m. and Sunday, June 24, 2012, from 11:00 a.m. to 5:00 p.m.

FestivALL begins on June 15 and extends through June 24. Major Events include:

Smoke on the Water Chili Cook-off

The Mayor's Concert

Charleston Light Opera Guild

Musical Dance Gala

Fund for the Arts' Blues, Brews & BBQ and Wine & All That Jazz

Mountain Stage

The schedule will also include other performances involving national and regional talent in theater, film, music and dance, plus other visual arts and special family events. See the website, www.festivallcharleston.com, for complete schedule updates.

FestivALL does local and regional marketing via website, rack cards, posters, fliers, billboards, print ads, radio and television commercials, and other promotions. Additionally, names of the artisans who are juried into the Art Fair are included in the printed schedules and on the website and apps.

All artisans are 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, including emerging artisans, from across West Virginia and outside of the state. You do not need to be part of any organization in order to apply.

Changes for 2012 are:

1) We are continuing to expand our capacity to add more juried artisans.

2) Tamarack artisans will have a choice of tents on either block of the Art Fair.

3) There will no longer be a separate tent designated for members of Allied Artists who are juried into the Fair.

4) The parking lot on the Quarrier-Lee Street block of Capitol Street has been donated for use by the Fair.

5) Artisans may have access to the tents to set up their booths on Friday, June 22, from 9:00 to 11:00 p.m. This is for booth set-up only, not to leave products.

6) Jurying of new applicants (not those who were in the 2011 Art Fair) will be based on images of products on a CD. However, the booth design may be shown by a print drawing. Referral to a website is not an acceptable substitute. For special arrangements contact the Art Fair Producer.

7) Artisans are strongly encouraged to apply only if they have concrete plans to produce the necessary inventory and participate in the Fair. When artisans drop out, even with advance notice, this affects everyone, since it requires adjustments to fill empty spaces. Artisans who drop out without advance notice may not re-apply for three years.

8) The Selections Committee reserves the right to consider late applications and/or recruit artisans for any vacancies that occur after the initial jurying is completed. These artisans will also go through a jurying process via email.

9) Within the FestivALL website, www.festivallcharleston.com, separate pages will be assigned to the Capitol Street Art Fair and the Children's Art Fair, with information and photographs specific to these events.

10) Minnie Jones, Assistant Producer, will serve as a full-time block captain for the Lee-Washington Street block. Steve Cassle will continue as block captain for the Quarrier-Lee Street block. Melissa Dennison will be the block captain for the Children's Art Fair, which is adjacent to the Capitol Street Art Fair.

FestivALL is committed to maintaining the Capitol Street Art Fair at its location in the center of downtown Charleston. This location dictates certain limitations, which may not work for all artisans. Artisans need to take these limitations into account when deciding whether or not to apply for this Art Fair. These limitations are:

a) Booths can only be 6' deep. On the block between Quarrier and Lee Streets this includes approximately 2' on the curb for booths that are on the curb side of the tents.

b) Each space is 10' wide with no space in between adjacent booths.

c) Electricity is limited, where it is available, to 75 watts per booth. This does not allow for the use of electric fans, except for medical reasons.

d) The Fair is outside, under long tents. The tent walls are rolled up during the hours that the Fair is open. If there is a sudden wind and/or rainstorm it is critical to be able to protect people from booths or products at the same time that the sides are being rolled down by designated artisans and their helpers. Therefore, booths need to be designed to withstand wind, and covers and containers are needed to protect the products quickly. Tamarack staff personnel are available to consult with accepted artisans prior to the Fair on how best to do this.

We also need to highlight the requirement that artisans commit to the total time that the Fair is advertised to be open. The Fair is heavily subsidized, and this is also a commitment that we make to our sponsors. If the management needs to close the Fair for periods of time due to the weather or other emergency conditions, artisans are expected to return to their booths and keep them fully open when the Fair reopens. Viewers who choose to attend the Fair between 4:30 and 5:00 on Sunday – and some return to buy art at that time – need to be guaranteed the same access to the complete Fair as those who attend earlier.

New applicants are required to submit (5) images for each medium on a CD and an image of their booth design. Artisans who were accepted for the 2011 Art Fair only need to submit an image of their booth design unless they want to add a new medium or show new work. Tamarack will continue to have identified tents for artisans; these artisans must be juried both into Tamarack and into the Art Fair through the same process as all other applicants. Ron DeWitt, Tamarack Artisan Services Director, chairs the Selections Committee, which includes the Producer and a number of non-exhibiting artisans.

Applicants who apply by the early deadline of February 1, 2012, benefit from reduced fees. All applications are due by the final deadline, March 1, 2012, and will be juried at the same time, in mid-March. All checks will be held until after the jurying process. If your application is not accepted then your check will be returned. Notifications will be mailed or emailed by early April.

The application form is enclosed as part of this packet. It is being posted on the FestivALL website, www.festivallcharleston.com, in early December. It is also available by email or postal mail upon request. Use postal tracking in sending your application and keep a copy of your verification of delivery.

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



2012 FestivALL Capitol Street Art Fair - Basic Information

Fair dates/times:

Saturday, June 23, 2012 – 10:00 a.m. – 6:00 p.m.
Sunday, June 24, 2012 – 11:00 a.m. – 5:00 p.m.

Postmark deadlines for applications:

Early: February 1, 2012
Final: March 1, 2012

Late applications are only considered for jurying as alternates for spaces that become vacant.

Jurying: Mid-March, 2012

Note: All applicants who did not apply or were not accepted for the 2011 Art Fair are required to submit a CD with (5) images for each medium to be juried plus an image of their booth design. Artisans who were accepted for the 2011 Art Fair are required to submit an image of their booth design and a CD for each new medium they want to have juried. They may also submit photos and/or a CD for new work that they want to share for publicity purposes, etc.

Notification:

Notifications will be emailed or mailed by early April, 2012 – 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)

Booth safety:

Artisans are responsible for designing their booths and providing covers and containers for their products in order to maximize safety in the event of a wind and/or storm. They are also expected to protect their booth and products in the event of extreme weather on Saturday night.

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. They also need to be prepared to arrange on-site coverage early on Sunday morning, when the tent company rolls up the sides of the tents.

Media categories:

Following are the categories of media that have been identified for the Fair. These categories reflect the Fair's commitment to a wide range and balance of fine art and fine craft.

- 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

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, 2012. The Selections Committee may make exceptions only to fill spaces of artisans who have been accepted through the mid-March jurying process and who decline to participate.
- 2) Applicants who were accepted for the 2010 Art Fair will be juried based on their 2009 or 2010 photos or images of their work and the on-site jurying. They need to submit an image of their

booth design and (5) new images of any new media, in .jpeg format, for jurying, and they may also submit images of new work. Images may be used for publicity purposes.

3) Applicants who were not accepted or did not apply for the 2010 Art Fair are required to submit 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 images on CD) are required for work in each different media category that is listed in this packet.

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 and safety. Cooperative attitude will also be considered. Issues such as copyrights and patents may also be considered. Non-compliance with terms and conditions may disqualify an applicant from future Fairs. Artisans who fail to show up at the Fair without advance notice may not apply again for three years.

7) All work must be hand made by the artisan based on his/her original design. The only exception is where an original product is produced by a team of artisans working together.

8) Only work by the artisan who applies and is juried in for the particular medium may be included in the booth. Artisans who work together may submit one application as long as each artisan meets all criteria, is juried as required, and signs the application.

9) 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.

10) Arts and crafts must fit the family-friendly nature of the Fair.

11) Emerging artisans of all ages with high quality products are encouraged to apply.

12) Predetermined ratios will be utilized as guidelines to achieve a balance of media.

The Producer, with advice from the FestivALL Capitol Street Art Fair Committee, will make decisions about the placement of artisans.

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