

Art on the Avenue

A Multicultural Arts & Music Festival

October 1, 2016

Thank you for your interest in Art on the Avenue, a multicultural arts and music festival organized by the Del Ray Community Partnership, and hosted by the Del Ray neighborhood of Alexandria. The show welcomes applications from all craft artists, and is known for high quality artwork in a friendly, neighborhood atmosphere.

Please read this letter carefully, even if you have participated in the show before.

Please note that due to drastically increasing costs, we will no longer be able to offer discounts for Del Ray Artisans and students. However, we're keeping the application fee the same as last year for everyone.

This is a juried show and all work must be original, handmade, created and exhibited by the approved artist. Work made from a commercially available kit or plan is not acceptable. Buy/sell is not acceptable. Acceptance is NOT guaranteed for returning artists. The application should include a completed application form, photos, and a check made out to Art on the Avenue. Mail applications to Art on the Avenue, P.O. Box 2826, Alexandria VA 22301. **Please use a 6 x 9 or smaller envelope and maximum of 6 photos. No staples or paper clips. No padded envelopes.**

You may submit and show work in more than one category, but you must include at least one photo of each category of work as part of your application. Please submit a **minimum of 3 photos and a maximum of 6 photos** with the application. Digital files, and transparencies are NOT acceptable. On the back of each photo, please include an indication of the retail price of items shown. **Images should accurately represent the work that will be displayed.** Artists may only exhibit work in categories that are included in their application.

The number of artists in each category will be limited to ensure an equitable distribution. Once a category, such as jewelry, painting, photography, etc., reaches the limit that category will be closed, and remaining artist applications put on a waiting list. **Any application that includes jewelry will be judged in the jewelry category and subject to the limits on numbers of jewelry artists.**

Artists may request a specific space. We will try to accommodate requests but cannot guarantee assignment of the requested space. There are a number of corner spaces available for an additional fee of \$100. If you want a corner, send a separate check for \$100 that will only be cashed if we can give you one of those corners.

Each space is **10 feet by 10 feet**. Tents, displays, art, supplies, chairs and other items must be kept within the assigned space and may not encroach into the adjacent space or street, into any sidewalk or onto private property. Artists who use tents must have weights in case of windy weather. There is no electricity or water available to artists.

Displays must be professionally and aesthetically pleasing. Art on the Avenue draws many families with small children and pets. Please keep this in mind as you set up your display. Artists are responsible for protecting their merchandise from damage and theft. The Del Ray Community Partnership is not responsible or liable for any loss, theft or injury incurred by any artist.

Each artist is personally responsible for the collection and reporting of Virginia Sales Tax (6.0%). More information can be found at <http://policylibrary.tax.state.va.us/OTP/Policy.nsf>, or by calling (804) 367-8031.

All cancellations must be made in writing or by email and must be received before August 31st, in order to receive a 50% refund. No refunds after August 31st.

Please indicate any special needs, such as wheelchair access, etc., on your application so we can place you in the best possible spot. Any other needs related to display of art and crafts are the responsibility of the artist.

If you are not accepted into the show we will notify you by mail and shred your check. Photos of artwork will NOT be returned.

This letter outlines our policies and expectations. If you have a questions, please send an email to artonthavenue@gmail.com. We're looking forward to seeing your applications and meeting many of you in October.

Sincerely,

Maria Wasowski, Artist Coordinator

Application Timeline

April 1 - Applications at standard booth rate of \$175 must be postmarked by April 1st

After April 1st - Application fee rises to \$195

First week in June - First round of judging for all submitted applications

End of June - Information packages mailed to artists who applied by June 1st and have been juried into the show

June through end of September - Any remaining spaces are filled by the judges as applications are received

August 31st - Cancellations must be made in writing, postmarked by August 31st or sent by email, in order to receive a 50% refund.

Logistics for Artists During Art on the Avenue

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| 7:30 AM | Mount Vernon Avenue closes to traffic. Artists are allowed on the Avenue to unload. Vehicles must be moved off the Avenue as soon as items have been dropped off. Artists may set up after their vehicle has been parked off the Avenue. The Avenue MUST remain clear before 7:30 a.m. and set up must be completed by 9:45 a.m. |
| 10:00 AM – 6:00 PM | Art on the Avenue is open to the public, rain or shine |
| 6:00 PM – 7:00 PM | Breakdown starts at 6:00 p.m. and must be completed by 7:00 p.m., when the Avenue will re-open to traffic. Artists will be given a pass to bring their vehicles to the Avenue ONLY once artwork, tent and any other equipment are packed up on the sidewalk. |
| 7:00 PM | Mount Vernon Avenue opens to traffic. |

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ARTIST APPLICATION

Name: _____ Company Name: _____

Address: _____

City/State/Zip: _____

Cell phone number: _____ Additional phone number: _____

E-mail _____ Website URL: _____

You may display work in more than one category, check ALL categories that apply. Attach a minimum of three photos and at least one photo of each type of art (three for jewelry). The photos must be representative of the items you'll have in your booth.

- Bath and Body/Candles
- Ceramics/Pottery
- Clothing, Accessories, Bags
- Fiber (non-clothing)
- Glass
- Metal

- Mixed Media
- Painting/Drawing
- Photography
- Wood
- Toys
- Other _____

- Jewelry

(Jewelry may not be in any part of your display unless you have checked the box next to "Jewelry" above, and provide at least three photos of your jewelry)

10'X10' ArtSpace:

- \$175/Individual artist (\$195 after April 1st)
- Corner spot requested (separate check for \$100 enclosed)
- TOTAL ENCLOSED:\$_____

PAYMENT AND AT LEAST 3 CRAFT PHOTOS MUST ACCOMPANY APPLICATION

Application will not be processed or juried without photos

Any special needs, to assist those of limited physical ability? _____

If you would like printed postcards, please indicate how many (maximum of 50): _____

Request for specific space: _____

Signature of Artist _____ MAILING DATE _____

Your signature certifies that your artwork has been made by you and that you will be in your space at all times during the show except for occasional short breaks.

Mail application, photos and check made out to **Art on the Avenue**, Box 2826, Alexandria, VA 22301
Questions? Email: artontheavenue@gmail.com