

# Art on the Avenue

*A Multicultural Arts & Music Festival*

**October 7, 2017**

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.**

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.

There is a discount for applications postmarked by April 1st and applications mailed by April 1st have the best chance of being accepted into the show. However, we continue to accept applications after April 1st until all spaces have been filled. The number of artists in each category will be limited to ensure a balanced distribution of art forms. 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.**

The application should include a completed application form, a check for the application fee made out to Art on the Avenue, a **minimum of 3 photos and a maximum of 6 photos** (good quality home printed images acceptable). Digital files, and transparencies are NOT acceptable. Please note prices on the back of each image. **Images should accurately represent the work that will be displayed.** You may submit and show work in more than one category, but you must include at least one photo of each category of work, and may only exhibit work in categories that are included in the application. Mail applications to Art on the Avenue, P.O. Box 2826, Alexandria VA 22301. **Please use a 6.5 x 9.5 or smaller envelope and maximum of 6 photos. No staples or paper clips. No padded envelopes.**

We usually try to place returning artists at or close to their previous location, unless an artist asks to be moved. We will try to accommodate requests but cannot guarantee assignment of the requested space.

There are a limited number of corner spaces available for an additional fee of \$100. If you want a corner, enclose a SEPARATE CHECK for \$100. We never have enough corners for all who want them, so if we can't assign you to a corner we'll shred that additional check. Corners will be assigned to reflect a variety of art forms and to allow a variety of artists to showcase their work in these prominent locations.

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.

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.

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.

If you have questions, please send an email to [arntontheavenue@gmail.com](mailto:arntontheavenue@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

**End of June** - Information packages mailed to artists who applied by June 1st and have been juried into the show. Letters sent to artists who have not been accepted.

**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, by mail or email by August 31st to receive a 50% refund.

## **Logistics for Artists During Art on the Avenue**

7:00 AM	PLEASE NOTE SETUP TIME BEGINS 30 MINUTES EARLIER THAN IN PREVIOUS YEARS. 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.

Please note that there is no dedicated parking for artists. Limited parking is available on neighborhood streets surrounding the show. There is also a large parking lot in front of the Target store located at 3101 Jefferson Davis Highway in the Potomac Yard Shopping Center, about a 10 minute walk from the north end of the show. There is also a parking lot behind the George Washington Middle School located at 1005 Mt Vernon Avenue, about a 10 minute walk from the southern end of the show.

# Art on the Avenue

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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
- Painting/Drawing

- Photography
- Wood
- Toys
- Other \_\_\_\_\_
- Mixed Media (brief description) \_\_\_\_\_

- 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 (postmarked by April 1st)
- \$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***

If you would like printed postcards, please indicate how many:  10  25  50

Request for specific space: \_\_\_\_\_ Special needs or physical disability? \_\_\_\_\_

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](mailto:artontheavenue@gmail.com)