



Great Lakes Art Fair Fall 2010 Artist Application

October 15, 16, 17, 2010

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Novi, MI

Application Deadline - July 31, 2010



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46100 Grand River Ave.
Novi, Michigan 48374

Who We Are

Please join us for the Great Lakes Art Fair! The GLAF offers fine artists and their patrons an expansive marketplace that brings fresh energy to the regional artistic community. This bi-annual event is hosted by the Rock Financial Showplace in consultation with Constance Mettler, a doyenne of the national art show circuit since 1979.

The juried component of the fair will feature 200 local, regional, and national artists. The Great Lakes Art Fair will also feature select educational demonstrations, art based entertainment, and community outreach efforts. Support from the regional art community has already exceeded expectations, setting the stage for the GLAF to become the new bi-annual destination event for fine artists from all mediums and their patrons.

What people have said about the April 2010 Great Lakes Art Fair:

- I started with the Great Lakes Art Fair last spring with it's first show. I cannot get over how it has grown!!! The people who organized the show were amazing. The atmosphere was electrifying, crowds overwhelming and in a buying mood!!! This is by far one of my favorite shows and I hope to continue to be a part of it for years to come. Thank you Great Lakes staff for a high quality, enjoyable show.

- As for the show ... what a fabulous job you did.... It was run far superior to any promoter in the country. I had a customer tell me she has never seen so much advertising for an art show. I have never seen people work as hard and have such unique and new ideas for an art show as all of you. As the shoppers walked in on Friday night into a darkened gallery of beautiful artwork and handed a chilled glass of champagne to the daily fashion shows of wearable artists work....such fabulous ideas for a show.

Location

The Rock Financial Showplace is located in Novi, Michigan, situated in Western Oakland County, one of the nation's most affluent areas. Rock Financial Showplace has become familiar to patrons as a premier indoor venue for specialty arts over the past ten years. The Great Lakes Art Fair combines exclusive and desirable works from local, regional and national artists and is supported by an extensive marketing and promotion campaign aimed at creating maximum interest and traffic.

Attendance

Over the past decade the Rock Financial Showplace has been host to premier indoor art fairs each year, during the months of April and October. Attendance figures from these fairs have averaged in the tens of thousands. With the increased investment into advertising, promotion, and production, attendance is projected to easily grow and exceed the performance of past events.

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Advertising & Promotion

The Great Lakes Art Fair believes effective promotion is as crucial to overall success as the selection of artists. The GLAF's mission is to deliver a high quality experience for patrons and artists that will assure qualified buyers, return visits and exponential event growth. e superior local media and marketing relationships enjoyed by the Rock Financial Showplace will contribute enormously to the overall success of the Great Lakes Art Fair

A multi-level marketing and publicity campaign will be launched to promote the GLAF throughout the region, including media partnerships in print, radio, television, direct mail and outdoor. ere is also a strategic web marketing campaign aimed at building awareness of this new regional event.

Participating artists are provided with custom Great Lakes Art Fair discount coupons, e-mail blast content and other collateral materials to distribute to their patrons. These materials will be available at time of notification.

Event Dates

Check-in/Set-up: Thursday, October 14, 2010 8 am – 6 pm
Day One: Friday, October 15, 2010 12 – 8 pm
Day Two: Saturday, October 16, 2010 10 am – 6 pm
Artist Reception: Saturday, October 16, 2010 - 6 pm
Day Three: Sunday, October 18, 2010 11 am – 5 pm
Artist Load-Out: Sunday, October 18, 2010 5 pm – 10pm

Application Deadlines

Application Opens – May 24, 2010
Application Deadline – July 31, 2010
Week of Jurying – August 2 – 6, 2010
Notifications Sent – August 11, 2010
Booth Fees/Commitments Due – August 31, 2010

Application Process

Application Fee

Each application must be accompanied by the \$30 jury fee payment. Applicants may choose to pay online by credit card, or they may pay by a check made payable to Great Lakes Art Fair (mailed to Great Lakes Art Fair, 46100 Grand River Avenue, Novi, Michigan 48374). is non-refundable jury fee check will be deposited upon receipt.

Booth Fees/Acceptance of Offer to Exhibit

An artist who is selected by the jury and accepts the invitation to exhibit, must return the signed contract and booth fee (see fee schedule below) to the Great Lake Art Fair by August 31, 2010. Failure to respond by the deadline may result in evocation of the invitation and immediate invitation of an alternate from the waiting list. Applicants are responsible for keeping the GLAF advised of effective mailing addresses.

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Jury Process and Image Specifications

Digital images are reviewed by the panel in a blind jury process with multiple rounds. The identities of artists are not disclosed to jurors. The jury is comprised of prominent working and exhibiting artists as well as other art professionals. The jury will view each applicant's set of five images projected simultaneously in a horizontal grouping. The artist information statements are then read to the jury. Artistic excellence and a well balanced show are the criteria for selection of exhibitors. The top scores in each category receive invitations; the remaining artists in the final round are retained to comprise a waiting list of alternates. Decisions of the jury panel and show management are final.

Digital Images:

Five (5) images must be submitted for each application entered by the artist

Four (4) images must be individual pieces of work

The fifth image must be a display of the artist's work, showing the overall continuity and presentation of your current body of work. The fifth image is mandatory. If a booth image per se is not available, submit an image taken of a grouping of works representative of the works to be exhibited at the show. The purpose of the booth image is to ensure the artist has a complete body of work which is represented both in the first four images and also within the fifth image. It also helps identify the scale of the artist's work. NOTE: is a blind jury process; please avoid submitting booth images with any identifiable sign, or photo of the artist themselves.

All digital images must be submitted on computer disc or flash drive with completed Application.

How do I convert my slides to a digital format?

Traditional slides can be scanned and converted to a digital format at most full-service photo labs. We recommend that you research a local photographer or professional photo lab near you that fits your digital needs. Providing those who assist you with the ZAPP™ image specifications and formatting tutorials can be helpful if they are also going to be formatting your images. A high-resolution (300 dpi or higher) digital scan or file is greatly recommended. 35mm scanners are also available for commercial purchase.

What are the image specifications?

All images must be formatted to the following specifications in order to upload them successfully into the system.

1. Dimensions: 1400 x 1400 pixels
2. File Format: .jpg .png .gif .pdf
3. File Size: Images must be under 1.8 MB.
4. Color space: Save images in an RGB color space, preferably sRGB.

New to digital jurying? Please visit www.entrythingy.com for a full tutorial to help you through the very artist-friendly process. The website has many FAQs and resources and answers to digital jurying myths.

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Artist Fees

Standard Booth Space (10 x 12) - \$400
Extended Booth Space (10 x 24) - \$750
Corner Fee - \$50*
Jury Fee - \$30
All booths have 5 ft of storage behind

Specialty Item Fees

Standard Booth Space (10 x 10) - \$500
Extended Booth Space (10 x 20) - \$850
Corner Fee - \$50*
Jury Fee - \$30
All booths have 5 ft of storage behind

Electricity

Up to 1000 watts of electricity is included in booth package. Additional electricity and utility needs must be ordered through Rock Financial Showplace's electrical provider, Show Power Plus.

*Corner fee requests will be taken but not guaranteed. If you would like to request a corner, please mail a separate check for \$50 payable to Great Lakes Art Fair. (mail to Great Lakes Art Fair, 46100 Grand River Avenue, Novi, Michigan 48374) Checks will not be deposited until after booth assignments have been finalized.

Booth Descriptions

Standard artist booth size will be 10' (deep) x 12' (wide) to house a booth structure; extended booth size will be 10' (deep) x 24' (wide) to house a booth structure. Standard specialty item booth size will be 10' x 10' to house a booth structure; extended booth size will be 10' x 20' to house a booth structure. Five (5) feet of storage space will be made available directly behind artist booth. Artists are responsible for providing all booth structures, racks, tables, chairs, display units, lighting or other fixtures. **A BACK DRAPE TO COVER THE STORAGE AREA IS REQUIRED.** Digital image of booth structure must represent booth quality you plan to display at the fair. Booth assignments are at the sole discretion of fair management and are not interchangeable. Great Lakes Art Fair management will attempt to honor any request but can not make guarantees; this includes requests for corner spaces.

Artist Reception

On Saturday evening the Great Lakes Art Fair will be hosting an artist reception for artists, sponsors, event partners and special guests. The reception is always one of the highlights of the Great Lakes Art Fair and artists are encouraged not to miss it!

Artist Presentation by Connie Mettler

As a benefit to participating in the Great Lakes Art Fair, Connie Mettler, owner of ArtFairInsider.com & ArtFairCalendar.com, will be doing a special presentation for the artists at 9am on Sunday morning entitled "The Digital Jury Process." Connie will speak about the digital jury process, hold a mock jury, view digital image, discuss how to improve your digital images for the jury process, and do a critique of booth images along with a discussion on why booth images are important to the jury process. This presentation is free to exhibiting artists.

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Show Rules

Please refer to **Show Rules and Regulations** for complete Rules and Regulations.

1. All work must be original, handcrafted work. Artist guarantees the accuracy of the description of the works presented and the authenticity of the work as the creation of their own hands.
2. Artists must be present with their work throughout the entire three days of the event. If a collaborative application is accepted, both artists must be present during the event.
3. Artists may only display the work in the media category in which they were accepted.
4. Each artist is responsible for collecting Michigan state and local sales taxes required by law.

2D Reproduction Policy

Reproductions of an artists work may be exhibited subject to the following conditions: 1. All reproductions must be signed and numbered limited editions, and must be limited to 25% of work shown. 2. All reproductions, whether framed or unframed, must be clearly and individually labeled "reproduction" or "limited edition reproduction." 3. Framed reproductions may be displayed in browse bins and/or hung on one wall of the booth, not to exceed ten (10) linear feet.

Special Applications

Collaborating Artists: Collaborating artists is defined as a group of two (2) artists that work together on any one piece of art. If two artists collaborate, it is regarded as one joint entry. If accepted, they may exhibit only that work which is collaboration.

Multiple Applications: Artists who wish to submit in more than one category must submit an application, jury fee and set of images for each category. Artists may not apply twice in the same category.

Media Categories

Painting: Oil, acrylics and watercolor - Oils, acrylics, alkyd, casein and egg tempera.

Photography: Prints or transparencies must be from original negatives that the artist has processed or directly supervised by a reliable quality service. Photographers are required to disclose both creative and printing processes.

Sculpture: Three-dimensional original work done in any medium will be considered.

Jewelry: All jewelry whether the work is produced from metal, glass, clay, fiber, paper, plastic or other materials must be entered in this category. No commercial casts, molds or production studio work.

Wood: Original hand-tooled, machine-worked, turned or carved work.

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Digital Art: Original work utilizing computer technology to craft or manipulate visual images. Work must be printed on archival quality paper and be properly signed and numbered as a limited edition. Traditional photographs taken through a digital media should apply in the photography category.

Metalwork: Non-sculptural and non-jewelry metal work.

Printmaking: Works created for which the artist's hand manipulated the plates, stones or screens and no original exists and which have been properly signed and numbered as a limited edition. Printmakers are required to disclose both their creative and printmaking process.

Ceramics: All original clay work is acceptable in this category (wheel-thrown, slab, etc.). No machine-made or mass produced work is permitted.

Fiber: All work crafted from fibers including basketry, embroidery, weaving, leatherwork, tapestry and papermaking. No machine tooling, machine-screened patterns or miscellaneous forms of mass production are permitted. No factory produced wearable items, regardless of additional modification or enhancement by the artist, may be exhibited.

2-Dimensional Mixed Media: Includes collage and handmade paper.

Drawing/Pastels: Pencil, charcoal, chalk and pastels.

Glass: No molds or miscellaneous forms of mass production are permitted.

3-Dimensional Mixed Media: Includes non-sculptural work as determined by the artist.

Specialty Items: We will be allowing a select group of "specialty items" to participate in the fair. Those who have one of these items should contact show management to discuss at 248.348.5600 x 236 or info@greatlakesartfair.com.

Thank you for your interest in the Great Lakes Art Fair. We look forward to presenting an exceptional and popular event that will become your best and favorite show of the season!

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How to Apply

1. Complete the attached Application/Contract or online at www.GreatLakesArtFair.com
2. Complete the attached Digital Image Description Form or online at www.GreatLakesArtFair.com
3. Send Jury Fee of \$30 payable to:
Great Lakes Art Fair, LLC
4. If using paper application - Mail application, contract, application fee, digital image descriptions, digital images to:
Great Lakes Art Fair, LLC
46100 Grand River Avenue
Novi, Michigan 48374
5. Please call us at 248.348.5600 with any questions or concerns.

Important Dates

Application Deadline – July 31, 2010
Week of Jurying – August 2 – 6, 2010
Notifications Sent – August 11, 2010
Booth Fees/Commitments Due – August 31, 2010
Check-in/Set-up: Thursday, October 14, 2010, 8 am – 6 pm
Show Active: October 15-17, 2010
Artist Load-Out: Sunday, October 18, 2010, 5 pm – 10pm

Fees

Artist Booth Fees:

Standard Booth Space (10 x 12): \$400
Extended Booth Space (10 x 24): \$750
Corner Fee: \$50
Application Fee: \$30

Specialty Items Fees:

Standard Booth Space (10 x 10): \$500
Extended Booth Space (10 x 20): \$850
Corner Fee: \$50
Application Fee: \$30

Electrical

1000 watts of electricity is included in booth package.

Jury Categories

1. Painting 2. Photography 3. Sculpture 4. Jewelry
5. Wood 6. Digital Art 7. Metalwork 8. Printmaking
9. Ceramics 10. Fiber 11. 2-Dimensional Mixed Media
12. Drawing/Pastels 13. Glass 14. 3-Dimensional
Mixed Media 15. Specialty Items

Contact Us

Great Lakes Art Fair
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Novi, Michigan 48374
(p) 248.348.5600 (f) 248.347.7720
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