



# HOLIDAY ART FAIR

NOVEMBER 19, 20, AND 21, 2010

## CALL FOR ENTRIES

The Art League of the Madison Museum of Contemporary Art is pleased to announce an open call for entries for the 2010 Holiday Art Fair, to be held November 19-21, 2010.

The 40<sup>th</sup> annual Holiday Art Fair is an excellent showcase for contemporary fine art and craft during the gift-giving season. This juried show, featuring over 90 distinguished artists, is as sophisticated as its setting – the renowned Madison Museum of Contemporary Art and Overture Center for the Arts. The festive event also features live entertainment throughout the weekend, holiday refreshments, and a 4-color program with a Holiday Art Fair passport.

## CALENDAR

May 28	Application deadline
June 18	Notice of jury results will be sent
July 16	Booth fee due
September 10	Last day for cancellation with refund
November 18	Exhibitor load-in and set-up
November 19	Exhibitor load-in and set-up Fair Patron Preview, 4:00 – 8:00 pm
November 20	Holiday Art Fair, 10:00 am – 5:00 pm
November 21	Holiday Art Fair, 10:00 am – 3:00 pm

## 2010 JURY

MMoCA's Art League is pleased to welcome the 2010 Holiday Art Fair Jury:

**Carla Dillman**, Owner of Third Eye Art Consulting & Sourcing; former VP of Merchandising for Artful Home; goldsmith for George Sawyer Design.

**Pat Dillon**, Painter; Owner of Bungalow 1227 Gallery.

**Bird Ross**, Fiber artist.

**Theodora Zehner**, Holiday Art Fair Co-Chair and Board Vice-President, Art League of MMoCA; Retired textile artist and instructor at the School of the Art Institute of Chicago, Haystack Mountain School of Crafts, and Penland.

## JURY PROCESS

Submit five images, four that are representative of your work and one that clearly shows your booth. Artwork will be evaluated on the criteria of skill, originality, impact, and design. Artwork shown in your booth shot should be representative of your current work. Your name and residential information is not provided to jurors.

## **RULES**

1. The Holiday Art Fair is open to all exhibitors 18 years of age and older.
2. 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.
3. All works on display must be for sale. We recommend exhibitors bring a range of items to accommodate both the gift shopper and the fine art buyer.
4. All sales will be conducted between the artist and purchaser. Artists are responsible for obtaining a State of Wisconsin seller's permit and for collecting and paying Wisconsin sales tax on all sales made during the Holiday Art Fair.
5. Each exhibitor's work will be screened by the jurors during Holiday Art Fair. Artists whose work does not comply with the rules, or differs from the slides submitted, will be asked to leave. The judgment of the jury will be final, and no refunds will be given.
6. Artists must be present to exhibit and manage their displays during Holiday Art Fair. Artists are limited to the booth space they were assigned. Booth spaces are non-transferable. Any artist who has not been juried into the Fair, or has not paid the jury and booth fees, will not be allowed to exhibit.
7. Booth spaces are 6' x 10' or 10' x 10' and cost \$230 and \$275 respectively. Artists may request their preferred booth size. Upon request artists may rent 6' tables for \$15 each and 10'x10' sections of pipe and drape for \$40 each. Chairs can be provided at no charge. Electricity will be available for every booth at no charge.
8. Exhibitors may set up booths on Thursday, November 18 and Friday, November 19.
9. Artists must provide written notice of cancellation by 11:59 p.m. on September 10, 2010 to receive a booth fee refund minus a \$40 cancellation processing fee. Artists canceling after September 10, 2010 will not receive a refund. No exceptions will be made.
10. If accepted, you agree to the use of your images for promotional purposes unless you notify us in writing otherwise.
11. Funds raised by the Art League at Holiday Art Fair support ongoing programs at the Madison Museum of Contemporary Art.

## **APPLICATION PROCEDURE**

***Applications will be accepted electronically at [Zapplication.org](http://Zapplication.org), or by following the steps listed below.***

1. Fill out the entry form.
2. Enclose a check for the jury fee in the amount of \$20, **payable to the Art League**. All jury fees will be deposited by the Madison Museum of Contemporary Art upon receipt.
3. Enclose a self-addressed, stamped business size envelope (#10) for notification.
4. Enclose a CD with:
  - a. **Five (5) images:** Four (4) images representative of the work you intend to sell, and one (1) image of your booth.
  - b. **A key** that includes the name, media, size, and price for each of the 4 images.
  - c. **A statement** describing your process, technique, and/or materials. **Maximum 50 words.**
5. Mail all of the above to:  
Holiday Art Fair  
MMoCA  
227 State Street,  
Madison, WI 53703

**Questions? Contact Elizabeth Tucker at [elizabeth@mmoca.org](mailto:elizabeth@mmoca.org) or 608.257.0158 x231.**

## ENTRY FORM

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Artist Name

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Business Name

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Street

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City/State/Zip

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Daytime Phone

Evening Phone

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Email address

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Website

*\* NOTE: Only your name, business name, website, city and state will be listed in the Holiday Art Fair program. If no website is listed, your email address will be listed instead.*

Check the category which best describes your work:

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| <input type="radio"/> Ceramics        | <input type="radio"/> 3-D Mixed Media |
| <input type="radio"/> Fiber           | <input type="radio"/> Painting        |
| <input type="radio"/> Glass           | <input type="radio"/> Photography     |
| <input type="radio"/> Graphics        | <input type="radio"/> Sculpture       |
| <input type="radio"/> Jewelry         | <input type="radio"/> Wood            |
| <input type="radio"/> 2-D Mixed Media | <input type="radio"/> Other: _____    |

Booth size preference:

- 6' x 10' (\$230)
- 10' x 10' (\$275)
- Either (Thank you for your flexibility!)

## CHECKLIST

- Entry form
- \$20 jury fee, check made payable to **Art League**
- #10 self-addressed, stamped envelope
- CD including 5 images of artwork, key, and statement