

ART ON THE STREET 2018

Saturday, June 23, 2018

10 am – 5 pm

Quebec Street, Downtown Guelph

Art on the Street is co-presented with [Downtown Guelph Business Association](#) and features contemporary fine art and craft. The juried event has grown since 2003 to become Guelph's largest outdoor exhibition and sale. Art on the Street spotlights talent within the regional arts community and offers a fresh-air art experience for Guelph's residents and visitors. Each year, approximately 100 established and emerging artists showcase their works to several thousand visitors in temporary, open-air studios. Art on the Street is a free event which welcomes art lovers of all ages.

GUIDELINES

Please read our exhibition guidelines in detail before applying. To be considered, your application must be completed in full, including the payment of required fees. For assistance with your application, please contact Guelph Arts Council at administration@guelpharts.ca or call 519-836-3280.

IMPORTANT INFORMATION

1. ***NEW*** Support materials **may** be combined into a single PDF document before submitting. We understand this option might cause difficulty for some applicants, therefore the option to upload files individually has been re-activated.

2. ***NEW*** Recipients of the event day awards will be invited to display their work in a group show in the community gallery at 10C Shared Space for the month of August 2018. More information about the different awards is available below.

*Please note our office closes at 4:00 p.m.; applications may be dropped off until the building closes at 5:00 p.m. [Online applications](#) and payments close at 11:59 p.m.

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ELIGIBLE CATEGORIES

Ceramics – refers to all work in clay

Digital Media – refers to any original work for which the original image, or the manipulation of other source material, was executed by the artist using a computer

Drawing – refers to works created using dry media including chalk, charcoal, pastels, pencil, wax, crayon, etc. or from the fluid medium of inks and washes applied by pen or brush

Fibre – all work crafted from fibres including basketry, embroidery, weaving, leatherwork, tapestry, papermaking and hand-crafted wearable items

Glass – All works where the primary material is glass

Jewellery – all works of jewellery whether the work is produced from metal, glass, clay, fiber, paper, plastic or other materials

Mixed Media – all works in both 2- and 3- dimensions that incorporates more than one type of physical material

Painting – works created in oils, acrylics, watercolour, etc.

Photography – photographic prints made from the artist's original image, which has been processed by that artist or under their direct supervision

Print Making – printed works for which the artist has hand manipulated the plates, stones, or screens

Sculpture and/or functional art– all 3-dimensional work made in any medium, excluding jewellery

IMPORTANT DATES

January 12 - Applications Open

March 9 - Applications Close *

March 30 - Artist Notifications of Acceptance

April 13 - Booth Payments Due

April 27 - Final date for cancellation with booth fee refund. Application fees will not be refunded in event of a cancellation, regardless of membership status. No booth refunds will be provided after this date.

June 23 - Art on the Street

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AWARDS

Award Categories:

- Best of Show
- Honourable Mention
- Best Booth
- People's Choice
- Emerging Artist

Booth numbers and nametags will be provided – these **MUST** be prominently displayed. Without, exhibitors will not be eligible for an award. "No booth number, no nametag, **NO PRIZES!**"

Recipients of the event day awards will be invited to display their work in a group show in the community gallery at 10C Shared Space for the month of August 2018.

ART IN THE SHOPS

Taking place in the week before Art on the Street, from Monday, June 18 to Saturday, June 23, Art in the Shops pairs downtown venues with artists, creating an excellent opportunity for the artist to showcase selected artwork before the main event. Event organizers promote both the artist and the business. The business and artist are responsible for coordinating the delivery and set up of the artwork.

Please indicate on the application form your desire to participate in Art in the Shops, at an additional cost of \$25.

LATE APPLICATIONS

Late applications are not considered.

FEES

Artists are responsible for paying all associated application, booth, and Art in the Shops participation fees. Failure to pay fees on time will result in your application not being considered, or your space being forfeited.

Application Fees

All applicants must pay a \$10 application fee to be considered. Cheques must be dated March 9, 2018, or earlier. Online payment is available through the [online application](#).

Application Fees will be rebated to Guelph Arts Council Artist Members in the form of a further \$10 discount on the member-level booth fee.

BOOTH FEES

All booth fees are due by April 13, 2018. Fees not received by this date may result in the forfeiture of your booth space.

\$150 – Established Artists*

\$130 - Established Artists who are Artist Members of Guelph Arts Council. To be eligible for the member discount, your GAC Artist Membership must still be active on the festival day, June 23, 2018. If your membership is set to expire before June 23, 2018, you must either pay full fees or renew before applying as a member. If you aren't sure when your membership expires, that's ok! Just give us a call, and we'll help you out.

\$100 - Emerging Artists** (GAC members and non-members)

*Established Festival Artists are experienced exhibitors at booth-style exhibitions and fairs. Situated on Quebec Street, Established Artists will experience heavy foot-traffic. This is a very busy day with many sales opportunities!

**Emerging Festival Artists are just breaking into the art fair exhibition scene. Situated in the adjacent RBC parking lot, the throng of visitors is still steady but not overwhelmingly busy. This is a great opportunity to practice your sales pitch and engage with visitors. If you still aren't sure whether you fit as an emerging or established festival exhibitor, give us a call 519-836-3280.

Note that your fees are for your booth space, exhibition operations, and advertising support only. Expenses related to tent or display rentals, or other costs associated with your participation are not included and are the artists' sole responsibility.

CANCELLATION

An accepted artist may cancel their participation at any time*. Cancellations must be received in writing (electronically is acceptable).

- Cancellations received before 11:59 p.m. on April 27, 2018, will receive a full refund of the booth fee. Application fees will be retained in all cases of cancellation, regardless of membership status.
- *Cancellations received after 11:59 p.m. on April 27, 2018, will not receive a refund.

In all cases of cancellation, your booth is considered forfeited. Art on the Street reserves the right to fill your vacated space with another artist.

REPRODUCTION POLICY

To protect the reputation of Art on the Street as a fine art show, only original works of art are accepted into the exhibition. General merchandise, unless it forms an integral part of the artistic

work, will not be accepted. Factory or mass-produced work is not permitted. Limited edition runs of fine art prints may be considered.

Violations of this policy may result in your dismissal from the exhibition, without refund, at any time.

SUPPORT MATERIALS

Support Materials

Your application must include the following support materials:

- SEVEN high resolution (300 dpi) images of work you plan to include
- ONE photograph of a previous booth or example display
- An Image List, numbered to match your image titles. Indicate size and medium. You may include a brief description.
- CV (Curriculum Vitae) which outlines your artistic background and exhibition history, however minimal or extensive it may be.

APPLICATION IMAGES

Your application will be supported by seven (7) images of your work, and one (1) image of a display, installation, or booth set-up of your work. Each image should represent the work you intend to show at the exhibition, and should only display work relevant to the category(s) in which you intend to exhibit.

All images should be:

- In the range of 500 – 1024 pixels wide, 500 – 768 pixels tall
- Minimum of 300 dpi
- Suggested filename convention: "Image number_Your Name_Art on the Street 2018_Image title"

Do not neglect your images! The jurors reviewing your artwork are looking for originality, quality, and consistency in your ideas, execution, and design. They make much of their decision based on what they see in your support material. If your images are too dark, out of focus, or poorly lit, the jurors will not be able to assess your work adequately and may reject your application as a result.

Your display should be professional, attractive, and safe. The jury requires a booth/display image to assess your ability to put together a quality display. There is an award for best booth, so aim high.

If you've never displayed your work in a booth before or forgot to take a picture when you did - don't panic! We just want to see that you have considered how to professionally and attractively display your work. Fake a nice display on your home walls, or set up a beautiful table on your lawn in the sunshine, and take a picture of that.

If you don't have experience making digital images, there are [resources](#) online to help, or you may wish to hire a professional photographer to document your work.

JURY AND SELECTION PROCESS

Art on the Street is a juried exhibition. **Each year, our juries, consisting of artists and industry professionals, review all submissions.** Within each category, the jurors select the strongest work based on originality, quality of work and support materials, and consistency of ideas and design.

Only artists who have been reviewed by this year's jury are accepted into the exhibition.

All artists will receive a notification of acceptance status, sent to the email provided on the application, on March 30, 2018.

Please, do not call regarding your acceptance status. Notifications will not be given over the phone except for reasons of accessibility. You may call with questions regarding your application, but all notifications of acceptance status will be in writing via email.

After you have received your acceptance status, please contact Katie Wilde at administration@quelpharts.ca or call 519-836-3280 if you would like more information about the jury's assessment.

TENT AND DISPLAY INFORMATION

Art on the Street organizers do not provide any display tents or equipment directly to any exhibitor. All necessary equipment will need to be provided by the exhibitor.

ARTISTS ARE RESPONSIBLE FOR PROVIDING THEIR OWN TENTS, WEIGHTS, AND DISPLAY MATERIALS.

Remember, booth numbers and nametags will be provided – these **MUST** be prominently displayed. Without, exhibitors will not be eligible for an award. "No booth number, no nametag, **NO PRIZES!**" **Recipients of the event day awards will be invited to display their work in a group show in the community gallery at 10C Shared Space for the month of August 2018.**

All structures or displays must abide by the following rules:

- The tent or displays may not extend beyond the limits of the booth space (10'x10')
- Tents must be secured to the ground using a minimum of 40lbs per leg.

- Tent weights must be visually professional. Cat litter boxes and broken cinder blocks are not acceptable. By all means, get creative, but find a way to make your weights attractive, safe, and professional, as they are considered part of your display. Here's a tutorial recommended by a long-time exhibitor at this event: <http://etsymetal.blogspot.ca/2009/06/tent-weights-tutorial.html>
- Signage or displays may not extend beyond the opening of your tent.
- Plinths, benches or other display shelving must be properly weighted and secured to the ground.
- All display fixtures, tents, and other structures must be removed by the exhibitor at the close of the exhibition. Artists may pack up no earlier than 5:00 p.m. and no later than 6:45 p.m. Vehicles will not be allowed on site until 5:30 p.m.

Failure to abide by these policies will result in the immediate removal of your display at your expense, and may result in the forfeiting of your booth space with no refund given. Sudden wind gusts can cause tents and displays to topple, damaging not only your own artwork but that of your neighbours. It has happened in the past, and for that reason, we absolutely require all artists to properly weight their tents.

For consistency, Art on the Street requires that artists display only in white top tents. Failure to comply will negatively impact any future applications to Art on the Street.

Please note that Art on the Street takes place outside, rain or shine. Rain, high winds, and periods of extreme heat and sun are all possible during the exhibition. The exhibition is not responsible for your display area or any damage caused by weather. Participation is at your own risk, and you must sign a waiver on the morning of the event to participate.

[Bob Estrin Photography](#) offers thorough tips on every aspect of selling work at festivals, including tips on how to keep your tent safe and looking awesome!

GENERAL EXHIBITOR INFORMATION

Exhibition Hours

Saturday, June 23, 2017 - 10:00 a.m. - 5:00 p.m.

Artist exhibitors are required to be on-site and available during those times. The exhibition takes place rain or shine.

Load-In

Load-in of artist exhibitors begins on Saturday, June 23, 2017, at 7.30 a.m. and ends promptly at 9:00 a.m.

All vehicles must be removed from the exhibition site one hour before the event's public operating hours. This means no cars, trucks or vans on site after 9:00 a.m. **No exceptions will be made.**

Load-out

Load-out will maintain the same access restrictions as load-in. Load-out will occur

between 5:30 and 6:45 p.m.

Vehicles will not be permitted to enter the exhibition site until 30 minutes following the public operating hours. Street must be cleared of tents and vehicles by 6:45 p.m. **No exceptions will be made.**

Please maintain cordial interaction with all exhibitors, staff, volunteers, security, and police during this process. Priority is placed on safety, and all are working towards a quick and stress-free experience.

SAFETY AND SECURITY

Guelph Arts Council, the Downtown Guelph Business Association, and the City of Guelph are not responsible for any lost, stolen, or damaged items during the exhibition.

Artists are not covered under any other insurance policy besides their own. We recommend that exhibitors look into obtaining damage and liability insurance for artists.

IMPORTANT INFORMATION

1. ***NEW*** All required materials are to be combined into a single PDF document before submitting. There are several free resources online which can be used to do so. Here is [one](#), and [another](#). Please review the checklist below and ensure all supporting material has been included.
2. ***NEW*** Recipients of the event day awards will be invited to display their work in a group show in the community gallery at 10C Shared Space for the month of August 2018. More information about the different awards is available below.
3. All applicants are required to pay a \$10 application fee. The application fee will be refunded to GAC Artist Members as an additional \$10 discount on their booth fee. Booth fees will be charged at the time of acceptance into the show.
4. To be eligible for the member discount, your GAC Artist Membership must still be active on the festival day, June 23, 2018. **If your membership is set to expire before June 23, 2018, you must either pay full fees or renew before applying as a member.** If you aren't sure when your membership expires, that's ok! Just give us a call or email, and we'll help you out.
5. Applications are due **March 9, 2018**. An email notification will be sent to all applicants on **March 30, 2018**. Accepted applicants will receive an invoice for booth fees. Booth fees are due on **April 13, 2018**.*
6. **There is an option to apply and pay through an [online form](#).** Mailed or hand-delivered applications will still be accepted. All the requirements are the same no matter how you choose to apply.

7. We require a supporting image showing a previous booth, display table, gallery installation, craft fair table, etc., which illustrates your ability to display your work attractively and professionally. **The supporting image of your display is an important aspect of your application and should be considered as such.** If you have never exhibited before or don't have images of previous exhibits, set up a display and photograph it well.

8. **For consistency, Art on the Street requires that artists display only in white top tents.** Failure to comply will negatively impact any future applications to Art on the Street.

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Cancellation

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SUPPORT MATERIALS

Support Materials

Your application must include the following support materials:

- SEVEN high resolution (300 dpi) images of work you plan to include
- ONE photograph of a previous booth or example display
- An Image List, numbered to match your image titles. Indicate size and medium. You may include a brief description.
- CV (Curriculum Vitae) which outlines your artistic background and exhibition history, however minimal or extensive it may be.

APPLICATION IMAGES

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All images should be:

- In the range of 500 – 1024 pixels wide, 500 – 768 pixels tall
- Minimum of 300 dpi
- Suggested filename convention: "Image number_Your Name_Art on the Street 2018_Image title"

Do not neglect your images! **The jurors reviewing your artwork are looking for originality, quality, and consistency in your ideas, execution, and design.** They make much of their decision based on what they see in your support material. If your images are too dark, out of focus, or poorly lit, the jurors will not be able to assess your work adequately and may reject your application as a result.

We ask for a booth/display shot because we need to get an idea of how your booth display will look. **Your display should be professional, attractive, and safe.** There is an award for best booth, so aim high.

If you've never displayed your work in a booth before or forgot to take a picture when you did - don't panic! We just want to see that you have considered how to professionally and attractively display your work. Fake a nice display on your home walls, or set up a beautiful table on your lawn in the sunshine, and take a picture of that. We know your work is great - show us how attractively you can set it up.

If you don't have experience making digital images, we recommend hiring a professional photographer to document your work. If this is not an option for you, there are a few tips in the online version of this guidelines document for shooting good images on your own.

JURY AND SELECTION PROCESS

Art on the Street is a juried exhibition. Each year, our juries, consisting of artists and industry professionals, review all submissions. **Within each category, the jurors select the strongest work based on originality, quality of work and support materials, and consistency of ideas and design.**

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All structures or displays must abide by the following rules:

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- Tents must be secured to the ground using a minimum of 40lbs per leg.
- Tent weights must be visually professional. Cat litter boxes and broken cinder blocks are not acceptable. By all means, get creative, but find a way to make your weights attractive, safe, and professional, as they are considered part of your display. Here's a tutorial recommended by a long-time exhibitor at this event: <http://etsymetal.blogspot.ca/2009/06/tent-weights-tutorial.html>
- Signage or displays may not extend beyond the opening of your tent.
- Plinths, benches or other display shelving must be properly weighted and secured to the ground.
- All display fixtures, tents, and other structures must be removed by the exhibitor at the close of the exhibition. Artists may pack up no earlier than 5:00 p.m. and no later than 6:45 p.m. Vehicles will not be allowed on site until 5:30 p.m.

Failure to abide by these policies will result in the immediate removal of your display at your expense, and may result in the forfeiting of your booth space with no refund given. Sudden wind gusts can cause

tents and displays to topple, damaging not only your own artwork but that of your neighbours. It has happened in the past, and for that reason, we absolutely require all artists to properly weight their tents.

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Exhibition Hours

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Load-In

Load-in of artist exhibitors begins on Saturday, June 23, 2017, at 7.30 a.m. and ends promptly at 9:00 a.m.

All vehicles must be removed from the exhibition site one hour before the event's public operating hours. This means no cars, trucks or vans on site after 9:00 a.m. **No exceptions will be made.**

Load-out

Load-out will maintain the same access restrictions as load-in. Load-out will occur between 5:30 and 6:45 p.m.

Vehicles will not be permitted to enter the exhibition site until 30 minutes following the public operating hours. Street must be cleared of tents and vehicles by 6:45 p.m. **No exceptions will be made.**

Please maintain cordial interaction with all exhibitors, staff, volunteers, security, and police during this process. Priority is placed on safety, and all are working towards a quick and stress-free experience.

SAFETY AND SECURITY

Guelph Arts Council, the Downtown Guelph Business Association, and the City of Guelph are not responsible for any lost, stolen, or damaged items during the exhibition.

Artists are not covered under any other insurance policy besides their own. We recommend that exhibitors look into obtaining damage and liability insurance for artists.

Application begins on next page

ART ON THE STREET APPLICATION

Checklist for Preparing Your Offline Application

If you prefer not to apply online, you must submit an envelope to Guelph Arts Council which includes the following items:

1. This Application Form, filled out and returned in hard copy or scanned and saved to the same CD or flash drive as your support materials.
2. CD or flash drive with support materials (images and image list) combined into one PDF document
3. \$10 application fee - cheque if mailed, exact cash is acceptable if dropped off in person.

Booth fees and Art in the Shops fees will be charged at time of notification to accepted artists only. Do not submit these fees with your application.

Incomplete applications are not eligible for consideration, so please read the guidelines and application form carefully, and feel free to ask for assistance - contact Guelph Arts Council at administration@guelpharts.ca, or 519-836-3280

Support Materials

Your application must include a CD or flash drive which contains the following support materials:

- **SEVEN** high resolution (300 dpi) images of work you plan to include
- **ONE** photograph of a previous booth or example display
- An **Image List**, numbered to match your image titles. Indicate size and medium. You may include a brief description
- **CV (Curriculum Vitae)** which outlines your artistic education and exhibition history, however minimal or extensive it may be
- **All required materials are to be combined into a single PDF document before submitting.** There are several free resources online which can be used to do so. Here is [one](#), and [another](#). Please review the checklist below and ensure all supporting material has been included.
- The PDF document should be named with the following convention: Joe Smith Art on the Street Application

Contact Information

Your contact information will be not be released publicly except for the below fields: Your preferred name in all promotional materials; your medium/discipline; your social media or website if you provided.

Full Name:

Business Name:

Website:

Email:

Phone:

Street Address:

City:

Province:

Facebook Page:

Twitter Handle:

Instagram Handle:

Artist Details

Preferred name on all promotional materials:

Medium/Discipline:

Select:

- Ceramics
- Digital Media
- Drawing
- Fibre
- Glass
- Jewellery
- Mixed Media
- Painting
- Photography
- Print Making
- Sculpture and/or functional art

Professional Status*: (check one)

Emerging Festival Artist Established Festival Artist

Membership Status: (check one)

Guelph Arts Council Artist Member

Not yet a member

I will renew my membership prior to June

*Not sure which category applies to you? For information on what it means to be an emerging or established festival artist in this festival, and to review the associated booth fees and discounts, please see Fees section of the Exhibition Guidelines.

Art in the Shops

Yes, I wish to participate in Art in the Shops (\$25 fee)

Artist Agreement

- a) I have read, understood, and agree to abide by the exhibition guidelines
- b) The artwork I present at Art on the Street is made by me, original and similar to the example work submitted for jurying and I will sell only this work.
- c) If my application images are of poor quality, jurors may not be able to adequately assess my work, which may result in not being included in the show.
- d) Participation in a prior year's show does not guarantee acceptance.
- e) Early breakdown of my booth is not permitted unless otherwise instructed.
- f) I am responsible for the collection of government taxes.
- g) I have read and understand the cancellation policy.
- h) I will maintain my assigned space in a clean and orderly fashion and will remove trash from the site at the end of the event.
- i) I release the Downtown Guelph Business Association, Guelph Arts Council, and any workers or volunteers from injury or damage incurred by myself, as an exhibitor. Product liabilities are the sole responsibility of the exhibitor.
- j) I authorize Guelph Arts Council and the Downtown Guelph Business Association to use the images I have submitted to promote me and Art on the Street in the brochure and online. Image credit will be provided wherever possible using the name you provided under "Preferred name in all promotional materials."

By submitting my application to Art on the Street, I confirm that I have read, understand, and agree to the terms of the artist agreement outlined above.