



Dear Artist,

The Hoard Historical Museum is excited to invite you to be part of our second annual outdoor art show in Fort Atkinson. It will again showcase local artists such as you to the public. It is also an opportunity for you to display and sell your artwork to the community. The original idea for this art show is courtesy of Sarah Weh, a 2017 graduate from the Fort Atkinson High School, who now serves on the committee planning this event.

Advertising will be posted at local businesses, local newspaper, on the radio, community buildings, and the city summer event calendar. Our hope is that this show will help highlight the depth of artistic talent that exists within our area.

If you would like to participate in the Hoard Historical Museum Outdoor Art Show, please fill out and return the application and payment by July 13, 2018. An application will not be considered complete without payment and will be removed from the application process.

Hope to see you there!

Merrilee Lee
Museum Director



This application is for participation in the Hoard Historical Museum Outdoor Art Show.

Event Information:

What: 2018 Hoard Museum Outdoor Art Show

Who: Featuring fine art from local artists, live music, and food

When: Saturday, August 4th, 2018, 10:00 AM -4:00 PM

Where: Hoard Historical Museum, Fort Atkinson, WI 53538

Fees:

Booth Fee: \$35 (nonrefundable)

Booths are 10 x 10 with a limited number of double-size booths available for another \$35. No more than 2 artists per booth. Electricity and water is not available. **Space is limited.**

Rules:

Eligibility: Open to all professional artists 18 years and older.

Category: All displayed work must be designed and executed by the artist. Original fine art and fine craft in the categories of painting, photography, 2-D and 3-D mixed media, sculpture, fiber/textile (including leather), glass jewelry, pottery/ ceramics, graphics (drawing and printmaking) and wood. Unacceptable work includes, but is not limited to, work produced from commercial molds, kits or casting patterns; compositions or animal life, imports, and mass-produced items. Tapes or CDs instruments made by the artist may be sold along with the instrument but not alone. You may share a booth with one other artist and can have only two categories in your booth. If more than two categories are presented the day of the show, you will be asked to only display two.

Exhibitors: After paying your booth fee, you are considered to have made a commitment to exhibit. Your booth fee will not be refunded if you cancel. Artists must be present at the Hoard Historical Museum the day of the Event. Artists are responsible for their own booths and must oversee the exhibit at all times to display and sell their work for the duration of the show. Artist are responsible by law to pay applicable state taxes on work sold.

Display: Each exhibitor is responsible for supplying and erecting his or her own display. Display must fit within the 10' wide 10' deep area, including chairs, flip-bins and customer walk around space. **Exhibited Work:** All work on display must be for sale. **Reproductions:** Mechanical reproductions may be sold but must be individually labeled as "reproductions". **Artists Statements:** Each exhibitor is encouraged to display an artist's statement. **Shared Space:** You may share space with one other artist only.



Demonstrations: Consider demonstrating your work at your booth--it heightens the experience for the patrons by connecting them more closely to the creation of art. If you are able to demonstrate your art, please include this in your application so we can publicize it with our press materials.

Selling: Artists are responsible for all sales. The museum cannot make any change for any purchase. Artists will receive 100% of sales directly from the customers.

Set-Up: Vehicles may be parked near the site during setup and teardown hours only which are 7:00-9:45 AM and 5:15-7:00 PM. Volunteers will also help artists unload and load artwork. When unloading is complete, please move your vehicle to the middle school parking lot up the road on 310 S. 4th Street East. A 10X10 tent and weights are recommended. At the beginning of the show all of the artist's booth will be audited by the committee to be certain that the art work fits the criteria of the registration.

Weather: The fair is outside and will be held regardless of weather. Exceptions include inclement weather like a torrential downpour, lightning, or thunderstorms. The organizers and event management assume no responsibility for lost, stolen, damaged goods or exhibits.

Jurying: Your images will be juried by the Hoard Historical Museum Outdoor Art Show Committee. Entries will be evaluated only on the basis of images submitted. It is important these images be sharp, consistent and of professional quality. Your description of your work, as written on the registration form, will be read to the jury as the images are being viewed. Applicants should send pictures to outdoorartshow@hoardmuseum.org with artist(s) name and media(s) in the subject area. If one artist is applying for one booth, a total of 4 pictures must be sent to the Hoard Historical Museum Outdoor Art Show Committee. 3 pictures must professionally present art work and 1 picture must show a display or booth from a previous event. If two artists are sharing a booth 7-8 pictures must be sent to Hoard Historical Museum Outdoor Art Committee. 6 must professionally present art work (3 pictures for each artist) and 1 picture must show a booth displaying both work and 2 pictures (1 for each artist) of a professional display from another event. The booth image should show full interior of our booth as it would be set up at an art fair. The jury process is meant to be anonymous so booth images should not have any signs or personal identification in them.

Advertisement: Poster, postcards, and Facebook posts will be displayed throughout the community and internet. Press releases will be sent to local and regional media outlets including newspapers and radio. Please share the Hoard Historical Museum Facebook Event called [Outdoor Art Show and Chalk Fest](#). Your effort to share the event will increase advertisement to the community.



Registration Form

Exhibitor's Name _____

Business Name _____

Mailing Address _____

City _____ **State** _____ **Zip** _____

Phone _____

Email _____

Website (optional) _____

Describe your process, techniques, and materials that you want people to know about your artwork. This statement may be used on Facebook to promote your artwork.

Send 3 pictures of artwork and a picture of your art display or booth in .JPG format to outdoorartshow@hoardmuseum.org.

Single Booth (\$35) ___ Double Booth (\$70) ___

I agree to assume full responsibility for my entries. I further agree and represent that I have received, read, and bound by the provisions of this application.

Signature _____ **Date** _____



Please Check One

I give permission for my images to be used in digital and printed format.

Pictures would be used on Facebook page to promote different artists.

I DO NOT give permission for my images to be used in digital and printed format.

Exhibitor Application Checklist

Deadline: July 13, 2018 Application and fees due

Complete the registration form

Digital pictures (3 pictures of art work and a picture of your art display or booth)

Exhibitor Fee \$35 for a 10X10 foot booth space or \$70 for 20X10 foot booth space.

Send the above material, checks payable to

To: Hoard Historical Museum

401 Whitewater

Fort Atkinson WI, 53538

Questions: Email outdoorartshow@hoardmuseum.org or call 920-563-7769.