

SUMMER *art* MARKET ART STUDENTS LEAGUE OF DENVER

CALL FOR ENTRY DETAILS. Please read this information thoroughly.

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MISSION

The **mission of the Summer Art Market** is to sell and showcase fine art produced by the Art Students League's active students, members and faculty, reflective of the media taught at the school. We strive to deliver members and faculty an affordable venue where they can sell their artwork to increase exposure for the Art Students League of Denver and to generate funds to support this event.

ABOUT SUMMER ART MARKET

Based on compelling survey results:

- 56% of visitors have a household income level of \$75,000 or more
- 40% of visitors said they came with the intention to purchase artwork
- 47% considered purchasing artwork
- 34% of visitors have a household income greater than \$101,000
- The Summer Art Market is the biggest fundraiser for the Art Students League
- From the artists who completed surveys,
 - 33.7% sold \$2,000 or greater
 - 28% sold \$1000-2000
 - and 37.6% sold \$1,000 and under

REGISTRATION

On-line Applications open on **January 11, 2010**. Apply online at www.asld.org/samartists.php or www.asld.org by Friday, February 26, 3:00 p.m. (**NOTE:** Apply between January 11 – February 2, for the early fee of \$25. Between February 3 – 26 application fee is \$40.) If unable to apply online, applications are also accepted at the Art Students League office at 200 Grant Street between business hours, of 8:30 a.m. thru 8:00 p.m. Monday through Thursday and Friday and Saturday, 9:00 a.m. through 3:00 p.m.

STAY CONNECTED: Artists selected for Summer Art Market 2010 will receive additional information via email about booth numbers, booth set-up, booth signs, nametags, booth layout, load-in and load-out and more. **All Summer Art Market Communication** will be from summerartmarket@asld.org and colleen@fanningpartnership.com so add to your approved senders list to ensure you receive these timely and important emails. Read all information about Summer Art Market on Art Students League newsletter by adding Artists_eNews@nndmail.com to your address book and your approved senders list.

SUMMER ART MARKET ELIGIBILITY is based on the following criteria: active membership status, involvement in League activities and classes, and faculty who are currently teaching at the Art Students League. To qualify for Summer Art Market you must be an active member of the Art Students League. Membership is not required for faculty. First time artists **MUST** share a booth. 15-20 booths will be specifically identified for qualified first year exhibitors. Faculty showing with two or more of their students gain automatic entry.

These criteria are necessary as the League creates a fair opportunity for all artists to participate who are truly a part of the Art Students League community. Booths will be assigned by a lottery process in the event that there is insufficient space available for artists with equal levels of Art Students League involvement and years of membership.

ARTISTS RULES AND STANDARDS

These guidelines were developed to encourage artists to show and sell artwork that is reflective of the classes taught at the League. The Summer Art Market has developed a unique reputation among buyers as the place to buy original fine art directly from artists. For that reason, please ensure the following;

- Artwork must be created in the following media: drawing, painting, print-making, sculpture, ceramics, fiber arts, mixed-media or book art. No photography or glass mediums accepted.
- All work must be original or limited editions. Acceptable methods for limited editions: serigraphy, lithography, relief printing, intaglio, monotypes, etchings, chine collé, photo etching, ceramic and sculpture molds.

- Non-original, reproduced items such as note cards, t-shirts, jewelry, calendars may not be sold. This includes iris Gicleé prints, photo reproductions, offset lithography and prints made on color copier using art paper.

BOOTHS

170 booths are available and will be distributed to 240 artists. We encourage sharing booths with other Art Students League artists. Participants are selected by the Summer Art Market committee of faculty & board members. Selection is weighted in favor of students currently taking classes, faculty sharing with their students, members active with the Art Students League and those willing to share booths. Because booths are in great demand, please carefully read the application and provide us with information on your involvement.

BOOTH SHARING

Each participant must apply separately. If you are accepted into the Summer Art Market, **full payment** for your booth will be **due by April 23** or your space will be forfeited. Partial payments will *not* be accepted. Designating one person from your shared booth to collect the costs and pay in full will streamline the payment process.

BOOTH COSTS

There are three costs associated with your participation in the Summer Art Market: registration fee, booth fee and tent rental.

1. A non-refundable registration fee is due with your application.
2. Booth Fee Payable to the Art Students League of Denver
Shared REGULAR Booth - \$300
Unshared REGULAR Booth - \$360
Shared CORNER Booth - \$385
Unshared CORNER Booth - \$415
3. Booth Rental payable to **Party Time Rental, Inc: by June 1, 2010**, the last day to cancel and receive a refund. **Contact Jason Eakins at Party Time (303) 935-4545** to reserve and pay for your tent. Tent rental includes delivery, set-up, break-down, lead weights (for inclement weather) and a 10% discount.
Without sides: \$162.12
Three sides: \$190.99
Four sides: \$200.90 (highly recommended for security and possibilities of inclement weather.)

Tables, chairs can also be rented from Party Time or bring your own. All display systems are the responsibility of the exhibitor.

ARTWORK SALES

The Art Students League takes pride in offering this annual art market as a benefit to you for your League involvement. We do not take a percentage of your sales, except when using the League's credit card processing service. All participating artists are responsible for collecting and paying the appropriate Denver and Colorado sales tax on all items sold. City and State tax personnel will visit this event throughout the weekend.

CREDIT CARD SALES

In order for us to assist your sales, credit card transactions processed by the League will cost 15% of your sale. This charge covers the cost of fees assessed by the bank for credit card sales, plus staff time required to facilitate this activity. You will be responsible for any and all expenses incurred by the Art Students League for credit card charge backs or returns of artwork by your customers.

HOURS

10:00 a.m. to 5:00 p.m., June 12 and 13, 2010. As a courtesy to patrons and fellow artists, all booths must remain open and staffed during these hours by the artist or his/her representative. Sunday, 5:00 p.m., you are responsible for totally cleaning your booth and surrounding space before you leave. \$100 fines assessed to your student record if you do not leave your space clean. On Saturday, June 12, set up by 9:00 a.m. and prepare for early VIP shoppers.

LOCATION

The Summer Art Market occupies 2nd Avenue between Logan and Sherman and Grant Street between 2nd & 3rd Avenue.

ADVERTISING AND PROMOTION

If you are selected for the Summer Art Market, you will be asked to submit one image and your website address by March 1, 2010, which will be included in promotional materials. If you are accepted, you will receive information on how to submit these items.

Extensive media coverage and public relations activity are a large component of the Summer Art Market. The Art Students League will promote and advertise this event in local newspapers, radio, and magazines actively reaching the broadest audience possible.

FOOD, BEVERAGE, ENTERTAINMENT, ART ACTIVITIES AND OTHER AMENITIES

- Art tent for kids to make hands-on projects
- Information tent about the League
- Music throughout both days of the Market
- Food and beverages in the gardens

OVERNIGHT SECURITY

The League will retain overnight security services to be on-site Friday and Saturday evenings until opening in the mornings. While security is a deterrent for theft and vandalism, the League highly recommends that each artist obtain appropriate insurance for personal items. The League will not be held liable for theft or damage to property. Studios in the main building will be available Friday and Saturday nights for art storage.

LIABILITY

Each exhibitor renting booth space, whether Art Students League faculty or not, are independent contractors. The Art Students League of Denver, its officers, Board of Directors, staff and volunteers are not responsible for loss, damage for any reason including inclement weather or theft to artist's personal property under any circumstances including but not limited to your artwork during this two-day event.

For information about Summer Art Market and to volunteer contact:

Joy Criminger, Volunteer Coordinator, samvolunteers@asld.org

ADDITIONAL INFORMATION

Standards: You are encouraged to have professional presentations of your work, proven to increase sales. It is also useful to have a biography and business cards available. If you are a sole exhibitor, it is also recommended that you have a companion who can assist with selling and taking breaks.

Signage: Booth signs with your name and booth number will be provided by the Art Students League. Graphic standards present a professional look for the Summer Art Market. You will also be provided nametags and are encouraged to wear them. Face and name recognition helps potential buyers remember you. Booth numbers will correspond with the Market map in our event program.

Important Note: Do NOT put chairs, tables, coolers, art or any other items on private property.

Help the League remain the "good" neighbor! If we find artists disobeying these guidelines, they will be fined and asked to leave the art market.

SUPPORT YOUR SCHOOL

Please consider donating the sale of one piece to the Summer Art Market. Because of rising event costs, we are suggesting that each artist donate a percentage of the sale of one piece to the League – your choice! We will provide a sign in your booth, stating that your selected piece

supports the Summer Art Market. This meaningful donation will help underwrite the large overhead for this great event.

ART STUDENTS LEAGUE OF DENVER MISSION

The Art Students League is an inclusive and inspiring art school and community where students of all abilities are guided by professional artists to reach their highest potential.