



CALL FOR ENTRY DETAILS. Please read this information thoroughly.

ART STUDENTS LEAGUE OF DENVER MISSION

SUMMER ART MARKET MISSION

REGISTRATION

STAY CONNECTED

ARTIST ELIGIBILITY

ARTISTS RULES & STANDARDS

SPACE SHARING, COSTS & RENTALS

ARTWORK SALES/CREDIT CARD SALES

HOURS & LOCATION

ADVERTISING & PROMOTION

FOOD, BEVERAGE, ENTERTAINMENT, ART ACTIVITIES & OTHER AMENITIES

OVERNIGHT SECURITY

LIABILITY

ADDITIONAL INFORMATION

SUPPORT YOUR SCHOOL

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.

SUMMER ART MARKET 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.

REGISTRATION

The online application opens February 1, 2012.

Artist application deadline is February 29, 2012.

You must be a current member of the Art Students League to apply. The artist application process is now managed through ZAPApplication, a one-stop online application system developed specifically for artists and art shows. Applicants will be required to upload an image for publicity purposes at the time of application (see below for image requirements).

To apply for Summer Art Market:

1. To begin, go to www.ZAPApplication.org.
2. Click on the "New Users Register Here" button to create a user account.
3. Click on the second "Click Here" link.
4. Agree to the terms and fill out your profile information.

5. Follow the prompts to upload your image.
6. Apply to Summer Art Market by clicking on the SAM logo and completing the event application.

Image Requirements: Images must be standard JPEGs with a file size less than 2MB. JPEGs may not be larger than 1920 pixels on the longest side, but the longest side must be at least 1400 pixels.

Need additional help? Visit www.zapplication.org/zapphelp.phtml to view tutorials or to contact the ZAPP® team for assistance.

STAY CONNECTED

Artists selected for Summer Art Market will receive additional information via email about booth numbers, booth set-up, booth signs, nametags, booth layout, load-in & load-out and more. **All Summer Art Market Communication** will be from SummerArtMarket@asld.org or SamArtistRelations@asld.org so add these addresses 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.

ART STUDENTS LEAGUE | SUMMER ART MARKET

Artist Eligibility

The following guidelines were developed to encourage artists to show and sell artwork that is reflective of the classes taught at the Art Students League. To ensure fair and equitable Summer Art Market participation for all artists who are truly part of the Art Students League community, participation in the Summer Art Market is based on the following criteria:

- Active membership status (mandatory)
- Involvement in League activities and classes

PLEASE NOTE:

- Selection is weighted in favor of students currently taking classes, faculty sharing with students, active League members and those willing to share space.
- First-time artists **MUST** share space. A limited number of spaces are reserved for these artists.
- If insufficient space is available for all artists with equal levels of League involvement and membership, space assignments will be determined by a lottery process.
- Participants are selected by League faculty, board and staff members

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, printmaking, sculpture, ceramics, fiber arts, mixed-media or book art. No photography or glass media accepted.
- All work must be original or limited editions. Acceptable methods for limited editions: Fine art prints (including serigraphy, lithography, relief printing, intaglio, monotypes, etchings, chine collé, photo etching), or cast ceramic and sculpture.
- Non-original, reproduced items such as note cards, t-shirts, jewelry and calendars may not be sold. This includes iris gicleé prints, photo reproductions, offset lithography and prints made on color copier.

SPACE

170 spaces are available and will be distributed to approximately 240 artists. We encourage sharing space with other Art Students League artists. Participants are selected by the Summer Art Market committee composed of faculty, staff and 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 space. Because space is in great demand, please carefully read the application and provide us with all information on

your involvement with the League.

SPACE SHARING

Each participant must apply separately, even those sharing a space. If you are accepted into the Summer Art Market, **full payment** for your space will be **due by April 16** or your space will be forfeited. Partial payments will **not** be accepted.

SPACE COSTS

There are two costs associated with your participation in the Summer Art Market: registration fee and space fee.

1. A non-refundable \$40 registration fee is due with your application.
2. Space Fee payable to the Art Students League of Denver
 - 10'x10' Space | \$410
 - 10'x10' Corner Space | \$465

TENT RENTAL

Fees are for spaces only. Exhibitors are responsible for providing tent, tables, chairs, displays, etc.

For suggested rental company information please contact Carol Hiller, Artist Relations Manager by email at SamArtistRelations@asld.org or phone at 303-282-5073.

ARTWORK SALES

The Art Students League takes pride in offering this annual art market as a benefit to artists for 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 am–5 pm | June 9 & 10, 2012

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. You are responsible for totally cleaning your booth and surrounding space before leaving the event site on Sunday, June 10th. A \$100 fine will be assessed if you do not leave your space clean. Set-up on Saturday, June 9th will take place by 9 am to prepare for early VIP shoppers.

LOCATION

The Summer Art Market occupies 2nd and 3rd Avenues between Logan and Sherman and Grant Street between 1st & 3rd Avenues.

ADVERTISING AND PROMOTION

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 & OTHER AMENITIES

- Art activities 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 or damage for any reason, including inclement weather or theft, to artist's personal property under any circumstances including but not limited to artwork during this two-day event.

VOLUNTEERING

If you or someone you know would like to volunteer to help at SAM, contact the SAM Volunteer Coordinator at samvolunteers@asld.org.

ADDITIONAL INFORMATION

Standards: Artists are encouraged to have professional presentations of artwork which is 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 or beyond the boundaries of your 10'x10' space. 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.