

KRASL art fair ON THE BLUFF

Guidelines for Participation

(Per our application description in ZAPP)

Photo ID, license plate number, and cell phone number are required at check-in. Only the accepted primary artist or collaborator (whose name must appear on the application) may register. This is strictly enforced.

Collaborating artists may apply as a single entry only. If accepted, only one booth will be issued, and only finished work resulting from collaborative process may be displayed and sold. All work displayed at the Krasl Art Fair (KAF) must bear the signature or mark of both collaborators. Collaborators participate in both the creation and production of the work; they are not assistants or business partners, apprentices, employees, or a part of a production studio. Activities such as canvas stretching, framing, and similar means of assistance are not considered elements of a collaborative process.

Applying in more than one category is permitted. Separate applications, jury fees, and images are required for each application. Artists may exhibit and sell work only in the medium or category in which work was accepted. Further, each distinct body of work and/or discipline is limited to one application in one category. Do not submit the same or similar work in multiple applications. No "cross-merchandising" is permitted within a single booth.

Please Note: If you would like to sell jewelry in your booth and that is not the primary medium in which you are accepted (for example you are juried in clay functional and you would also like to sell clay pendants), you must also apply in the jewelry category and the judges will decide if your jewelry can be included.

All work exhibited and/or sold at the fair must be original and of the artist's own creation. Commercially made products, i.e., kits, molds, patterns, plans, pre-fabricated forms or other commercial methods, will not be accepted. No buy/sell allowed. Studios producing works in volume (i.e., with components of artwork made by persons other than the artist or collaborator) are not eligible for entry.

Mass Production is not permitted and is defined as repetition of style, design, and/or concept of work. This type of work is usually produced in large quantities, with or without the assistance of other persons. Additionally, ready-made or factory produced objects (e.g., clothing, furniture, etc.) which have been embellished, painted, decorated, dyed or batiked are not allowed, regardless of additional modification or enhancement by the artist and regardless of any differences between the original form or appearance of the work and its final form or appearance.

Artist must have original artwork for purchase in their booth. Sample displays for orders must not dominate booth. Work appropriated from others to be exhibited or sold, regardless of the final form or changes of any kind made to the original work, are not permitted.

Digital images must show current/original artwork and be representative of work being sold and or displayed in your booth.

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Reproduction Policy

A reproduction is defined as any existing work of art (such as a painting, pastel, drawing, etc.) that is copied by digital or photographic means and printed on an offset press, a serigraph press, or through a computer printer. This definition includes giclees and reproductions and any additional enhancement by the artist. This does not apply to photography and or the digital categories.

Framed reproductions must be signed, numbered in an edition not to exceed 250, and may be displayed in browse bins and/or **hung on one (1) wall of the booth**, not to exceed (10) ten linear feet.

All hanging **framed** reproductions must be individually labeled "**REPRODUCTION**" or "**LIMITED EDITION REPRODUCTION**." This notice must appear on the front of each item displayed. Labeling a work "giclee" is not adequate.

All **non framed** reproductions must be signed, numbered in editions not to exceed 250, and displayed in browse bins only. Browse bins must be clearly marked as "**REPRODUCTION**." They may not be hung.

Three Dimensional reproductions must be signed and numbered. In the medium of Clay, no commercial molds are allowed, only molds made and signed by the artist may be used.

Cards, note cards, etc. are permitted, but must be labeled as reproductions if they are not original works. (These do not have to be individually labeled as long as the grouping/display is labeled as reproductions.)

In all cases, the work must be produced by the exhibiting artist, and by no one else.

If you have questions concerning the eligibility of the work you wish to exhibit and sell, please contact us.

PLEASE NOTE: Images may not be reproduced on tiles, coasters, or other non-fine art or archival mediums. **The only exception to this is for our Children's Art Purchase Program (CAPP)** where artists can offer their art for sale at \$10 and under.

Digital Art

This category includes original work created solely on a computer and work created by using computer programs to significantly manipulate or alter source material(s) such as scans or digital files. Digital photographers, i.e., those who use a digital camera or process images digitally to perform standard manipulations (cropping, color/tone adjustment, sharpening, etc.) should apply to the **Photography** category. Photo collage and painting on photographs must also be in the Photography category. Digital Art prints must be made from the artist's original digital file under the artist's supervision. Work must be signed, using only archival quality materials. In all cases, works must be produced by the exhibiting artist, and by no one else.

Photography

Photographs made from the artist's original image, both from film and original digital files, are included in this category. They must be printed by the artist or under the artist's direct supervision. Photo collage and painting on photographs, which are traditional photographic processes, must be in this category. If a photographer copies his/her hand painted photographs, that is considered a "**reproduction**" and must adhere to our general reproduction policy. Further, whether the work is produced in a traditional wet darkroom or via digital processes, only "**traditional**" correction methods may be utilized. Work produced over and above those "traditional" methods should apply in the Digital category. Please call should you have any doubt as to which category to apply. Photographers are required to disclose both their creative

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and printing processes. Work must be signed, using only archival quality materials. In all cases, the work must be produced by the exhibiting artist, and by no one else.

Quality Control

All displays will be viewed by Quality Control Coordinator, Tami Miller, Deputy Director at the Krasl Art Center, throughout the fair to ensure exhibitors comply with Art Fair rules. The violation policy will be implemented if a violation occurs. The artist may even be asked to leave on the spot.

Our purpose is to display art congruent with what was juried to maintain high quality and to ensure that our display guidelines are followed. If you have any concerns about another artist's work meeting our guidelines, please complete a **Quality Control form**, available at the registration tent, to provide a basis to question the other artist. We have a procedure in place to deal with any concerns. For further information on non-compliance, e-mail Tami Miller at tmiller@krasl.org.

General

- Except for reasonable breaks, artists must be present with their work for duration of the Krasl Art Fair. **No agents or representatives may stand in place of the artist.**
- An artist statement with photo must be displayed where it is easily visible to the public during the Krasl Art Fair. If needed, we can e-mail a sample artist statement to you.
- A booth sign bearing name, booth number, medium, city, and state will be provided to the artists. This must be prominently displayed to assist the on-site jurying process and be within easy reach by the jurors and/or their assistants to place their identifying sticker on the booth sign. All five judges and the Quality Control Coordinator will place their sticker on your booth sign. Booths 4-98 will also have a booth sign for the street side of the booth to aid in locating booths from the street.
- Artist is responsible for collection and payment of 6% Michigan sales tax.
- **A no-show on the day of the Krasl Art Fair will result in being barred from applying next year. If you must cancel on short notice, please email the Krasl Art Center Executive Director immediately at jgourley@krasl.org.**
- Sorry, **NO pets** are permitted onsite, for either the public or artists. This is a **City Ordinance** that prohibits pets in the park the entire weekend of the Art Fair. While no pets are allowed on Art Fair grounds, Muttterly Love offers dog sitting for those who forgot to leave their pets at home. Kennels are located behind the KAC.
- Artists must provide all display equipment, including booth setup, chairs, and lighting. We can assist with rental information.

Displays must remain intact until 5:00 p.m. on Sunday. No vehicles will be permitted on Lake Blvd. until 5:01 p.m. Non-compliance will mean automatic exclusion from next year's Art Fair. All side streets are barricaded, with attendants present to move the barricades at 5:00 p.m. Streets will continue to be blocked for take-down until 8:00 p.m.

We enforce all rules in order to preserve the highest level of artist satisfaction and safety and the integrity of the Krasl Art Fair on the Bluff.