

EXHIBITING ARTIST APPLICATION FORM

Check One: (See instructions on reverse side)

- I have previously been juried as an exhibiting artist at Art in the Loft and am not required to be re-juried. No slides or photos are enclosed.
- I am applying as a new exhibiting artist. I have enclosed 5 slides or photos representative of the work I wish to exhibit.
- I have previously been juried but am submitting slides or photos of my current work as I have not exhibited in the past 3 years OR I wish to exhibit in a different media.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: Home: _____ Work: _____

E-Mail Address: _____

- Yes, I am willing to volunteer and pay a reduced commission rate (10%)**
- I am unable to volunteer and will pay the full commission rate (35%)**
- I have found a corporate sponsor (\$250) and qualify for a reduced commission rate (10%)**

Media: (check all that apply)

- Painting:** Circle all that apply:
Oil, Acrylic, Watercolor
- Glass:** Circle all that apply:
Fusing, Blown, Stained
- Wood:** Circle all that apply:
Turning, Carving, Other
- Fiber/Textile**
- Sculpture**
- Jewelry**
- Drawing**
- Photography**
- Pottery**
- Other:** _____

Please describe your work. Indicate approximate price ranges, number and sizes of pieces you intend to exhibit and any special requests or requirements:

- \$100 SummerView
- \$100 WinterView
- \$175 Both Seasons
- \$90 Early Bird - 1 Season

Check fee that applies:

- My check is enclosed
- Charge my credit card

Card #: _____
Visa, Mastercard, Discover (circle)
Exp. Date: _____
3-digit code on back of card: _____
Signed: _____

Mail application to address on reverse side or fax to (989) 356-3524

Art in the...
Loft
109 N. Second Ave., Suite 300
Alpena, MI 49707 • 989-356-4877

2010-2011 Exhibits

SummerView 2010

May 21 – September 4, 2010

WinterView 2010

Nov. 13, 2010 – January 8, 2011

SummerView 2011

May 20 – September 3, 2011

www.artintheloft.com

Exhibit Fees: \$100 per Exhibit OR \$175 for Both Exhibits



2010-2011 Art in the Loft Exhibitions and Important Dates

	<u>SummerView 2010</u>	<u>WinterView 2010</u>	<u>SummerView 2011*</u>
Dates of Exhibition:	May 21 – Sept. 4, 2010	Nov. 13, 2010 – Jan. 10, 2011	May 29 – Sept. 5, 2011
Deadline for Application:	Monday, April 1, 2010	Saturday, October 1, 2010	Monday, March 16, 2011
Early Bird Discount Date:	Monday, March 9, 2010	Saturday, September 27, 2010	Monday, March 9, 2011
Delivery of Artwork by:	Saturday, May 8, 2010	Saturday, October 29, 2010	Saturday, May 12, 2011
Events, Receptions:	<ul style="list-style-type: none"> • Friday, June 11, 2010 — Passport to the Arts Gala • Friday, Sept. 24, 2010 — Taste of the Town • VIP Opening Reception and Art Sale — Date TBA 	<ul style="list-style-type: none"> • Nov. 11, 2010 — Glamour & Gourmet • Nov. 26, 2010 — Holiday Parade & Open House • Dec. 5, 2010 — Songs 'N Snacks with Santa • VIP Opening Reception and Art Sale — Date TBA 	<p>Events to be announced</p> <p>* dates are subject to change</p>



Art in the Loft Application Rules & Instructions for Exhibiting Artists

- ❖ All new and returning exhibiting artists are required to submit an application form (see reverse side) and pay the exhibit fee on or before the application deadline date. See the chart below to determine deadlines and dates for each exhibit, including dates for early bird discount.
- ❖ New applicants are selected by jury each season. Once an artist is accepted as a member artist, it is not necessary to be juried again unless more than 3 years have elapsed since the artist last exhibited at Art in the Loft or the artist wishes to exhibit in a new media.
- ❖ The jury is composed of art instructors who do not exhibit in the gallery and who volunteer their time each season to review the new work submitted. The jurors do not know the identity of the artist submitting the work and, therefore, are not influenced by any factors, such as the artist's other work, experience or reputation. They judge solely on the basis of viewing the work. The decision of the jurors is based on a scoring system which each of them independently use to rate the work for technical skill, artistic expression and design. An artist must achieve an overall score of 80% for the work to be accepted. The decision is not related to the "complexity" of the work.
- ❖ New applicants (and those who seek to be re-juried) must submit five (5) photos or slides of their work to the jury with their application. The slides/photos should be representative of the work the artist intends to exhibit.
- ❖ Slides and photos should be labeled to indicate the artists name, top of the slide/photo, medium and dimension. Please place a red dot in the bottom left corner of the image to facilitate slide presentation.
- ❖ If an artist is not accepted by the jury for the current exhibit, the membership fee will be fully refunded and the artist may reapply at a later date.
- ❖ Contact the Gallery Coordinator at 989.356.4877 or gallery109@artintheloft.com. 109 N. Second Avenue, Suite 300, Alpena, Michigan 49707.
- ❖ Exhibiting artists must arrange to deliver their work to the gallery by the last date for set up. Artists are encouraged to assist the Presentation Committee in setting up their exhibits. The Presentation Committee reserves the right to arrange the work in the gallery and also the right to reject any work which is not representative of the juried submissions.
- ❖ All work must be available for sale and each artist must maintain work on display throughout the duration of the exhibit (subject to special arrangements which may be made with the gallery coordinator). Unsold work must be picked up during scheduled times following the close of the exhibit.
- ❖ Artists are responsible for labeling and pricing their work and providing any special instructions for packaging or handling. Each artist will be supplied with inventory sheets, title and price cards and must complete these by the deadline for delivering artwork to the gallery.
- ❖ Exhibiting artists pay a 35% commission on sale of their artwork. Artists who wish to volunteer to staff the gallery are eligible for a reduced commission of 10%. Arrangements may be made with the Gallery Coordinator to schedule other volunteer duties.
- ❖ Artists are encouraged to promote their work through participation in gallery events and receptions. The Gallery is pleased to host special receptions, classes and demonstrations to feature the work of artists willing to assist in the planning and presentation.
- ❖ Artists may wish to join as members of Art in the Loft but membership isn't required. Exhibiting artists who are members at the Visionary or Renaissance level receive additional benefits. Please check our website: www.artintheloft.org for this info.