



onb

magic city art connection

28th Annual CONTEMPORARY ART FESTIVAL

2011 ARTIST PROSPECTUS & APPLICATION

*Thank you for your interest in the 2011 ONB Magic City Art Connection! Please review the following festival information before applying. At the end of this document you will find application instructions and an application form to fill out & postmark to us by October 30, 2010, with required materials. **Questions: Please call 205-595-6306 or e-mail us at FindArt@bham.rr.com**. We hope to see your application.*

RULES & INFORMATION

Dates & Hours

Friday, April 29, 2011

Saturday, April 30, 2011

Sunday, May 1, 2011

10:00 a.m. to 6:00 p.m. daily.

Location

ONB Magic City Art Connection will be held in Birmingham, Alabama's historic Linn Park, located in Birmingham's Cultural District adjacent to the Birmingham Museum of Art. Maps will be provided with pre-show information.

Fees

PLEASE INCLUDE TWO CHECKS WITH APPLICATION: (1) A CHECK FOR REGISTRATION FEE AND (2) A \$25 CHECK FOR JURY FEE WITH APPLICATION. The registration fee check will be returned to all artists not chosen to participate.

CHOOSE ONE OF THE FOLLOWING FEES:

- 1) Flat Fee: \$225
- 2) Commission Fee: \$125 + 10% on sales
- 3) Corner Booth Flat Fee: \$350
- 4) Double Booth Flat Fee: \$500

Deadlines & Notification

Deadline: Applications must be postmarked by October 30, 2010.

Notification: Notifications will be postmarked by December 1, 2010. All 2010 Juried Award Winners are jury exempt and do not have to pay the \$25 jury fee for the 2011 application. **NOTE: EVEN IF JURY EXEMPT, AN APPLICATION FORM, REGISTRATION FEE, 4 DIGITAL IMAGES ON CD (OR SLIDES, IF APPLICABLE), IMAGE INVENTORY, ARTIST RESUME & BIO &/OR ARTIST STATEMENT ARE REQUIRED FOR ALL ENTRIES.**

Space Assignment

Only one artist per 12'x12' minimum space. A two-person team or partnership producing a single product may qualify as a single exhibitor if this is explained at the time of application. **CORNER BOOTHS** and **DOUBLE BOOTHS** are available, yet limited in number. After the jury, they will be awarded by lottery to artists requesting them. We DO NOT guarantee double or corner booth requests. If you send in your application with the appropriate registration fee, and are not awarded a corner or double booth, the registration fee difference will be refunded to you in May. Space is limited to 215 artists.

RULES & INFORMATION continued

Site Requests

All artist site requests are considered. However, site assignments are ultimately up to MCAC's site committee. Every year, MCAC does its best to lay out the show so that it flows well between mediums. And we work very hard each year to improve any set up or site layout problems. **Our policy for honoring special site requests is as follows:** medical reasons like sun allergies; physical limitations due to age or injury; handicaps; heavy or difficult to transport artwork; artists traveling together; clientele familiar with a specific quadrant (excluding the Fountain Walk.) You may not get the same exact site, but it will be in the same quadrant. There are NO GUARANTEES for any one site request, especially specific booth locations. If you do not want a site location you have had in the past, we recommend letting us know that upon acceptance as we sometimes place artists in previous year location. **Please make sure to include your site request with your application or e-mail/mail before December 20, 2010.**

PLEASE NOTE: Fountain Walk booth assignments are made by looking at the following factors:

- Previous year juried award winners, emerging artist, poster artist
- Artists with top-rated scores by selection jury
- General goal to mix the media presented

Display

All 2D work should be appropriately prepared for display. Items not framed (watercolors, drawings, graphics, photographs et al) must be displayed in a portfolio. Artists are responsible for their own display which must be substantial enough to withstand weather and crowds. Each artist is responsible for own display in case of loss or damage. **Plastic coverings and sandbags are required.** **NO STAKES ALLOWED AS THEY MAY PIERCE SPRINKLER SYSTEM IN PARK.**

Tents/Tables/Chairs/Scaffolding

Artists can opt for MCAC's Booth Rental Package for an additional \$230 which includes: one standard 10'x10' Tent with wrap-around sides; one 8' Table; two plastic chairs. All booths will be set up & taken down at artist's site location. PLEASE NOTE: These wrap around sides are non-translucent. So, they do not let light through very well. Please take that into account when planning your booth set up & artwork installation.

Unacceptable Work

Commercially-manufactured items or items made from commercial kits or molds may not be exhibited. Commercial reproductions (photo, offset, letterpress or gravure) of the artist's original work are strongly discouraged. Reproductions, if available, may be displayed in a portfolio and clearly labeled, "Reproduction, not limited edition print." The Selection Committee reserves the right to review and approve all works to be exhibited.

Media

Clay, Computer Generated Art, Drawing, Pastel, Fiber, Furniture, Glass, Jewelry, Metalworks, 2D Mixed Media, 3D Mixed Media, Oil & Acrylic Painting, Photography, Printmaking/Graphics, Sculpture, Watercolor, Wood. **Artists shall only exhibit work typified by submitted images.**

Sales

Each artist is responsible for their own transactions. **Transactions must include 10% sales tax.** MCAC requires artists to turn in sales tax and 10% commission (if applicable) in envelopes provided during Sunday Check Out. **Art Money**, used by individuals for **Collector Award** purchases, will be explained with pre-show information.

RULES & INFORMATION continued

Rain

The festival might experience occasional rain showers ranging in intensity from a mild sprinkle to a thunderstorm. The festival does not close during intermittent rain unless the weather pattern suggests constant showers throughout the day. Come prepared to withstand rain or shine.

CD or Slides

Slides will be returned to applicants not selected to exhibit only with an appropriately sized envelope with the correct postage. Digital images and slides belonging to those selected will be used for publicity and recheck purposes during the exhibition. *Please note photography release in application under GENERAL RELEASE.*

Refund Policy

Registration Fees are refundable as follows:

Full Refunds: cancellation received in writing by January 15, 2011

75% Refund: cancellation received in writing by February 15, 2011

50% Refund: cancellation received in writing by March 15, 2011

No Refund: cancellation received in writing after March 15, 2011

Any unforeseen emergencies after March 15 will be viewed on a case by case basis upon written notice of cancellation.

Artists accepted to the show from the Wait List will receive a 50% discount if they cancel before April 1, 2011.

Eligibility

Open to all artists 18 years or older; new talent, 17 years or older. Artists are chosen for participation by a selection committee. The committee reserves the right to review, and approve or refuse, all works presented for consideration.

Artists must exhibit during the entire show. Failure to follow this rule makes artists ineligible for awards and admissions to future shows.

Waiting List

Once the ONB Magic City Art Connection fills its exhibit capacity of 215 artists, a waiting list will be established. Candidates on the waiting list will be ranked by juried score and medium. Notifications will be made by phone and/or e-mail as spaces become available. **All artists must confirm their place on the Wait List.** MCAC holds registration fee until space becomes available.

Scholarship Requests

If the registration fee is a financial burden, you may request in writing to be considered for one of the available scholarships. Please give your reason for this request when submitting application.

This only pertains to the Commission Registration Fee. If you are approved for a scholarship, the \$125 registration fee will be waived; however you must still pay the commission rate of 10% on sales to MCAC.

APPLICATION GUIDELINES

Applications must be accompanied by:

- 2 checks: registration fee and \$25 non-refundable jury fee
 - *The artist's name must appear somewhere on the check, if from a business account or another person's checking account. Thank you.*
- 4 digital images of Artwork on CD (see guidelines)
- Image Inventory of 4 images on CD
- Artist Resume and Bio and/or Statement on CD
- Scholarship request, if applicable.
- # 10 SASE

1. All printed materials: resume, image inventory, scholarship request must be submitted on 8 ½" x 11" paper. Do not put your image inventory on the cd's insert page.

2. MCAC's receipt of artist application is a commitment to show.

3. BE SURE TO INCLUDE TWO CHECKS WITH YOUR APPLICATION: BOOTH REGISTRATION FEE AND JURY FEE. Applications missing either fee will not be processed.

4. SASE: Application must include business-sized (#10 size), self-addressed, stamped, return envelope. PLEASE DO NOT INCLUDE A LARGER SIZED ENVELOPE, unless you add the appropriate postage to mail such an envelope. If return of CD is requested please include an additional SASE appropriately sized and with the correct postage.

5. Image CD: Artist must include a CD with a total of four images of recent work. (For artists that do not use digital media 4 slides will be accepted instead of digital images.) Please see guidelines below for both digital images and slides.

6. IMAGE GUIDELINES:

DIGITAL IMAGE SPECIFICATIONS:

Dimensions: Size the longest edge of your image to 1920 pixels per inch (vertical or horizontal.)

File Format: **Baseline JPG** (do not use progressive JPG format.) PLEASE DO NOT SAVE YOUR JPG AS A PROGRESSIVE JPG FILE.

Compression: **The image file size should not exceed 2 MBs.** To determine your file size please view the properties of your image file size while it is closed.

Media: **Compact Disk** labeled with your NAME & MEDIUM/ CATEGORY you checked on the application form.

File Name: **lastname_firstname_image#** (image# must correspond with the image#s on your Image Inventory page.)

7. IMAGE INVENTORY: list of the 4 images on CD with your name, number of image on CD, title, medium, dimensions, year of completion, price of art and any special techniques. This is used for clarification during selection process.

8. MAIL TO:

ONB Magic City Art Connection

Eileen Kunzman, Director

1128 Glen View Road

Birmingham, AL 35222

(phone) 205-595-6306

(fax) 205-595-3563

(e-mail) FindArt@bham.rr.com

9. Please print your MEDIUM/CATEGORY on the envelope in the bottom left hand corner.

