

Prospectus
2024 Art in the Park
August 10th & 11th

Event Information:

The 44th Annual Art in the Park is a juried art fair sponsored and produced by the Geneva Lake Arts Foundation Inc. (GLAF), a nonprofit, tax-exempt corporation formed to encourage individual artistic growth and excellence, as well as to increase community exposure to the arts. The Foundation is composed of about 150 local artists who proudly display their work at Gallery 223 in Lake Geneva. This event is the primary fundraiser for GLAF.

General Information:

Event: 44th Annual Art in the Park - Lake Geneva, WI

Dates: August 10th from 10am to 5 pm and August 11th from 10 am to 4pm

Location: Flat Iron Park Lake Geneva, WI

Dates to Remember:

January 15th: Applications Available

March 31st: Application Deadline

April 15th: Jury Process

May 15th: Acceptance emails sent to artists

May 31st: Deadline for cancellations/refund requests

August 9th: Park Set-up

General Information:

Media is limited to Fine Art and Fine Craft. All works must be original in concept and design and must have been executed by the applicant. Work from molds or kits, commercial or manufactured items, and mass-produced or vended items are not permitted.

Amenities:

Booth sitting services, easy load-in and load-out, one parking spot, welcome package, bottled water, continental breakfast, food vendors, and great views of Geneva Lake.

Rules and Regulations:

1. All communications with you will be via email so it's important that you frequently check your email around the key Dates to Remember listed above.
2. This is a load-in/load-out show. You will need to dolly or carry in your display and merchandise into the park. There's no driving on the grounds. Exhibitors are responsible for providing and assembling their own displays.
3. Artists must oversee their exhibit at all times and must display their work for the duration of the show. Assistants, including family members, are welcome, but not in place of the artist.

4. Two exhibitors may share a booth, providing the work is compatible. Please submit separate applications and images along with an explanation of your arrangements for sharing.
5. Setup time is from noon on Friday through 9:00 a.m. Saturday. All vehicles must be unloaded and in their assigned parking spot by 9:00 a.m. Saturday.
6. Exhibits must be set up before 10:00 a.m. Saturday and not taken down before 4:00 p.m. Sunday. Any exhibitor disbanding an exhibit before 5:00 p.m. on Saturday will not be permitted to return on Sunday. No shows and exhibitors who leave the show early will be disqualified from future exhibitions.
7. Items that do not represent the media and quality of your submittal may not be exhibited in your booth. You may exhibit only in the ONE media category accepted through the jury procedure.
8. Reproductions of original work must be marked as such. Cards and reproductions of exhibiting artist's work are permitted if they are not more than 20% of the total display.
9. There is no rain date. Artists should be prepared to display their work in various weather conditions.
10. Artists are expected to maintain their booths and surrounding areas in a clean and orderly fashion. A final clean-up after take-down is required.

Exhibitor Requirements:

1. Applicants must be 18 years of age or older.
2. Artists are responsible for the collection, reporting, and payment of all sales taxes. GLAF must report to the State the names of all exhibitors present during the event. Artists are required to obtain a Wisconsin seller's number so that they can complete and submit a S-240 Temporary Event Operator and Seller Form.
3. After being accepted through the jury process, you are considered to have made a commitment to exhibit.
4. **Each artist assumes full responsibility for the care, safety and security of their work and property. The Geneva Lake Arts Foundation, its Board of Directors and members in the City of Lake Geneva assume no responsibility or liability for accidental damage, theft vandalism or lost property. Application by the artist for participation in Art in the Park indicates the applicant's agreement with all the terms contained herein.**

Booth Information:

1. Each exhibitor is responsible for supplying and erecting his or her own display. Awnings on canopies and umbrellas may be cantilevered outside the assigned space but need to be high enough so as not to present a safety hazard to pedestrians or to restrict emergency vehicles. NO display materials may extend outside the front of booth space into the main patron walkway.
2. Standard booth displays must fit within assigned space (10' wide by 10' deep area). Support materials including (but not limited to) selling stations, racks, shelves, panels, flip-bins, chairs, stools, boxes, canopies and umbrella poles must be kept within assigned space.

3. The layout will include some short single rows of booths and longer double rows of booths. All booths will have two feet of space on each side and the double rows will have 4 feet of space at the back of the adjoining booths. The side and back space is to be shared with the neighboring artists for storage, sitting, or customer selling stations.
4. No "Sale" or "REDUCED" or "% OFF" signs are allowed. We recommend that exhibitors bring a range of items to accommodate both the gift shopper and the Fine Art buyer.
5. Exhibitors must ensure that their booth and display materials cannot become airborne in windy conditions. Best practices include properly staking or weighting each tent pole with a minimum of 40 lbs - more for larger tents.

Fees:

Jury Fee:

\$35, per media category, non-refundable with checks cashed upon receipt.

Booth Fees:

Booth fees are paid by check. Checks are not cashed until an applicant is juried and accepted for the show. Checks are returned to artists who are not accepted for the show.

Special Request Fees:

Special requests for specific booth or parking locations, extra parking spots, etc. are available for an **additional \$40 per request**. If your special request is not available, the check will be returned.

BOOTH OPTIONS

STANDARD: 10'x10' space with one display opening at the front for **\$255**

OVERSIZED: 10'x20' space with one display opening at the front for **\$500**

PREMIUM: 10x10 space that is either a corner location or a booth in a single row with two display openings for **\$40**

Jury Details

There are openings available for new artists in every category each year. There is a \$35 jury fee per category. Your images will be juried by a panel of highly qualified artists and craftspeople, who are active in the art business and representative of various media. Entries will be evaluated only on the basis of images submitted. It is important these images be sharp, consistent and of professional quality.

- Average Number of applications received each year: *100*
- Average number of artists participating in the event: *75-80*
- Number of Jurors scoring applications: *4 Jurors score all applicants for all categories*
- Average number of exempt from jury artists invited to participate: *5 award winners from the prior year , two non-profit art outreach exhibitors*

Awards:

One Best of show for \$500, seven Awards of Merit for \$100 each, and one John Larson Memorial Award for animal themed artwork for \$500. Judging is conducted on Saturday morning by a panel of GLAF Members. Awards are presented and posted on Sunday morning.

Refunds:

Refund requests stating the reason for cancellation should be submitted by email. Jury Fees are non-refundable. Refunds for other fees are available only until May 31st. *A processing fee of \$50 will be charged on all refunds.* The GLAF Board of Directors must approve refund requests made after May 31st.

Parking:

If you have a standard size vehicle or van you'll be assigned a parking space adjacent to the park. Oversized vehicles may be required to unload at the park and then move to a lot a few blocks away. **We can only guarantee one parking space per entrant; that can be for a trailer or for a car but not for both.** Wrigley Drive will be blocked and used for easy unloading and loading from the West side of the park. Additional parking details will be provided if accepted.

Security:

Police and private security will be provided from Friday evening at 9:00 p.m. until 6:00 a.m. Saturday and from 6:00 p.m. Saturday until 8:00 a.m. Sunday morning. Tents and merchandise shall be secured and no items shall be left outside of secured tents overnight. GLAF assumes no responsibility for damage, theft or vandalism.

Submission of Entries:

Only fully completed entries will be considered. Entries must include the entry form, checks for booths, special requests or premium locations and the State S-240 tax form. Applicants must submit five images of current work and one image of their booth showing items displayed. Award winners from the previous year are exempt from this requirement. Images meeting the following guidelines should be should be uploaded by setting up an account at EntryThingy.

Image Guidelines:

- File Format: JPEG only
- File Dimensions: Larger than 500 pixels per side
- Resolutions: 72ppi/dpi (standard web resolution)
- File Size: 5 MB maximum, 100kb minimum

Media Categories:

GLAF reserves the right to change the category in which you have applied in the event that another category seems more appropriate for your work.

CERAMICS

Functional or decorative work where the primary material is clay. All original clay and porcelain work other than jewelry is accepted in this category. No machine-made or mass produced work is permitted.

DIGITAL MEDIA

Work, for which an original image, or the manipulation or alteration of the artist's original source materials, such as scans or digital files, was created on a computer. Work must be printed on archival quality media and be properly signed and numbered as a limited edition. Reproductions are allowed and must be printed on archival quality media and be properly signed and numbered as a limited edition. PLEASE NOTE: 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 in the Photography category.

FIBER

All work crafted from fibers including, but not limited to, basketry, embroidery, weaving, leatherwork, tapestry, and paper-making. Functional, decorative, or wearable art is included in this category. No machine tooling, machine-screened patterns or other forms of mass production are permitted. No factory-produced wearable items, regardless of additional modification or enhancement by the artist, may be exhibited.

GLASS

Original work in which the primary material is glass. Works can be functional or decorative by design and have been kiln-formed or crafted by glass blowing, molding, casting or fusing. Original designs using stained glass are also accepted in this category. Works may be etched or engraved. No forms of mass production are permitted.

GRAPHICS

Works created using dry media including chalk, charcoal, pastel, pencil, and wax crayon, or fluid media including inks and washes applied by pen or brush, belong in this category. Printed works for which the artist hand-manipulated the plates, stones or screens and, which have been properly signed and numbered as a limited edition, may be entered in this category.

JEWELRY

Artwork designed to ornament the body or wear on clothing. Materials used include, but are not limited to, precious and or non-precious metals, glass, ceramics, paper, fiber, wood, leather, polymer clay, and semi-precious stones. No commercial casts, molds or production studio work is allowed.

MIXED MEDIA

Work that is two or three dimensional in nature and incorporates two or more types of media in their production. Media used in this category includes, but is not limited to, paint, pencil, watercolor, photography, printmaking, drawing, fabric, clay, fiber, glass, metal, wood, or any other 3-D objects. Soft sculpture is included in this category.

PAINTING

This category includes two-dimensional images created using oils, watercolors, or acrylics on canvas, hardboard, paper or other flat surfaces. It includes all forms of application of paint.

PHOTOGRAPHY

In this category, the camera is the principal means by which an image is made. Photographic prints made from the artist's original negative or digital image processing, and which have been processed by that artist, or under his or her direct supervision, are included in this category. Work must be printed on archival quality media and be properly signed and numbered as a limited edition. Work created using computer programs to create original work or significantly manipulate or alter an artist's original source material(s), such as scans or digital files, should apply to the Digital Media category.

SCULPTURE

Sculpture accepts any three-dimensional work, in the round or in relief, formed through the additive, subtractive, or casting processes. Materials include, but are not limited to, wood, stone, clay, and metal. Metal formed by bending, cutting, welding or wiring together metal pieces, sheets or tubing is also included in this category.

WOOD

Functional and sculptural work where the primary material is wood. Original works must be hand-tooled, machine-worked, turned or carved. Work may be decorative or functional and includes furniture.