

49th Annual Peoria Art Guild Fine Art Fair

YOU LIKE US! YOU REALLY LIKE US!

Rated #73 in the Top 200 Art Fairs by Sunshine Artist Magazine

Ranked nationwide in the top 200 Fairs from 2010 Art Fair Sourcebook

- **#103 in Fine Art**
- **#131 in Fine Craft**

Whether you're a first-timer...

"This is my 1st year and I had a wonderful time. We don't always get treated well (after booth fee is paid). So the Peoria "Pamper the Artist" program is very much appreciated. Thanks to all who made it happen." 2010 Fine Art Fair Artist

Or back for more... (noted by Sally Bright, returning artist, in the Peoria Journal Star, September 26, 2010)

"I love this show. It's a whole community thing, not just an elite group of artists. It's super fun to be around, and we feel appreciated by both the producers and the community at large. One of the best things about the show is the location, and not just because it's on the beautiful riverfront." The best thing about our show? "It has real bathrooms."

The 49th Annual Peoria Art Guild Fine Art Fair will showcase 150 of the country's top artists on Peoria's scenic riverfront. As Central Illinois' largest cultural event, it attracts over 40,000 art enthusiasts. We offer an extensive local, regional, and national promotional campaign. Peoria's Riverfront has been revitalized and energized. Peoria is home to world class medical facilities, world headquarters of Caterpillar (Fortune 50 Company), 4 Universities within 50 miles, boutique shopping, quaint restaurants, unique lounges, sporting and entertainment venues, warehouse living, and a bustling arts community. Experience the amenities of a big city with Midwestern hospitality!

Our show is known for exceptional artist amenities. We offer complimentary breakfast and lunch on both days of the fair, free dinner on Friday and Saturday nights and an 'artists-only' break room. You even have the opportunity to pre-sell your work at the Friday night Preview Party. With over 450 energetic community volunteers and an artist awards dinner featuring some truly memorable entertainment, you will be well fed and smiling all weekend long.

Come to Central Illinois and let us show you why many artists consider the Peoria Art Guild Fine Art Fair the most fun (and profitable) fair they do all year!

Why do artists clamor to get in? Read ON...

"This is the best run, most friendly, well organized show that I do (30 years plus full time). The lunches, amenities and coordination make this event extremely artist-friendly. Thanks so much." 2010 participating Fine Art Fair Artist.

We treat artists like rock stars (some would say better). We will deliver your meals, give you free stuff, entertain you at an awards dinner that EVERYONE looks forward to, and even deliver coffee to your booth! We can recommend the best burgers (or vegan fare), the fastest way to get to the hardware store, the cheapest gas in town, and the loosest slots at the local riverboat.

“A very impressive presentation. Thank you for all of your work and planning-you really know what you are doing.” -- 2010 participating Fine Art Fair artist.

What are you waiting for?

LOCATION

Peoria RiverFront Festival Park
200 NE Water Street
Peoria, Illinois 61602

FAIR DATES

September 24-25, 2011

Saturday: 9:00 am-5:00 pm (9am-10am open to members and sponsors only)

Sunday: 10:00 am-5:00 pm

\$10,000 TOTAL AWARDS

Best of Show: \$2,500

10 Awards of Excellence: \$750

10 Honorable Mentions: Automatic Invite for 2012

All award winners are invited to return to the 2012 Fine Art Fair.

ARTIST BENEFITS (But wait, there's more?)

We pride ourselves on preserving the established reputation of this wonderful fair-now in its 49th year!!

- An appreciative buying audience for ALL mediums
- Known for after-fair sales
- Easy set-up and teardown/level and accessible
- Convenient reserved free parking for artists
- Affordable and close accommodations (over 800 hotel rooms within walking distance of the venue)
- Over 450 energetic community volunteers-willing to please and deliver refreshments
- Experienced and responsible booth sitters available if you need to grab a snack or take a break

- Overnight security Friday and Saturday
- Complimentary breakfast, lunch, and dinner all weekend
- Saturday night complimentary artist awards dinner (with entertainment)
- Opportunity to mix & mingle and pre-sell at the Friday night preview party
- Artist-only break room and information center
- Beautiful outdoor Riverfront venue
- The company of highly respected, nationally recognized, award winning artists
- ATM on site for IMMEDIATE CASH PURCHASES!
- Good old-fashioned mid-western hospitality!!

PROMOTION (Oh yeah, we spread the word)

Comprehensive marketing and PR Campaign

- \$50,000+ national, regional and local advertising/marketing.
- Fine Art Fair program distributed to over 200,000 Central Illinois homes the Saturday before the Fair.
- 15,000 Promotional pieces distributed through strategic partners including Starbucks and other retail outlets targeting buyers with discretionary income.
- Press releases sent to individual artists' communities listing artists by name.
- Promotional postcards included with hotel room keys the weekend of the Fair.
- 600+ yard signs
- 15 Billboards displayed throughout Central Illinois, covering both city AND Interstate populations.
- Digital/online presence through social media, event/tourism websites, sponsor weblinks, www.peorifineartfair.com, www.facebook.com/PeoriaArtGuild
- Full-color print ads in national and regional tourism magazines.
- Online swirl advertisements with newspapers in Central Illinois and the Chicago suburbs.
- Expansive radio and television coverage including live interviews, remote broadcasts, daily contests and advertising.

GUIDELINES

Art: All work must be original art produced by the exhibiting artist(s) and must be for sale. Studio production work, work from commercial molds, kits, hand-colored reproductions, and manufactured work will not be accepted.

Artists: The Peoria Art Guild Fine Art Fair is open to all artists 18 years of age and older. Artist(s) must be present to exhibit their work during all hours of the Fair. Representatives are not permitted to serve as a substitute for the artist(s). All artists must present a photo ID at registration.

Collaborating Artists: If exhibited work is the product of collaboration, both names must appear on all applications and materials as collaborating, and both artists must

contribute to the creation of the art pieces. The artist statement must describe the role of each artist. It should outline the specific involvement of the collaborating artist to the design and/or production of the work. Only joint work may be shown and sold at the fair. All collaborating artists must be present during all hours of the fair. Both artists will be asked for identification at the time of check-in. Representatives are not permitted to serve as a substitute for the artist(s).

Jury Process: The jury process is comprised of four to eight working artists, visual arts professionals and collectors, who are new each year. Images are reviewed by the panel in a blind jury process (the identities of artists are not disclosed to jurors). Each set of five images is shown simultaneously. Each artist's statement will be visible during the viewing. The materials, dimensions, and price range for each image is also available. No other criteria is considered. Decisions of the jury panel are final. Images are viewed in a controlled setting, using the images and statement provided with the application. The Peoria Art Guild will notify all applicants of jury decision via the ZAPP email account.

Jury decisions are based on the following standards:

- The work reflects excellence.
- The work is well conceived.
- The work is expertly executed without technical faults.
- The work is original in concept.
- The booth is professional in appearance

Images: Upload five images on Zapp. Four must be representative of the work you will exhibit; the fifth must show your booth display with the work visible. Do not submit images with your name/picture in them.

- Images should represent of the body of work that will be exhibited (preferably created since 2008)
- Submit images of professional quality which are clear and sharply focused
- The booth image must be representative of your current work, showing overall continuity and presentation. If a booth image is not available, submit an image of a grouping of the work to be exhibited. **Booth images should NOT indicate your name, website, or business name. Failure to omit this may result in disqualification.**
- An artist statement must also be included detailing your process. As this is a blind jury process, please do not include any mention of your name, website, or business. Any applicant who neglects to do this may be eliminated from the jury process.
- The Peoria Art Guild reserves the right to exclude any application not fulfilling the stated rules.

PLEASE NOTE

Multiples: If multiple pieces of the same design are displayed (e.g. ceramics or photography), each piece must be signed.

Photography and Digital Artwork: All photographs and digital art must be signed and numbered limited editions. Inkjets/giclees are only allowed in digital art and photography categories and must be high-quality limited editions produced on archival stock. Applicants in **digital art** must certify that a minimum of 50% of the composition is originally composed on the computer.

Printmaking category: All prints must be hand-pulled by the artist and must be signed and numbered limited editions.

Reproduction Policy: If original work is copied by digital or photographic means and printed on an offset press, a serigraph press, or through a computer by means of an inkjet or electrostatic printer, this is a reproduction (includes giclees). Reproductions are limited to 20% of booth space (including calendars, postcards, etc.) and must be kept in a browsing bin. Each piece should be clearly labeled as a reproduction and not as an “offset lithograph” or “print.” The Peoria Art Guild reserves the right to monitor the displays of multiples; and request artists who violate this provision to remove reproductions from display.

Exhibition: Artist may display for sale ONLY work juried and accepted in the medium applied. Artists may apply in multiple mediums, providing a separate application and fee for each. Artists who exhibit in 2 mediums will be limited to a single booth space. Jewelry artists selling jewelry and non-jewelry must be accepted in both categories. Your application images will be referenced during the booth verification process prior to the opening of the Fine Art Fair.

Fine Art Fair Venue: There are 150 booth spaces with 125 available through the application / jury process. Exhibitors will display their work in a unique, scenic, waterfront setting at Riverfront Festival Park in Peoria, IL. Booth location preference is given to returning applicants. The booth fee is due upon acceptance. “See Fees and Acceptance” for cancellation and refund information.

All booth spaces are 10.5x12 (exhibit area is 10x10). Access to electricity is available, but limited. Artists must provide a white tent, their own lights, extension cords, and sidewalls. The surface is pavement, concrete, or grass and the Riverfront can be windy. Prepare for the elements as this is an outdoor event. Please bring appropriate weight to protect your work and the work of those around you. All work is restricted to the 10x10 booth space. Requests for 2 spaces will not be honored. Pets and/or sound equipment are not allowed.

Artist Statement: All artists must prominently display an artist process statement in the booth describing how the work is made and the materials used to make the work. If there are collaborating artists, the statement must describe the role of each artist. It should outline the specific involvement of the collaborating artist to the design and/or production of the work. The artist statement will be verified prior to the opening of the Fair.

Insurance: Artists are responsible for proper insurance. The Peoria Art Guild will not be responsible for damage to work or property.

Compliance Guidelines: It is the Peoria Art Guild's exclusive right and responsibility to remove work (or an entire booth) that is not in compliance with our guidelines. Repeated non-compliance will result in expulsion and ineligibility for judging, awards, and future fairs. The Peoria Art Guild reserves the right to remove an artist from the Fair for inappropriate behavior or circumstances detrimental to a public event.

IMPORTANT DATES

January 1, 2011: Applications open

March 4, 2011: Application deadline

March 19, 2011: JURY DAY

April 8, 2011 Jury notification e-mailed via ZAPP

June 3, 2011: Deadline for payment of booth fees and acceptance forms

August 5, 2011: Booth assignments mailed to accepted artists

August 19, 2011: Last day for a booth fee refund (less \$25 administrative fee)

September 23, 2011: set up 10:00 am-7:00 pm

September 23, 2011: Patron Preview Party 7:00 -10:00 pm at the Peoria Art Guild

September 24, 2011: set up 6:30 am-8:30 am

September 24-25 Fine Art Fair: Sat., 9:00 am-5:00 pm; Sun., 10:00 am-5:00 pm

FEES AND ACCEPTANCE

Application/Jury Fee: \$35 for each medium entered

Booth Fee: Regular space \$250 / Corner space: \$325

- Booth fee, signed release forms are due June 3, 2011.
- Corner spaces are limited and will be assigned based on payment dates

Cancellation Policy: All cancellations must be in writing (mailed to the address below) or via email to artfair@peoriaartguild.org

Electricity Fee: \$20 per booth

Booth Fee Refunds: \$25 administrative fee for all cancellations prior to August 19, 2011. No refunds after August 19, 2011.

Payment: Application fees may be paid through zapplication via PayPal, credit card or check. Please mail checks to : 203 Harrison, Peoria, IL 61602, attn: Fine Art Fair.. If you need to make special arrangements, please call 309-671-1093

Peoria Art Guild
Attn: Fine Art Fair
203 Harrison

Peoria, IL 61602

QUESTIONS?

Stacy Peterson

Special Events Coordinator

Phone: 309-671-1093

Fax: 309-637-7334

Email: artfair@peoriaartguild.org

Info online: www.zapplication.org www.peoriafineartfair.com
www.facebook.com/PeoriaArtGuild