



2010 Art Outside Art Festival Prospectus

Fair Dates: September 10-12, 2010

Submission Deadline: May 1, 2010

REQUIREMENTS

Images: 3-5

Jury Fee: \$25 non-refundable.

Artist must reside within a **125-mile** radius of St. Louis.

2010 CALENDAR

May 1, 2010: Deadline for Application, Images, and Jury Fee

June 1, 2010: Artist Notifications Mailed

June 15, 2010: Artist Acceptance/Booth Fees Due

August 1, 2010: Booth Assignments Mailed / Last Day to Cancel for Refund

September 10-12, 2010: Art Outside Fair

OVERVIEW

Established in 2004, Schlafly's Art Outside Festival is an alternative juried and invitational art fair in St. Louis, dedicated to showcasing local art in an approachable venue and manner. Art Outside is not an ordinary fair, but one that features quality and affordable art, unique performing art and music, and plenty of tasty food and drink from Schlafly Beer. Hosted at the brewery's Bottleworks location in Maplewood, Missouri, Art Outside draws approximately 15,000 visitors each year. The festival's mission is to increase public knowledge and appreciation for the local art scene by creating opportunities that connect artists, musicians, performers, and the community.

AMENITIES AND SERVICES

Artists may load adjacent to their booth during set up and teardown. Overnight private security is provided, along with increased city patrols of the area. Artist hospitality includes free cold water, volunteer booth sitters, half price food and two beer tickets for Friday and Saturday, and complimentary coffee and baked goods on Saturday morning. Prizes will be awarded to outstanding exhibitors: First Place, cash and prizes totaling \$1000; Second Place, cash and prizes totaling \$500; Third Place, cash and prizes totaling \$250; plus two "outside" awards of recognition.

MARKETING & PROMOTION

In previous years, Art Outside was featured in several media outlets including The Riverfront Times, Sauce Magazine, St. Louis Post Dispatch, KDHX, KWMU, ksd.com and on KSDK's "Show Me St. Louis" and in the Schlafly newsletter, *The Schlafly Growler*. In addition, the event was listed on many local arts and entertainment calendars (print and online). A similar media campaign, along with an advertising campaign, will be implemented in 2010. Schlafly will heavily promote the fair in both restaurants with posters and menu inserts. Fair information will be available on the Schlafly website and once again, in full-color fair program guides. The program guides will contain artist contact information and will be distributed to 100,000 homes in the St. Louis Post Dispatch the week of the festival, as well as during the event.

JURY/INVITATION PROCESS

Art Outside will present up to 50 artist booths in 2010. Art Outside seeks art that is "edgy", imaginative and outside the general realm of a mainstream art fair. Artist applicants remain anonymous during jurying. Scoring is 1 (low) to 7 (high). Scoring is based on originality and creativity, design, technique, craftsmanship, and professional presentation. All scores are combined and averaged, with the top scores receiving invitations to participate. The five award winners from 2009 will receive invitations to participate. The Art Outside Committee reserves the right to invite up to five additional artists beyond the 2009 winners.

CONTACT INFORMATION

Please direct all questions to: **Stewart Wolfe, Art Outside Fair Coordinator**

Email (preferred): swolfe@schlafly.com Phone: 314-241-2337, x 252

BOOTHS & FEES

Application Fees:

\$25.00 Jury Fee (Non-refundable per application). **A separate application is required for each medium in which artist wishes to display** (one application per medium, two media limit per artist).

Booth Fees:

\$150.00 Booth Fee due June 15, 2010 for Accepted Artists. Do not send booth fees with your application.

Artist booth must consist of 10' x 10' tent with four sides so that it can be secured on Friday and Saturday night. Artist is responsible for installation and weighting (no stakes allowed). Artist must provide own tents, displays, walls for hanging art, and lighting.

Electrical Service:

One electrical outlet per booth space will be provided. As power is limited, artists are asked to use electricity for lights, registers and credit card machines only. Artist is responsible for providing lighting, extension cords, power strips, clips, etc.

Administrative Fee:

\$25 if an artist cancels following payment of booth fees. Returned checks are subject to a \$15 fee.

Taxes:

Artist is responsible for collection and reporting of all taxes, including Missouri Sales Tax. A tax-reporting packet will be provided during check in at the fair. If you would like tax information before check in day, please contact the Missouri Department of Revenue directly.

Refunds:

Booth Fees are not refundable after 08/01/10.

RULES FOR PARTICIPATION

Before applying, please make sure the work meets the following criteria. By applying, artist agrees to abide by the rules, policies and decisions of the fair.

1. All exhibitors must reside within a 125-mile radius of St. Louis.
2. Artists must submit one application per medium, with a two media limit per artist.
3. The Art Outside Fair presents original work of exhibiting artists. All work must be original, handcrafted work. Art Outside seeks art that is "edgy", imaginative and outside the general realm of a mainstream art fair. We encourage first-time exhibitors, but a professional presentation is extremely important.
4. Commercial studios involved in multiple or volume production will not be considered for the show. No artwork from molds, kits or other commercial methods is allowed.
5. If work is produced in editions, edition numbers must be disclosed to the fair audience and included in the application information.
6. Artists may exhibit only in the medium in which they were juried. Work displayed must be consistent with submitted jpegs.
7. Artists must be present with their work for all three days of the fair. If the work is collaborative, at least one collaborator must be present. All artists must check in upon arrival.
8. All work must carry a selling price and exhibitors must produce enough work to have booth open all three days of the fair.
9. An accepted artist's image may be selected for use on promotional materials including, but not limited to, posters, advertising, and website.

TENTS

Artists will be responsible for providing their own tents.

APPLICATION PROCEDURE AND CHECKLIST

- Complete registration form, image description, statement of materials and technique, and release form. **Use a separate form for each medium.** Each artist is allowed one application per medium, with a two media limit. You may photocopy the application or download another copy from www.schlafly.com. Please do not send brochures or samples of your work. The jurors will not be shown anything with the artist's name on it.
- 3-5** color jpegs (per medium), labeled according to instructions below. **Please note: Art Outside does not accept slides or photographs.** The quality of the image is a critical factor in the jury process. If the image is sideways or upside down, or if the work is poorly lit, it will reflect in the scoring.
JPEG INSTRUCTIONS: All jpegs must be 300 dpi and burned onto a CD or emailed to swolfe@schlafly.com. Insure that your image is saved properly for viewing (not rotated 90 or 180 degrees). Name your files as follows: artist name, image number, medium, each separated with a period. For example: janedoe.2.painting.jpg. CD's will not be returned.
- ~~One~~ additional jpeg of your booth display may be submitted, if applicable.
- Include a self-addressed stamped postcard, if you would like to know when we receive your application,
- Enclose check or money order for \$25 for **each medium, payable to The Saint Louis Brewery.**
- Mail completed application, postmarked by May 1, 2010, to:

**ART OUTSIDE APPLICATION
SCHLAFLY TAP ROOM
2100 LOCUST STREET
ST. LOUIS, MO 63103**

JPEG/IMAGE FILE DESCRIPTION

JPEG#	DIMENSIONS	MATERIALS	DESCRIPTION
1			
2			
3			
4			
5			

STATEMENT OF MATERIALS AND TECHNIQUE

Please provide a brief statement that describes the materials and techniques used to create your artwork. This statement may be read to the jurors. (Please limit your statement to 30-35 words.) This statement may be used on the Schlafly website, along with one of your images, if accepted.

ARTIST APPLICATION

REGISTRATION FORM (PLEASE WRITE LEGIBLY)

Full Name(s) (Include both if collaboration)

Mailing Address

City/State/Zip

Email

Website

Daytime Phone

Evening Phone

MEDIUM

- Ceramics
- Fiber/Textile
- Glass
- Jewelry
- Mixed Media
- Painting/Drawing

- Photography
- Printmaking
- Sculpture
- Wood
- Other _____

RELEASE AND SIGNATURE

As a condition of participating in the 2010 Art Outside Fair, I agree to bear all risk and expense for any loss, theft, or damage to my artwork or other personal property, or injury to my person, regardless of cause, and to abide by all the rules and regulations set by the Art Outside Art Fair.

I agree that each item displayed will be my unique and original artwork.

If accepted, I agree to the use of my images by the Art Outside Festival for promotional purposes and for display on the Schlafly Art Outside web pages. I agree that the images submitted for jurying are an accurate representation of the work designed and produced by the artist(s) applying.

I have read and understand the participation requirements for the 2010 Schlafly Art Outside Fair and agree to abide by the rules, policies, and guidelines and understand that failure to follow these regulations may result in the expulsion for this year's fair, and/or from future fairs, at the sole discretion of the Art Outside Fair.

Signature

Date

OFFICE USE: Check #:

Amount:

Date Received: