



## Visual Arts Prospectus Art Marketplace

Panoply Arts Festival April 27-April 29 2012

### Who We Are

The Panoply Arts Festival is celebrating 30 years of bringing the visual arts to downtown Huntsville. The festival provides multiple venues for artists of many forms in Big Spring International Park and is enjoyed by a crowd generally exceeding 75,000 people. The Festival has ranked in the top twenty events in the Southeast by the Southeast Tourism Society year after year and has been featured in Southern Living magazine. Panoply is proud to offer a total arts experience to our patrons, and the visual arts are a vital part of that experience.

The Panoply Art Marketplace has developed a strong following among area residents and art collectors, and the Art Investor Program is the key reason for its success. Every year, an invitation is extended to collectors to participate in the program. For a fee that is applied toward the purchase of artwork, an Investor is given 'First Dibs' to preview and purchase art Friday, April 27 from 6:00—9:00pm, following a wine and cheese reception. In 2010, local patrons pledged over \$12,000 to participate in the program. This is a wonderful opportunity for artists to sell to collectors desiring to acquire excellent artwork.

### Artist rules & Guidelines

All accepted artists must be present and exhibit their work during all hours of the show.

All works must be considered original fine art.

Prints of original art may be sold if they are clearly marked as a reproduction, although this practice is discouraged.

The jury committee reserves the right to refuse exhibition of work that is not consistent with submitted pictures and the listed rules. Submitted picture CDs will be held to compare with the display. Artwork that is deemed by the jury committee to be a replica of a style, method, or technique too closely identifiable with the work of a living artist may be excluded from the show.

Booth must be manned by the artist or an artist representative during show hours. A photo ID will be required at check-in.

Failure to comply with the above stated rules may result in immediate removal from the show with no refund.

#### MEDIA

Clay, fiber, glass, jewelry (metal), jewelry (non-metal), leather, mixed media, painting, photography, printmaking, pastel, drawing, sculpture/metals, wood, other. Artists may exhibit in more than one category by paying an additional jury fee and submitting CDs of their work in each category.

#### DISPLAY

Exhibitors must provide their own means of display sturdy enough to withstand outdoor conditions. This includes appropriate weights or anchors for all tents, no stakes please. Set-up equipment is not provided. One 120v circuit is available per space for lighting. Each space is 10' x 10'. All work and display must be confined within this area. We do attempt to allow a 30 minute load in/out time with your vehicle however artists should prepare to hand-truck in to their assigned space. Artists must call for a check-in time after notification of acceptance. Artists need to prepare to exhibit in inclement weather. In the event of severe or threatening weather the festival will close. Artists will be notified of the official closing time by one of the Art Marketplace Chairmen.

#### FEES

Please send **two** checks with each application made payable to **The Arts Council** (space fees will be returned to artists not accepted):

**Jury Fee:** \$40 **nonrefundable** fee per category

**Space Fee\*:** \$185 for artists with independent setup who require 10' x 10' space only

\$400 for artists requiring 10' x 10' space with tent provided by The Arts Council

\* **Your space fee includes parking.**

\***Space fee will be refunded if The Arts Council is notified of cancellation by April 1, 2012.**

#### SALES

The Arts Council does not take a commission on artist sales. Artists will transact their own sales and will comply with all sales tax regulations. Necessary tax information and paperwork is provided to artists in pre-show packets at check-in and will be covered during the mandatory Artist Procedures Meeting. Artists are required to submit confidential 'information only' sales reports to Marketplace personnel.

# Awards

\$2,500 in prizes are awarded to exhibitors in the Panoply Art Marketplace. The judge will visit each booth by 5:00 pm Saturday, April 28th. Ribbons and Awards will be presented at a special award ceremony on Sunday, April 29th. Awards are presented for individual works and solely at the discretion of the judge. The awards presented are:

<b>The Pat Flynn Kyser Best of Show Award:</b>	<b>\$1,000</b>
<b>Award of Distinction:</b>	<b>\$500</b>
<b>Merit Awards (5 Awards):</b>	<b>\$200 each</b>

## Submit

1. Along with application, submit three digital images (JPEG format) of artwork on a compact disc. Images must be representative of artwork to be exhibited. Clearly print artist name, title of work, category, and dimensions of work on the face of the CD. Submitted images must be current work.
2. Application must be accompanied by two checks made payable to **The Arts Council**: one for the \$40 nonrefundable jury fee and the other for the applicable space/tent rental fee. CD's will not be returned.
3. Entries must be postmarked by **Friday, February 3, 2012**. Notifications will be emailed Friday, February 17, 2012

YOU CAN ALSO APPLY ONLINE AT [WWW.ARTSHUNTSVILLE.ORG](http://WWW.ARTSHUNTSVILLE.ORG)

### SCHEDULE:

Application deadline:	Friday, February 3, 2012
Artist Notification:	Friday, February 17, 2012
Artist Booth Setup:	Thursday-Friday, April 26-27, 2012 (set-up must be complete by 12:00pm Friday)
Artist Procedures Meeting:	4:00 pm Friday, April 27, 2012 (this meeting is mandatory for all artists)
Art Investor Reception and Preview:	6:00 pm-9:00 pm Friday, April 27, 2012
Art Marketplace Public Hours:	10 am-9 pm Saturday, April 28, 2012 12 pm-8 pm Sunday, April 29, 2012

Name: \_\_\_\_\_  
Studio Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_  
Cell Phone: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Medium (circle) :  
clay      fiber      glass      jewelry (metal)      jewelry (non-metal)      leather      mixed media  
pastel      painting      photography      printmaking      drawing      sculpture/metals      wood      other \_\_\_\_\_



### Indemnification

Artist agrees to indemnify and hold harmless the Panoply Arts Festival, its officers, agents and assigns, from any and all acts or omissions of artist or any of artist's officers, agents, servants or employees, causing or allegedly causing harm or injury to any person or property.

An application is a commitment to exhibit in your selected category and abide by the Festival Rules.

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

**MAIL TO:** Panoply Art Marketplace  
The Arts Council, Inc.  
700 Monroe St. Suite 2  
Huntsville, AL 35801

Questions or concerns? Please call Vicky Hinton at (256) 519-2787 x 207 or email her at [vhinton@artshuntsville.org](mailto:vhinton@artshuntsville.org)