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## DELAWARE CENTER FOR THE CONTEMPORARY ARTS

### ARTIST APPLICATION & AGREEMENT ALTERNATIVES HOLIDAY CRAFT SHOW | DELAWARE CENTER FOR THE CONTEMPORARY ARTS 5 – 11 PM, FRIDAY, DECEMBER 3, 2010

#### GENERAL INFORMATION

Alternatives Holiday Craft Show at the Delaware Center for the Contemporary Arts (DCCA) will take place in the main atrium from 5 to 11 pm on Friday, December 3. The Craft Show will coincide with the City of Wilmington's first Friday *Art on the Town* and the *re:Fresh After Party*. For more information about Wilmington's first Friday events, please visit <http://www.wilmingtonde.gov/artloop/index.htm>.

#### OBJECTIVE

Presented by Alternatives Museum Shop (*NICHE 2009 Winner: Best Museum Store*), the Craft Show is a juried marketplace dedicated to enhancing the public's awareness of contemporary American craft while providing a venue for emerging and established artists to share their creative endeavors during this unique and festive shopping experience.

#### ELIGIBILITY

All professional artists creating innovative functional and/or wearable handcrafted items in clay, fibers, paper, glass, metal, wood, and/or mixed media are invited to apply. All work must be originally designed and handcrafted by the applicant.

#### GROUPS

In addition to individual artists, craft-based groups such as, but not limited to, guilds, co-ops, and collegiate groups are also welcome to apply. Merchandise should consist of an array of original, highly crafted work produced by two or more artist members of the group. Application images should consist of a sampling of work by participating members that will be available for purchase at the Craft Show. All exhibiting members are encouraged to be present. Distribution of earnings will be the responsibility of the group.

#### SCHEDULE (any alteration of schedule requires approval from the Retail Manager)

- **Wednesday, September 22:** Postmark deadline for artist application package and exhibitor fee due to the DCCA.
- **Friday, October 15:** Applicants notified via email and exhibitor fee returned to applicants not selected
- **Friday, December 3:**
  - **3 – 5 pm:** Artist exhibitor set up
  - **5 – 11 pm:** Alternatives Holiday Craft Show
  - **11 – 12 am:** Striking of artist spaces

#### APPLICATION & JURY

Applications should depict a variety of original and highly crafted work available for purchase at the Craft Show. Originality, varied price points, and quality images will be critical to the selection of exhibiting artists.

Application package and fees are due to the DCCA by Wednesday, September 22 via email and/or mail. If an application package is submitted by email, the fee may be sent separately by mail. Digital application documents should not contain any embedded images. The application package will include:

- Exhibitor Fee (check made payable to: DCCA)
- A self-addressed stamped envelope
- Completed and signed Artist Application & Agreement (three pages)
- Artist and/or Group statement including a description of items available for purchase at the Craft Show
- Artist resume(s)
- Up to four digital images via: webpage links to online images **or** 4" x 6" 300 dpi images on CD or as an email attachment

## FEE

A non-refundable exhibitor fee to those accepted will contribute to event advertising, facility costs, and administrative services provided by the DCCA: \$70 for individuals and \$130 for groups. Payment in the form of a check made payable to DCCA is due at time of application. All checks will be returned to artists not selected for the 2010 Alternatives Holiday Craft Show. Checks from selected artists that are rejected for insufficient account funds will be accessed an additional \$30 fee by the DCCA.

## PROVISIONS

Each accepted exhibiting artist will be supplied with one 6' table and two chairs. Groups will receive one 8' table and two chairs. Rental of a full-length black tablecloth will be available for an additional fee. Artists requiring access to electricity for display must specify so on the attached application form. Should an exhibiting artist be interested in setting up a custom display for a table/space, contact the Retail Manager for the specific dimensions of the allocated space.

## CONDITIONS

1. The Delaware Center for the Contemporary Arts reserves the right to reject any application.
2. Each applicant must be the designer and creator of his/her items available for purchase at the Craft Show.
3. When relevant, application imagery provided by selected artists may be used in Craft Show promotional materials.
4. No commission selling; i.e. no sales on behalf of a third party with the exception of members of selected craft-based groups.
5. Artist spaces must be presented professionally and with prices clearly marked for all items.
6. Exhibitors will communicate with DCCA patrons using the highest level of customer service.
7. Artists will be responsible for collecting and maintaining all personal financial records required by local, state, and federal law.
8. Ability to receive credit card payment is encouraged, but not required.
9. No raffles, open flames (i.e. candles), or selling of any manufactured goods will be permitted at the Craft Show.
10. Artist spaces or freestanding display units must not protrude into aisles or block emergency exits.
11. Artist exhibitor spaces must not be left unattended during the Craft Show.
12. No responsibility is accepted for damage, theft, or loss of goods or equipment.
13. Exhibiting artists who are also current Alternatives Museum Shop artists may not sell any item also available in the store for more than 10% lower than the current Museum Shop retail price so as not to undermine the DCCA pricing structure. Furthermore, the shop will refer all interested customers directly to the exhibiting artist for the evening of Alternatives Holiday Craft Show.
14. Any exhibiting artist found to be in breach of the aforementioned conditions will be directed to vacate the premises immediately.

## APPLICATIONS & QUESTIONS

Direct to:

Amy Milli | Retail Manager  
P 302.656.6466 x7113 | F 302.656.6944  
amilli@thedcca.org

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**ARTIST APPLICATION & AGREEMENT  
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5 – 11 PM, FRIDAY, DECEMBER 3, 2010**

**ARTIST INFORMATION**

Artist/Group Contact Name: \_\_\_\_\_

Company/Group Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**MERCHANDISE & DISPLAY**

Craft Medium(s): \_\_\_\_\_

Average Price Range: \_\_\_\_\_

Access to electricity required for artist display space

**FEE**

Artist Exhibitor Fee: \$70 \$ \_\_\_\_\_

Group Exhibitor Fee: \$130 \$ \_\_\_\_\_

Table Cloth Retail (6' Artist Table): \$15 \$ \_\_\_\_\_

Table Cloth Rental (8' Group Table): \$18 \$ \_\_\_\_\_

TOTAL FEE (check made payable to: DCCA enclosed): \$ \_\_\_\_\_

Checks will be promptly returned to unaccepted applicants in a self-addressed stamped envelope included in the application. No application will be considered unless fee is enclosed.

**DECLARATION**

I hereby certify that the information submitted in this Artist Application & Agreement will not change upon acceptance to Alternatives Holiday Craft Show. If accepted, I will abide by the guidelines and conditions set forth in this prospectus.

Artist/Group Contact Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Please retain a copy of this application for your financial records.*