

Call for Entries
South University Ann Arbor Art Fair
July 19 through 22, 2018

NOTE: Fair days are Thursday through Sunday

The Michigan Silversmiths Guild (MSG) was founded in 1948. Guild members include craftspersons proficient in the field of metalsmithing and serves to broaden the knowledge of its members craft and to facilitate communication with other metalsmiths.

In accordance with this mission, MSG and the South University Area Association will sponsor two booths for the 2018 South University Art Fair. In return for a reduced booth rate, MSG has agreed to provide booth sitting for the other artist in the South University Fair, and provide metalsmithing demonstrations for the general public.

ELIGIBILITY: All MSG members are eligible to apply. All work submitted must be made by the applicant. Although mixed media pieces are accepted, some metal is required. Members who are interested in learning about art fairs or may be considering this as a career path are especially encouraged to apply. **NO PREVIOUS ART FAIR EXPERIENCE IS NECESSARY.**

If you are not currently a member or are not current with your dues, please fill out the MSG membership form available on our web site (misilversmith.org) and include it (with membership fee) along with this application.

EXHIBITION RULES: Accepted artists are required to be in attendance for the duration of the fair and to work together as a group to carry out all aspects of the art fair booth. They are also required to participate in setup and/or tear down of the booth. Other tasks include: booth sitting, creating publicity, transferring booth materials to/from storage, daily display setup, selling the art work of all accepted artists, promoting the Guild and answering questions, etc.

SHIPPING, LIABILITY, AND SALES: MSG does not provide insurance. Each artist is responsible for their own insurance and will be asked to sign a waiver. Instructions for submitting work will be included in the acceptance letter. MSG will not take a commission. However, there will be a booth fee (estimated to be approximately \$250 per accepted artist) to cover expenses - payable upon acceptance. In addition, all participating artists will be expected to share in all areas of running the booth.

ENTRY PROCEDURE: This application is specifically for selling work at the MSG Booth at the 2018 South University Art Fair. Applications can be submitted either electronically or by mail. Please note that electronic submission is preferred.

- **Mail:** Submit up to 4 images of your work along with the completed application form and \$40 application fee.
- **Electronic:** Submit up to 4 images of your work along with a scanned image of the completed application via e-mail to clincomp@comcast.net, and forward the \$40 application fee via mail.

Applicants will be notified electronically of acceptance - a stamped envelope is not needed. Please note that applicants will not be considered without receipt of the application fee.

All images will become property of MSG and may be used for publicity purposes. Mailed applications must be postmarked by March 31, 2018. E-mailed applications must be received before midnight, March 31, 2018.

Images should be representative of the body of work you plan to sell at the MSG booth.

FORMAT: Images must be submitted on a CD or as an e-mail attachment - TIFF and JPG files at 300 dpi only. Files should be no larger than 10 MB. Digital images must be labeled with last name and entry number. For example: Smith1.jpg

CDs must be labeled with the artist's name and phone number. CDs will not be returned.

PHOTOGRAPHY TIPS:

- **No signatures/watermarks.** The jurying process is supposed to be based solely on the quality of work presented; marks identifying an artist could consciously or unconsciously lead to bias.
- **No black and white photographs.** Grayscale filters might make for dramatic images, but it is not representative of how your work will look to most people in real life.
- **Minimal backgrounds.** When applying to shows/exhibitions, the focus of your photographs should be solely on the work, itself; anything that might distract from that should be kept to a minimum. This means no textured, patterned, or colored backgrounds, and no props beyond those you might need to support your work (for instance, a neck form for a necklace). Think more "clinical documentation" and less "artistic advertisement." When in doubt, plain black, white, or gray paper are always safe background choices, and furthermore can be curved to create that "seamless" look.
- **Good lighting.** Lighting is arguably the most complicated part when it comes to getting a good photograph, but some simple guidelines are to make sure you have plenty of it (ideally from more than one direction), and only one type of it (for instance, don't mix daylight with a soft white halogen bulb).

THE JUROR: Marissa Saneholtz makes narrative based jewelry and objects using humor and sarcasm. After earning her degrees from Bowling Green State University and East Carolina University, she taught at several institutions including East Carolina University's Italy Intensives Study Abroad Program in Certaldo, Italy and Appalachian State University in Boone, NC. For two years, she worked at J. Cotter Galleries and Studio in Vail, Colorado as gallery manager and assistant studio manager. Currently, she is teaching at Bowling Green State University in Bowling Green, OH.

Saneholtz has been published in several books, including *Art Jewelry Today II* edited by Jeffery Snyder, *Humor in Craft* by Brigitte Martin, and *Narrative Jewelry: Tales from the Toolbox* by Mark Fenn. Her work has been exhibited both nationally and internationally and can be seen on display at the Dorothy McKenzie Price Permanent Collection at Bowling Green State University as well as at the Racine Art Museum in Racine, WI.

CALENDAR:

March 31	Application due - (postmarked or received electronically by this date)
April 30	Acceptance/Rejection notifications e-mailed
July 18	Booth set-up
July 19-22	Art Fair

If you have any questions, please feel free to contact either Charlotte Allen at clincomp@comcast.net or Lorraine Kolasa at lorrainekolasa@gmail.com.

Application Form
South University Ann Arbor Art Fair
July 19 through 22, 2018

NOTE: Fair days are Thursday through Sunday

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone Number: _____
E-mail: _____

Image 1:
Title: _____
Medium: _____
Size: _____ Cost: _____

Image 2:
Title: _____
Medium: _____
Size: _____ Cost: _____

Image 3:
Title: _____
Medium: _____
Size: _____ Cost: _____

Image 4:
Title: _____
Medium: _____
Size: _____ Cost: _____

I hereby comply with the provisions of this prospectus
Signature: _____ Date: _____

Send application to:

Mail: MSG c/o C. Allen
9298 Crane Rd
Milan, MI 48160
E-mail: clincomp@comcast.net

ARTIST CHECK LIST:

- _____ Application Form
- _____ Membership/renewal form (if needed)
- _____ up to 4 images, labeled
- _____ Check or money order for \$40, payable to Michigan Silversmiths Guild (MSG)