

Call for Entries and Application

Stoney Creek Art Fair

25-26 July 2020

The Michigan Silversmiths Guild (MSG) was founded in 1949. 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 Stoney Creek Art Fair will sponsor two booths for the 2020 Stoney Creek Art Fair. In return for a reduced booth rate, MSG has agreed to provide metalsmithing demonstrations for the general public.

ELIGIBILITY: All MSG members are eligible to apply, and 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. All work submitted must be made by the applicant.

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: Four artists will be selected to participate in the fair. Accepted artists are required to be in attendance for the duration of the 2-day 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 tear down of the booth. Other tasks could include: 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.

Additionally, as noted above, all accepted artists will participate in demonstrations of various metalsmithing skills, and applicants will be asked to provide information on the planned demonstrations and equipment needs as part of the application process. Artists should plan for a minimum of two-hour demonstrations each day. Note: demonstrations that include audience participation and 'make-n-take' activities are encouraged.

SHIPPING, LIABILITY, AND SALES: While MSG has event insurance, each artist is still responsible for their own insurance and will be asked to sign a waiver as part of the contract.

MSG will not take a commission, and in return for providing demonstrations, MSG is not being charged a booth fee.

ENTRY PROCEDURE: This application is specifically for selling work at the MSG Booth at the 2020 Stoney Creek Art Fair in Shelby Township, MI. Applications can be submitted either electronically or by mail. Please note that electronic submission is preferred.

- **Electronic:** Submit up to 4 images of your work along with a scanned image of the completed application via e-mail to misilversmith1949@gmail.com, and forward the \$25 application fee via mail.
- **Mail:** Submit up to 4 images of your work along with the completed application form and \$25 application fee to:

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 for the Stoney Creek Art Fair. Mailed applications must be postmarked by April 6, 2020. E-mailed applications must be received before midnight, April 6, 2020.

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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 (e.g., Smith1.jpg).

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

PHOTOGRAPHY TIPS: As your photographs are the ONLY way the jurors can judge the quality of your work, please use the following tips.

- **Focus.** Make sure your work is in focus. Jurors will want to be able to see the details in your work, including the finishing.
- **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.** The emphasis 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 and not someone's neck). 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 JURORS: Current and past MSG board members, along with the Art Fairs Committee, will act as the jurors of this show.

CALENDAR:

April 6	Application due - (postmarked or received electronically by this date)
April 30	Acceptance/Rejection notifications e-mailed
Jul 24	Booth set-up
Jul 25-26	Art Fair
July 26	Booth tear down

If you have any questions, please e-mail misilversmith1949@gmail.com , or call Charlotte Allen at 734-417-0069.

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

Send application to:
Mail: MSG c/o C. Allen
9298 Crane Rd
Milan, MI 4816
E-mail: misilversmith1949@gmail.com

ARTIST IMAGES:

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

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

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

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

ARTIST DEMONSTRATION:

During the fair, I plan to demonstrate the following metalsmithing technique(s): _____

For these demonstrations I will require the following tools/equipment: _____

___ I can provide all the tools/equipment needed

___ I will need MSG to provide the following tools/equipment: _____

ARTIST CHECK LIST:

- ___ Application Form
- ___ Membership/renewal form (if needed)
- ___ up to 4 images, labeled
- ___ Check or money order for \$25, payable to Michigan Silversmiths Guild (MSG)

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