

Call for Entries
South University Ann Arbor Art Fair
July 16 through 19, 2020
Thursday through Sunday

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 South University Area Association will sponsor two booths for the 2020 South University Art Fair. In return for a reduced booth rate, MSG has agreed to provide booth sitting for other artists in the South University Fair, and to 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 at minimum, 3 days 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.

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. However, there will be a booth fee (estimated to be approximately \$260 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 2020 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 misilversmith1949@gmail.com, 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 for the South University Art Fair. Mailed applications must be postmarked by April 6, 2020. E-mailed applications must be received before midnight, April 6, 2020.

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 JUROR: Diane Rose Sugg Santoro received her BFA In Metalsmithing from Wayne State and has been a working jeweler and metalsmith for over 30 years. She apprenticed with a master diamond setter before opening her custom design business. Diane works in gold, silver, platinum and alternative metals with fine gems, minerals and fossils. Most of her designs are one of a kind, and she has had her studio and store in Ann Arbor, Mi for over 20 years. She has won awards for her work from many juried art fairs and events.

CALENDAR:

April 6	Application due - (postmarked or received electronically by this date)
May 6	Acceptance/Rejection notifications e-mailed
July 15	Booth set-up
July 16-19	Art Fair
July 19	Booth tear-down

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

Application Form
South University Ann Arbor Art Fair
July 16 through 19, 2020
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: misilversmith1949@gmail.com

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)