

WHEATONARTS Festival of Fine Craft

2022 Event Prospectus

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For questions about the *Festival of Fine Craft* or the application process, please email our event coordinator at Ljohns@wheatonarts.org or events@wheatonarts.org.

Overview

WheatonArts is an internationally acclaimed arts community dedicated to nurturing the creative spirit in us all. The *Festival of Fine Craft*, now in its 23rd year, is our premier annual event and one of the most highly-rated shows in the Mid-Atlantic region. Named one of Sunshine Artist's 200 Best in 2016, 2018, & 2019, this campus-wide event continues to grow in attendance, programming, and quality overall. Approximately 150 exhibitors, ranging from new & emerging artists to masters in their mediums, are carefully selected by a jury of WheatonArts professionals and experienced staff artists. We take pride in maintaining an artist-friendly show with a high-quality standard and continually work toward a balance of mediums, styles, and techniques. WheatonArts provides convenient day-before setup, overnight security, booth sitters, and unequalled hospitality throughout the show. Exhibitors receive lodging at reduced rates at some nearby hotels. Open Artist Studios, craft demonstrations, live music, exceptional food, and various interactive activities add to the excitement, making the festival both entertaining and educational.

Attendance & Sales

WheatonArts *Festival of Fine Craft* is attended annually by over 11,000 people from the Mid-Atlantic region. Our attendees are well-educated shoppers and collectors with a deep appreciation for unique, handmade items. Artist testimonials reveal the continued excitement and engagement of both new and loyal customers. Annual artist sales total more than \$250,000 for the weekend. Individually, sales range up to \$10,000 and average \$2,500 to \$3,000 per exhibitor.

Marketing Support

WheatonArts is dedicated to engaging the public and is continually expanding outreach to connect with new audiences and build excitement for this event. Our comprehensive marketing plan includes extensive print, radio, and electronic media campaigns, full-color publicity, and year-long promotion through our other events and programs. All marketing is done in-house with a team of experienced staff members devoted to keeping our audiences engaged and informed with the most up-to-date event information. Throughout the 2019 electronic campaign, WheatonArts obtained nearly 150,000 organic (non-paid) social media impressions. Our digital marketing campaign includes targeted email campaigns, national and regional digital event listings, and social media marketing for Instagram and Facebook. Exhibitors are featured on our website, in digital ads, and notable "Festival Highlight" posts on social media leading up to the show.

WheatonArts provides each exhibitor with additional marketing opportunities, including show cards and posters for mailings or display, a social media toolkit, and website links to share for promoting your business and the show as a whole. Our marketing and event teams work side by side to ensure the best possible communication between artists, staff, and audiences.

Applications and Eligibility

We encourage you to apply if you produce original work in any of the following mediums or categories: artisan food, clay (decorative, functional, or sculptural), clothing, fiber (decorative or wearable, including basketry), fine arts (2D paintings or drawings), furniture and lighting, glass (decorative, functional, or sculptural, including stained glass), handmade soaps or skincare items, jewelry (fine or fashion), leather, metal, mixed medium, musical instruments, photography, stone, and wood (decorative, functional, or sculptural).

Application links are available at wheatonarts.org/artists/opportunities/ and on the Festival of Fine Craft webpage: wheatonarts.org/calendar-eventon/festival-of-fine-craft/

Deadline to Apply: May 1, 2022

Applicants will receive the Jury results by mail in June 2022. Deposits are processed upon acceptance status. All deposit checks from applications not accepted into the Festival will be returned.

What is Eligible?

- Two-dimensional original artworks such as paintings, drawings, or photographs. Prints and reproductions of original designs are accepted as additional sale items within the space.
- The three-dimensional handmade craft of original designs.
- Three-dimensional printed work provided that all work is original to the artist and all printing and designs are executed by the artist or printed under the artist's direct supervision.
- Small-studio production work made under the direct supervision of the applicant. Direct supervision requires that the artist or maker oversees production work as it occurs—providing constant direction, feedback, and assistance to ensure that the work is consistent with the original design.

What is NOT Eligible?

- Commercially manufactured art
- Work assembled (wholly or in part) from commercially available kits, patterns, or designs
- Embellished commercially-made objects (t-shirts, totes, charms, notecards, etc.)
- Jewelry or accessories made from stringing commercially-made beads or charms (does not apply to complex bead threading and handmade beads)
- Dried or silk flower arrangements
- Work that incorporates illegally-sourced items such as ivory or materials acquired from the killing of endangered species

All decisions made by the Festival of Fine Craft Jury Committee are final regarding the acceptability of exhibitors' work.

New and Returning Artists

WheatonArts welcomes new and returning artists to the *Festival of Fine Craft*. Upon applying, all applicants must select their jury category. Returning artists (consecutive years only) will have the option to request their previous location*. All booth locations are determined post-jury, ensuring a mix of mediums throughout the campus and providing a positive experience for exhibitors and attendees. Indoor booths are limited and are determined based on a "first applied, first supplied" basis.

**Please note that you must be a returning artist from the previous year(s), and you may only request your last location. Special location requests are considered for health purposes only.*

Demonstrating Artists

WheatonArts welcomes artists willing to demonstrate their techniques during the Festival. Please indicate on the application if you are willing and able to demonstrate inside your booth space during the *Festival of Fine Craft*. If accepted, your technique will be evaluated for demonstration purposes. Demonstrating artist slots are limited, and acceptance into the Festival does not guarantee a demonstration booth. You will be notified of your status as a traditional exhibitor or "Demonstrating Artist" on your acceptance letter. Demonstrating artists are offered a discounted booth rate for service during the Festival. For questions, please email our event coordinator at ljohns@wheatonarts.org.

Artisanal Food Exhibitors

All exhibiting "artisanal food" artists must comply with the NJ Board of Health standards for packaged goods. Each exhibitor must be able to show proof of inspection and approval. Foods must be appropriately stored, sealed, and labeled to be sold. Labels must include the name and address of the seller or processor, the product's name, the ingredient list in descending order, and the net weight of the product.

In addition, we require all accepted exhibitors to submit a "Risk 1 Mobile Application" to the Cumberland County Board of Health. Each application requires:

- A \$50.00 application fee (includes pre-inspection)*
- Any NJ state inspection approvals
- For retail sales only: inspection approval for any facilities used in the creation of the product
- For retail sales with tasting/sampling: the booth must have a handwashing sink setup with an igloo with spout, soap, paper towels, warm water, and catch basin. Gloves, utensils, barriers where needed and disposable utensils & dishware for tasting are required. Please bring a trash receptacle for any waste created by your tasting area.
- If the facility/business is already approved in Vineland, Salem, Burlington, Gloucester, Atlantic, or Camden counties, an amendment form is required in lieu of the application. *NOTE: All accepted "artisanal food" exhibitors that incur a \$50.00 fee from the Cumberland County Board

of Health will be granted a \$50.00 deduction from their total booth fee to accommodate the additional charge. A receipt from the Cumberland County Health Department will be required.

For questions about the "Risk 1 Mobile Application," please contact:

Registered Environmental Health Specialist Cumberland County Health

Address: Department 309 Buck Street, Millville, NJ 08332

Contact #: 856-327-7602

Fax #: 856-327-6275

Collaboration

WheatonArts does NOT permit the sharing of booth spaces at the *Festival of Fine Craft*.

Exhibitor collaborations are only accepted if the pieces displayed are ALL collaborative pieces.

Collaborations will be listed with side-by-side exhibitor names or under the collective business name. The primary artist or collaborative partner must be present in the booth space during the show.

Artist Information

Information collected in the application, such as name, business or studio name, city, state, website URL, business social media URL, and business email address, is used for our show directories both in print and on our website. Please review this information carefully before submitting your application. Artist bios are published on the WheatonArts website. Please proofread and edit your biography for grammar and structure before submitting it.

Jury Standards*

The *Festival of Fine Craft* is a juried show to ensure high-quality works are exhibited each year. We instruct each juror to adhere to the following guidelines in making decisions:

- All works are handmade and reflect a unique vision, refined technique, and consistency in quality.
- Work submitted is of original design and is the direct product of the applicant or made under the applicant's direct supervision.
- Booth images must showcase a well-conceived and executed display. The exhibitor or work submitted must be seen clearly in the booth image.

**NOTE: Any application submitted without clear digital images will NOT enter the jury process. Please see the image requirements section for more information.*

Jury Process

The WheatonArts *Festival of Fine Craft Jury* will meet in mid-May to review all completed applications. When reviewing applications, jurors consider images, descriptions, and any

information supplied in the application pertaining to the work itself. Accepted applicants will receive an acceptance packet via mail. They will be assumed to be exhibiting unless the applicant notifies the event coordinator otherwise. A waitlist in each medium is created based on applicants that meet the accepted criteria but were not chosen to exhibit. WheatonArts does not release individual juror comments and does not explain why a submission was or was not accepted. The event coordinator does not participate in the jury process and will not answer questions regarding the jury's decision.

Acceptance Criteria

Applicants must categorize their work based on the primary medium (clay, fiber, glass, leather, metal, mixed medium, photography, or wood) or type (wearable, fine art, other, artisan food, jewelry*, furniture). WheatonArts reserves the right to reclassify prior to the jury and the event if the type of work pictured does not fit the category selected or is more appropriate in another category.

NOTE: Any artist submitting jewelry for the jury must apply in the jewelry category. Jewelry images on applications in any other category will be removed. ONLY accepted artists in the Jewelry category are permitted to bring jewelry. Artists may apply in more than one medium but may sell work ONLY in their accepted category. The bodies of work displayed at the event must reflect the artist's accepted application.

Accepted vs. Waitlisted

WheatonArts will accept up to 150 artists into the 2022 *Festival of Fine Craft*. Applicants are waitlisted if the accepted number of applications exceeds 150 or if the number of applicants in one category exceeds the amount of exhibitors permitted in that category. Waitlisted applicants will be on stand-by up to the week before the event or until canceled by the applicant.

General Policies & Event Guidelines

WheatonArts *Festival of Fine Craft* will be held from 10 a.m. to 5 p.m. on October 1 & 2, 2022. Booth set up will be Friday, October 1, from 10 a.m. to 5 p.m. and Saturday, October 3, from 7 a.m. to 9:30 a.m. The breakdown of booth spaces is NOT permitted until after 5 p.m. on Sunday, October 2. Due to the layout of our campus, WheatonArts expects all exhibitors to abide by the traffic patterns and regulations provided within the exhibitor information packet. Absolutely no exhibitors will be permitted to drive on the grounds outside of sanctioned setup and breakdown hours. If for any reason you feel that these policies will not work for you, please do not apply. Any exhibitor that does not abide by show policies will not be asked back.

Barring travel restrictions, the Festival of Fine Craft is a rain or shine event.

Artists may apply in more than one medium category; however, they can only sell work in their accepted category. Artists intending to sell jewelry in any medium must apply under the "Jewelry" category.

Exhibiting artists may apply for booth space inside the WheatonArts' Event Center or outdoors on the extensive grounds. (Indoor spaces are limited and will be given on a "first applied, first supplied" basis.)

Booth Spaces & Policies

The Festival provides space only. Artists are required to furnish and install booth walls, booth lighting, and display units. Indoor booth spaces have access to electrical outlets. Electrical access outdoors is provided at a nominal charge of \$40.00 and must be pre-arranged due to limited availability.

Available booth space fees are as follows*:

- Outdoor Space 10' X 12' without electric: \$350.00
- Outdoor Space 10' X 12' with electric: \$390.00
- Event Center (electric included): 10' X 10': \$450.00
- Event Center Corner (electric included): 10' X 10': \$475.00

**NOTE: Indoor spaces and outdoor spaces with electricity are available in limited supply. Booth preferences must be indicated on the application and are provided on a "first applied, first supplied" basis.*

WheatonArts and the *Festival of Fine Craft* Jury Committee reserve the right to:

- Require removal of objects at the show that are inconsistent with the application submission. Exhibitors must display work consistent with the type and quality represented on the application.
- Refuse submissions that fail to meet the application requirements or that fail to meet the level of quality as stated in the standards statement.
- Remove an artist from the show if all work is not the applicant's design and made by the applicant or under their direct supervision.
- Retain all fees for accepted applications and booth reservations if not canceled prior to July 31, 2022. Cancellations made after July 31, 2022, will result in forfeiture of all fees paid up to the date of cancellation. *Exceptions to this policy may be considered in extraordinary circumstances.*

Applicants will be notified of jury results by mail in June 2022. If accepted, you will receive a confirmation letter, followed by your artist agreement and additional show information. Accepted applications are considered reserved booths unless canceled by the exhibitor. All cancellations must be made prior to July 31, 2022. Final payments and artist contracts are due by August 31, 2022.

How to Apply

- Follow the application link found on the *Festival of Fine Craft* webpage: wheatonarts.org/calendar-eventon/festival-of-fine-craft/ or on the Opportunities for Artists page: wheatonarts.org/artists/opportunities/
- **Submit five digital images (see image requirements below) with a completed online application via <https://www.tfaforms.com/4712280> by Midnight on May 1, 2022, EST.**
- We encourage returning applicants to submit at least two images of new work. Marketing and promotional efforts focus on more recent pieces.
- Be sure to complete the application in its entirety and SUBMIT. Each submission receives a kick-back email notifying the applicant of receipt. If you do not receive this email, please contact the event coordinator immediately to ensure that your application will be juried.
- Paper applications are available only upon request and must be accompanied by images that meet the image requirements found below on either a CD or portable flash drive.

Image Requirements

WheatonArts requires each applicant to submit five (5) digital images uploaded with their application. Applicants should prepare four (4) images of their most recent works and one (1) image of their intended booth display. Image requirements are as follows:

- All submitted images must be a **high resolution** (minimum 300 dpi at 5 x 7 inches, or 1500 x 2100 pixels) and in **.jpeg** or **.jpg** or **.tiff** file format. Therefore, the pixel count on the image's longest side should be no smaller than 2100 pixels in length. Larger images are welcomed!
- Each file name should be titled with Artist's Last Name ONLY and numbered 1 through 5 to correspond with the entry form. Example: Smith1, Smith2, etc.
- WheatonArts will not accept emailed or printed images for the jury.
- **Images must accurately represent the object as it was originally photographed.** Acceptable manipulations include the size of the file, lighting, color correction, background manipulation, or adjustments that do not affect the object itself.
- Booth images should represent a current, previous, or intended display that includes the submitted works or the artist/exhibitor. Booth images should be clear and unmanipulated with the exception of file sizing, lighting, or color correction.
- Professional photography of all works is highly recommended. Acceptance into the *Festival of Fine Craft* is based mainly on the quality of the work shown in your images. Quality images also allow for more marketing opportunities. WheatonArts suggests using a single color or gradient grey background for all object images.

WheatonArts maintains the right to use any submitted images for marketing purposes, including social media. For help with image quality and sizing, please click [here](#).

Deadlines & Dates

- **The deadline to apply to the 2022 Festival of Fine Craft is Sunday, May 1, 2022, at midnight, Eastern Standard Time.**
- Late applications will not be processed or sent to the jury. A post-jury application may open by invitation only if there is a need for additional exhibitors in a specific category and with no waitlisted applicants in that category.
- Jury results are mailed to applicants in June 2022.
- Cancellations for accepted applications must be made by July 31, 2022, to receive a refund for your booth deposit.
- **Final payment for accepted applicants will be due by August 31, 2022.**

Application Fees

WheatonArts does not currently require a fee to apply to the *Festival of Fine Craft*. All submissions must be accompanied by a check or money order in the amount of 50% of your total booth fee. Upon acceptance, deposits are processed, and applicants will receive a remaining balance notification. Deposits for applications not be accepted will be returned.

Booth Fees

Available booth space fees are as follows*:

- Outdoor Space 10' X 12' without electric: \$350.00
- Outdoor Space 10' X 12' with electric: \$390.00
- Event Center (electric included) 10' X 10': \$450.00
- Event Center Corner (electric included) 10' X 10': \$475.00

All stock and crate storage must be stored out of sight and within or directly behind your booth space (outdoor booths only). Additional space for storage will not be made available to you.

**NOTE: Indoor spaces and outdoor spaces with electricity are available in limited supply. Booth preference must be indicated on the application and provided on a "first applied, first supplied" basis.*

Booth fees include the following:

- Space rental
- Booth sign
- Exhibitor badge and one assistant badge (additional badges are available for purchase)
- Artist listing in the event's program book and on the website

Booth fees DO NOT include:

- Decorative or display services or items such as tents, pipe and drape, shelving, tables, linens, carpet, etc.
- Crate removal or storage
- Move-in or move-out assistance

Exhibitors are responsible for creating a visually pleasing booth from all sides, inside and out. Tables must be covered to the floor with any unsightly packaging materials hidden out of sight. No large signage may be displayed outside of your booth, and absolutely no merchandise or furniture may be placed or displayed outside of the booth perimeter or in walking areas.

Exhibitor Information & Event Rules (Post Acceptance Information)

NOTE: Accepted applicants will receive a copy of this information in their packet. Please read it entirely and be prepared to comply with all regulations set forth for the event to ensure a positive experience for all. Please do not apply if you feel that you cannot comply with our event regulations.

Exhibits:

- This event is held rain or shine. Please secure all outdoor exhibits properly and provide cover in case of rain. The outdoor exhibit areas are located on wooded grounds, so be prepared to adjust for uneven surfaces.
- Exhibitors are responsible for all booth walls, exhibit materials, and supplies. Tables must be covered to the floor with any unsightly packaging materials hidden out of sight.
- Arrangements for electrical services must be made in advance on the initial application. If you have requested electrical service for an outdoor space, bring a heavy-duty extension cord (minimum 25 ft).

For Setup:

- Exhibitors may enter the grounds for registration and setup between 10 a.m. and 5 p.m. on Friday, September 30. No exhibitors will be admitted after 4 p.m. to begin setup. All vehicles must be off the grounds, and displays must be completed by 5 p.m. on Friday. Exhibitors registering Saturday morning may enter from 7 a.m. to 9 a.m. All vehicles must be off the grounds with displays completed before 9:30 a.m. All exhibitors must adhere to the strict traffic patterns given out prior to the event.
- Outdoor Exhibitors will enter the WheatonArts grounds through the red shipping gates on Glasstown Road for registration. Before being directed to the assigned exhibit space, the registration table will provide you with an information packet including show badges, door prize donation cards, and parking permits. You may drive to your space to unload, but please be considerate of others when parking.
- Indoor Exhibitors will enter through the back of the Event Center on Glasstown Road, with registration packets located inside.

Exhibitor Parking:

- On Saturday and Sunday, exhibitor vehicles need to be parked in the designated lot (across from the WheatonArts Admin lot) on Glasstown Road. Show your vehicle permit for admission into the parking lot. DO NOT park in the visitor lots.
- You must make reservations in advance for those planning to bring an RV or other large vehicle (with your signed Artist Contract). Spots are limited; however, we will accommodate as many as possible on a first-come, first-serve basis.

Security:

- Security on WheatonArts' grounds is provided each night, starting 5 p.m. Friday to 8 a.m. Saturday and 5 p.m. Saturday to 8 a.m. Sunday. No one will be permitted on the grounds or in any exhibit space after the event staff leaves the area.

NJ Taxes:

- Be aware that all exhibitors are obligated to have a New Jersey sales tax certificate on hand during the event. Sales tax in NJ is 6.625%. For information on business registration, visit: www.nj.gov/treasury/revenue/gettingregistered.shtml

Breakdown Information:

- Breakdown may not begin until after 5 p.m. on Sunday. No vehicles will be permitted to enter the grounds until visitors have exited, the grounds are secure, and exhibitor exit passes issued. WheatonArts will not begin to issue exit passes until at least 5:30 p.m. Please do not seek out exit passes.
- Vehicles will not be allowed back on the grounds until the food vendors have exited. Please make sure that you have packed your booth as much as possible prior to retrieving your vehicle. All vehicles entering or exiting the grounds must adhere to the traffic pattern provided.

Other Information:

- No pet animals are permitted on WheatonArts grounds. Assistance dogs welcomed.
- No smoking is permitted on the WheatonArts grounds or within 25 feet of any WheatonArts building.

COVID-19

WheatonArts is committed to following New Jersey's state guidelines and CDC recommendations to best protect the health and safety of our artists, staff, and visitors from the spread of COVID-19. In the situation of cancellation, we will refund any and all payments made towards booth fees.

For questions about the *Festival of Fine Craft* or the application process, please email our event coordinator at Ljohns@wheatonarts.org or events@wheatonarts.org.