

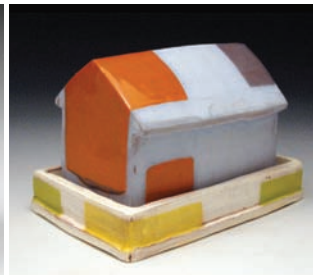
BELLEVUE ARTS MUSEUM

ARTS fair

BELLEVUE, WA

JULY 27, 28 & 29, 2012

CALL FOR ENTRIES



ART | CRAFT | DESIGN
BELLEVUE ARTS MUSEUM

www.bellevuearts.org

SEEKING INSPIRED ARTISTS, CRAFTSMEN and DESIGNERS to enrich this Northwest marketplace. One of the largest and longest standing art festivals in the region, BAM ARTSfair (July 27, 28 & 29, 2012) has been a proven venue for artists for over 60 years to showcase and sell your art to over 330,000 enthusiastic buyers!

Over 300 juried artists gather from throughout the nation and Canada to market a variety of artwork. Submissions are due by Friday, January 20, 2012 (\$40 application fee). The BAM ARTSfair is produced by Bellevue Arts Museum (BAM).

Every year, three leading jurors with technical and professional backgrounds in arts and crafts will be assessing all submissions. Jurors will view all artist images online through ZAPP, www.zapplication.org.



JURORS

- Julie Farr Executive Director, Houston Center
for Contemporary Craft (TX)
- Peter Held Curator of Ceramics, Arizona State University
Art Museum, Ceramics Research Center (AZ)
- Sarah Traver Director, Traver Gallery (WA)

2012 CALENDAR

- January 20** - Submission Deadline
- February** - Jury
- February 24** - Submission Notifications Emailed
- March 23** - Registration & Payments Due
- April 20** - Booth Assignments Emailed
- May 9** - Cancellation Date & Refund
- July 21** - Artful Evening Auction
- July 26** - Load In
- July 27 - 29** - BAM ARTSfair
- July 29** - Load Out



SUBMISSION PROCESS

Digitally apply on ZAPP

- Log-on to www.zapplication.org
- Create a user profile on ZAPP
- Submit four (4) artwork .jpg images and one (1) booth image
- Complete profile
- \$40 fee per submission

Note: If you need assistance with your application, please email meredithl@bellevuearts.org or call 425.519.0742

PARTICIPATION RULES

- Artwork must be handmade, skillfully created and produced by or under the direction of the artist.
- Artists may show work only in categories in which they were accepted.
- Artists may not exhibit or sell work that is not represented in submitted jury images.
- Artists may not exhibit or sell work by other artists.
- Imported items and mass-produced work is not allowed.
- All work must be for sale.
- Artists must personally attend their exhibits throughout the ARTSfair.
- Artists may not exhibit in other fairs in Bellevue the same weekend.
- Artists who sell out of their work must remain with their booths for the duration of the ARTSfair.
- Artists are expected to comply with all regulations and respect artistry standards.
- Bellevue Arts Museum reserves the right to remove any artist from the present or future ARTSfairs for breach of the written participation rules, the laws of the State of Washington or for disruptive/abusive behavior.

CATAGORIES

- 2-D Mixed Media
- 3-D Mixed Media
- Ceramics
- Drawing/Pastels
- Fiber (non-clothing)
- Furniture
- Glass
- Jewelry
- Metalwork
- Painting
- Photography
- Printmaking
- Sculpture
- Wearables
- Wood (non-furniture)

CONTACT

Meredith Langridge Anderson
BAM ARTSfair/INDULGE Producer
BELLEVUE ARTS MUSEUM

425.519.0742
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www.bellevuearts.org
www.zapplication.org

FREQUENTLY ASKED QUESTIONS

WHAT DOES THE MEDIA & MARKETING CAMPAIGN INCLUDE?

Bellevue Arts Museum produces a highly-effective, four-week media and marketing campaign. In 2011, 330,000 attendees visited the BAM ARTSfair over the three-day weekend! The intangible value of the media buys is rated at \$137,000 by IEG Valuations. Our longtime media sponsors include: The Seattle Times, KOMO Television and Radio, 425 Magazine, Comcast, Warm 106.9 Radio, Click 98.9 Radio and Classical KING FM Radio! In 2011, BAM artsfair web pages were viewed over 140,000 times and the Exhibitor Profile Pages were viewed over 24,000 times.

WHAT SERVICES DO YOU OFFER ARTISTS?

- Inclusion in an up to four-week, extensive media and marketing campaign
- Inclusion in BAM ARTSfair Guide (160,00 distributed in The Seattle Times)
- Profile Page on Bellevue Arts Museum website (2011: 24,000 page views)
- Awards of Excellence Program
- Complimentary Shopping Bags
- Drayage Services
- Catered Artist Lounge
- Postcards for Clients
- Accommodation Discounts

WHO ATTENDS THE BAM ARTSfair?

In 2011, more than 330,000 people attended the BAM ARTSfair, including collectors, museum representatives and buyers. With an average family income of over \$104,419 per year, it is one of the wealthiest cities in the nation and Bellevue, WA was named number 4 in CNNMoney's list of "Best Places to Live" in 2010 and is one of the fastest growing regions in the state. BAM ARTSfair, held for over 60 years, is one of the largest festivals in the region attracting locals as well as day and overnight trippers.

DEMOGRAPHICS

Average Age - 46 years
Male/Female Ratio - 45% Male, 55% Female
Married - 70%
Children - 45%
Time Spent at BAM ARTSfair - 3.9 hours

WHO IS ELIGIBLE TO APPLY TO THE BAM ARTSfair?

Artwork must be handmade, skillfully created and

produced by or under the direction of the artist.

WHAT ARE THE FEES?

\$40 per submission to apply. Booth fees range from \$815 - \$1,215 and are due by Friday, March 23, 2012. Fees will not be refunded after Wednesday, May 9, 2012. One artist per booth.

DO YOU HAVE AN AWARDS PROGRAM?

The Awards of Excellence will be presented on Friday, July 27 during the BAM ARTSfair! Jurors will preview all artwork onsite and present awards of \$1,000 each to ten winners.

HOW WILL I RECEIVE NOTIFICATIONS?

All notifications will be sent by email by ZAPP and BAM. Exhibitors will not receive letters of notifications – EMAIL ONLY. Please check your ZAPP account for notifications on Monday, February 24, 2012. Sometimes notifications get caught in SPAM and it is the exhibitor's responsibility to log-on to ZAPP to check your status. Please add bellevuearts.org, constantcontact.com and zapplication.org to your spam safe list to allow emails to be received from BAM ARTSfair.

HOW WILL I RECEIVE REGISTRATION & BOOTH ASSIGNMENT PACKETS?

BAM ARTSfair will send updates to exhibitors through emails. Packets are no longer mailed to exhibitors and all information is downloadable through the Bellevue Arts Museum website's Exhibitor Information page http://www.bellevuearts.org/fair/exhibitor_info.htm

WHAT IF I DO NOT HAVE AN IMAGE OF MY BOOTH TO SUBMIT?

We suggest you provide one, but if you do not have an image of your booth, provide an additional image of your artwork. You will not receive a lower score because a booth shot was not provided.

HOW WILL MY APPLICATION BE SCREENED?

A panel of nationally recognized jurors will review and score each entry using a 1 - 7 scoring system (excluding 4). Scores are tallied and a cut-off score is determined for each category. Artists will be juried within their selected categories. Images will be viewed on monitors.

CAN I APPLY IN MULTIPLE CATEGORIES?

YES. Work should be substantially different in medium and technique. Artists must submit separate sets of images

and pay the application fee (\$40) for each submission. Separate and distinct ZAPP profiles must be created to apply in multiple categories. Artists accepted in two categories only pay one booth fee. **Artists cannot apply in the same category twice.**

CAN I SHARE MY BOOTH?

Artists cannot share a booth unless they are accepted with a collaborator.

CAN I COLLABORATE WITH ANOTHER ARTIST?

Two artists collaborating on single works in one category is considered one entry. Complete one application, one application fee and upload one set of five (5) images.

DO YOU HAVE A WAITLIST?

A waitlist is established based on jury scores. Applicants will be notified after the jury process if they are on the waitlist.

WHAT IS THE LOCATION & LAYOUT OF THE BAM ARTSfair?

The BAM ARTSfair is located in Bellevue, WA which is a satellite city to Seattle. All 325 artist booths are located at Bellevue Square mall on the first level of the parking structure. 265 spaces are located under the parking structure and 60 spaces are located directly outside the parking structure.

DO I PROVIDE MY OWN BOOTH?

Spaces are available in 15'x10', 10'x10', 10'x8' and 8'x8'. Spaces are reserved on a first-come, first-served basis after notification and with consideration to the show balance and logistics. Artists provide their own booth structures. Electricity is provided for free to all booths (max. 400 watts).

DO YOU ACCEPT SLIDES?

BAM ARTSfair no longer accepts slides. All artists must apply online through ZAPP. Log-on to ZAPP for information about professional services offered to convert slides.

DO YOU ACCEPT OFFSET REPRODUCTIONS?

- All reproductions, whether framed or unframed, must be clearly and individually labeled "REPRODUCTION" or "LIMITED EDITION REPRODUCTION."

- Artist greeting cards are allowed only with prior approval by the Fair Producer. Samples may be submitted after acceptance along with registration fees.