

76 YEARS OF CRAFTING COMMUNITY

BELLEVUE ARTS MUSEUM

ARTS FAIR

CALL FOR ENTRIES



JULY 29 – 31, 2022

BELLEVUE, WA

AS THE PREMIER fine arts & crafts festival in the Pacific Northwest since 1947, Bellevue Arts Museum Arts Fair is ecstatic to be producing an in-person and online marketplace on July 29 – 31, 2022! Join over 300 independent makers featuring distinctive, unique, and handmade artwork.

Bellevue Arts Museum is committed to connecting our makers and designers with customers. Our priorities are to further invest in the artist community, promote small businesses, and grow exhibitor sales. All accepted artists will participate in the in-person fair, located in downtown Bellevue, WA. Artists will also be given the option to participate in the online marketplace!

In 2021, Bellevue Arts Museum produced its inaugural virtual marketplace through Shopify and our incredible artists attracted over \$50,000 in sales. Customers, artists, and organizers learned a tremendous amount and the process has been streamlined. This is an opportunity to grow your reach and increase your online visibility!

2022 CALENDAR

February 1:	SUBMISSION DEADLINE
February:	JURYING PROCESS
February 15:	NOTIFICATIONS SENT
March 15:	REGISTRATION & PAYMENTS DUE
April 1:	BOOTH ASSIGNMENTS SENT
May 2:	CANCELLATION DATE & REFUNDS
May 2:	VIRTUAL PROFILES BEGIN* (Artists can begin building their online shops)
June 1:	VIRTUAL PROFILES END* (Artists must finish editing their online shops)
July 9:	BAM ARTFUL EVENING AUCTION
July 28:	EXHIBITOR LOAD IN
July 29 – 31:	BAM ARTS FAIR
July 31:	EXHIBITOR LOAD OUT

(* Optional)

JURORS



Leigh Ann More
Interim Executive Director
Bellevue Arts Museum



Lane Eagles
Associate Curator
Bellevue Arts Museum



Elliott Gregory
BAM Store Manager
Bellevue Arts Museum

CATEGORIES

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

Event Manager, MLA Events

meredithl@bellevuearts.org

www.zapplication.org

SUBMISSION PROCESS

- Apply on [ZAPP](#) by Tuesday, February 1, 2022. The fee to apply is \$45 per entry.
- Create and complete a user profile.
- All accepted artists will participate in the in-person fair. Artists will also have the option to participate in the online marketplace.
- Submit 4 artwork images and 1 booth image.
- QUESTIONS? Please email meredithl@bellevuearts.org.

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 are not allowed.
- All work must be for sale.
- Artists must personally attend their exhibits throughout BAM Arts Fair.
- 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 BAM Arts Fair.
- 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 Fairs for breach of the written participation rules, the laws of the State of Washington or for disruptive/abusive behavior.



FREQUENTLY ASKED QUESTIONS

WHAT DOES THE MEDIA & MARKETING CAMPAIGN INCLUDE?

BAM produces a highly effective marketing campaign to promote BAM Arts Fair and ensure high attendance. The media mix includes print, radio, TV, online, and social media, valued at over \$100K. Significant media sponsors have included: *The Seattle Times*, King5, Xfinity, KCTS 9, MOVIE 92.5, and 91.3 KCBS, among other. As one of the longest-standing community events in the region, BAM Arts Fair is featured editorially in many regional newspapers, magazines, and on a wide range of websites.

WHAT BENEFITS DO YOU OFFER ARTISTS?

- Inclusion in extensive multi-channel promotional campaign
- Virtual Marketplace (*optional)
- Awards of Excellence Program
- Complimentary Shopping Bags
- Drayage Services
- Artist Lounge
- Accommodation Discounts

WHO ATTENDS BAM ARTS FAIR?

BAM ARTS FAIR draws hundreds of thousands of visitors to downtown Bellevue, including a sophisticated crowd of collectors, museum representatives, and buyers, many of whom travel to Bellevue just to attend the Fair. An ethnically diverse and highly educated workforce and an above-average family household income make Bellevue and the greater region a premier destination for artists who are looking to broaden their reach.

DEMOGRAPHICS

Average Age – 48 years
Male/Female Ratio – 22% Male, 78% Female
Age 40 – 59, 39%
Time Spent at BAM ARTS FAIR – 3.9 hours

COMPLIANCE

Artists must follow all Participation Rules (see page 3) or they will be removed from the Fair. BAM is increasing efforts to maintain artwork quality.

WHO IS ELIGIBLE TO APPLY?

All artwork must be handmade, skillfully created, and produced by or under the direction of the artist. “Handmade” is an important staple of BAM ARTS FAIR and no exceptions are made. Artists who do not comply with this rule will be removed from the Fair. See Participation Rules (page 3).

WHAT ARE THE FEES?

- \$45 fee, per entry to apply to the BAM Arts Fair (non-refundable).
- Booth fees range from \$945– \$2,000, depending on location and size.

- Booth fees can be refunded by 75% prior to May 2, 2022.
- A 20% processing and commission fee will be applied to each online sale, if you are participating in the online marketplace.
- Only one artist can participate per booth.

WHAT ARE THE BEST SELLING PRICE RANGES?

26.3%: \$1,000 – \$3000; **25%:** \$100 – \$300; **23.6%:** \$0 – \$100

DO YOU HAVE AN AWARDS PROGRAM?

The Awards of Excellence will be presented on Friday, July 29 during BAM ARTS FAIR! Jurors will preview all artwork onsite and present awards.

WHAT IF I DO NOT HAVE A BOOTH IMAGE?

We suggest you provide one, but you will not receive a lower score if you do not. Please provide an additional image of your artwork instead. On ZAPP, you will have to “trick” the system to apply without a booth image. For one of the images you submit, check the box that states it is a “Booth Image.”

HOW WILL MY APPLICATION BE SCREENED?

This year's panel of 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 (\$45) 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, submit 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 ARTS FAIR?

BAM ARTS FAIR is located in Bellevue, WA which is a satellite city to Seattle. All artist booths are located at Bellevue Square mall on the first level of the parking structure. 255 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 20'x10', 15'x10', 10'x10', 10'x 8' and 8'x 8'. Artists provide their own booth structures. Electricity is provided for free to all booths (max. 400 watts).

DO YOU ACCEPT OFFSET REPRODUCTIONS?

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

WHAT IF I HAVE ROLLED MY PARTICIPATION FEES OVER FROM A PREVIOUSLY CANCELLED FAIR?

- You do not need to apply to the 2022 Fair and you are automatically accepted
- All previously paid booth fees from a cancelled fair will be applied to your 2022 booth fee and you will have no additional booth fees unless you change the booth size and/or type.

VIRTUAL MARKETPLACE BENEFITS

- Grow your reach and increase visibility
- Highlight your brand story and products
- Comprehensive marketing campaign
- Manage your inventory and sales
- Easy online setup

VIRTUAL MARKETPLACE DETAILS

- Artists have the option to participate in the online marketplace, but all accepted artists will participate in the in-person Fair.
- A 20% processing and commission fee will be applied to each sale.
- Artists are responsible for setting up their own artist profile and online shop. Products, shop information, and imagery can be set up between May 2 – June 1, 2022.
- Artists can add up to 24 products
- Artists are responsible for their own shipping and fulfillment
- Webinars are included to provide support
- More details coming soon!

WHAT IF THERE'S A CANCELLATION DUE TO A PUBLIC HEALTH EMERGENCY?

If any portion of the event shall be prevented by a public health emergency, physical incapacity of any talent, acts or regulations of government authorities, interruption of transportation, or any other cause beyond the reasonable control of BAM or the contractor, each shall be relieved from its respective obligations of the portion of the event so prevented. **Exhibitors previously paid booth and storage fees will be automatically moved to the following year's in-person art fair.**