



7TH ANNUAL ARTS IN THE MIDDLE FINE ARTS FESTIVAL
Hewick Plantation, Urbanna
June 5 & 6, 2021

A stroll away from the charming waterfront village

ARTIST PROSPECTUS

The Arts in the Middle Fine Arts Festival is a popular destination week-end of impressive art in Virginia's River Realm. Voted Best of Eastern Art Events in Virginia Living (First Place in 2019).

- Awesome week-end of art in the country
- Top ratings from artists: "perfect venue"; "great artists"; "buying public"; "strong volunteer support"; & more
- Majestic tree shaded exhibit area on grounds of stately plantation
- 100 juried fine artists from across the country
- Hand crafted food by local culinary artists
- Craft beer, wine, soft drinks, & popular Champagne Tent
- Patrons stroll exhibit area w/beverage of choice in hand
- Impressive live music (blues, jazz, rock, classical) on 2 stages
- Walk or trolley into town for more art, shops, eats, history, waterfront stroll
- Visit from VA Museum of Fine Arts Traveling Exhibit during Festival hours
- Unique & creative family activities
- Talented/strong marketing team reaching arts patrons from close-by urban areas of Richmond, Williamsburg, Tidewater, Fredericksburg, No VA & Washington DC
- Extensive print, radio, social media, public posters & signage ad campaigns
- Virginia's River Realm media promotion includes listing in VRR top10 area events of significance during the year
- Strong team of volunteers for artist support

ARTS IN THE MIDDLE (AIM) FINE ARTS FESTIVAL POLICIES & GUIDELINES

The AIM Team works to create a welcoming environment for our artists and patrons while upholding high standards for a fine arts festival. By applying to our show, you agree to abide by all guidelines and policies of the show and related requests of show administration during the event. If our show officials find problems they will ask for the issue to be remedied.

Policies & Guidelines: AIM Festival General Information

Artist Dates and Deadlines

Oct. 1, 2020	Show begins receiving applications
Jan. 30, 2021	Regular application deadline
Feb. 15, 2021	Late fee application deadline
March 1, 2021	Announcement of acceptance and wait list
March 30, 2021	Artist acceptance/fee payment deadline
April 1, 2021	Wait list notifications

Festival Schedule

Friday	June 4	Noon - 6:00 PM	Early set-up for artists
Saturday	June 5	6:30 AM - 9:30 AM	Artist set-up
Saturday	June 5	10:00 AM - 5:00 PM	Show Open to Public
Saturday	June 5	5:30 PM - 6:30 PM	Artists Reception & Ceremony
Sunday	June 6	10:00 AM - 3:00 PM	Show Open to Public
Sunday	June 6	3:00 PM	Artist Break Down

Fees

Application fee: \$25.00
Booth fee 10 x 10: \$190.00 10 x 20: \$380.00
Late application fee (after January 30, 2021): \$40

Application For artist ease, we are using the Zapplication system. If application by Zapplication is not possible, scanned application and images are accepted by email. See details in application section below.

Jury Process Artistic excellence & well-balanced presentation are criteria for selection of exhibitors. **Decisions by jurors are final.**

Awards & Artist Reception & Awards Ceremony Exhibitor's art will be professionally judged during the show on Saturday. Awards are presented at the catered Artist Reception at 5:30 Saturday - complimentary for artists and guests.

Artist Support Friendly festival team members and volunteers provide artist assistance during show hours, including short breaks upon request.
Complimentary coffee and home-made pastries on Sat. & Sun morning.
Water delivered to your tent periodically throughout the day.

Policy & Guidelines, General Information (cont'd)

On-site Set-Up and Break-Down To protect the historic and picturesque venue, driving is not allowed on the lawn. Artists are offered the convenience of drive-in/drive-out unloading and loading along the gravel drive in front of their tents. *You must check in with on-site staff before set-up Fri. & Sat.*

Early Set-up: Fri. Noon - 6 pm. There is no Friday night security. Set up and leave your tent at your own risk.

Regular setup: Sat - 6-9:30 am. ***All cars must be off festival grounds by 9:30!***

Break-down – Sun - 3:00 pm. Artists may not close their exhibit before 3:00.

Parking Artist and public parking is steps away from the show entrance. Golf carts move from the parking lot to Artist Row during show hours for customers assistance, especially special needs and transport of large purchases. ***No cars allowed on site during show.***

Security Security is available during all day Sat/Sun and overnight Sat.

Weather ***This is a rain or shine event!*** Be prepared for spring weather with rain gear for yourself, coverage for your artwork, and tools for securing your tent. Tents will be sited under large shade trees for maximum sun protection, but we cannot guarantee total protection. Be prepared for some sun exposure. And, be prepared for Spring insects with bug spray/wipes.

Food and Live Entertainment Outstanding live music, local food and drinks, and popular AIM Champagne Tent in the hospitality on Artist Row both days.

Children's Activities Kids are offered Jr. Judge ribbons in the Welcome Tent to present to their favorite artists. Artists love those blue ribbons! The Childrens' Tent offers unique and creative activities specific to kids but engaging to the kid in all of us.

First Aid First aid in Welcome Tent.

Student Artists Program The Student Artist Tent offers talented local high school students the opportunity to become personally involved in a fine arts event, including professionally judged for Best Student Art Award.

Local Artist Tent Emerging local artists invited to display works in collaborative tent

Overnight Accommodations Our Host Home program offers a limited number of local residents willing to host artists into their home for Friday and Saturday nights. Let us know early if you are interested in a host home. A complete list of other available accommodations and discounts can be found at our website: artsinthemiddle.org as well as virginiasriverrealm.com.

Policy & Guidelines: AIM 2020 Application Instructions

On-Line Application For artist ease, we use Zapplication. Visit the Arts in the Middle page at www.zapplication.org to apply to this show.

Email Application Zapplication is preferred but submission by email is acceptable. Artist may scan the completed Application Form below and submit with images to artsinthemiddlefestival@gmail.com and mail application fee as outlined below. Applications are not processed until fee is received. If you need application assistance: please contact Brindley Lowe by email brindley8@gmail.com or by phone 804-695-4585.

Policy & Guidelines, 2020 Application Instructions (cont'd)

Images Five images must accompany the application: 4 images of art representative of that to be exhibited in the show (titled and identified by medium type) and 1 image of the exhibition tent. Zapplication is set up to receive images. Email applications must include clear image attachments (scanned or photographed). Slides and copied paper prints will not be accepted by the jurists. Images presented with insufficient clarity for review, will be returned and/or better quality requested before they can be juried.

Application Fee A **non-refundable jury fee** of \$25 must accompany the application (or \$40 if late fee applicable.)

Payment Options: Zapplication payment may be made by credit card or PayPal. Email applicants write checks to Arts in the Middle and mail to AIM, PO Box 982, Urbanna, VA 23175.

Application Deadline January 30, 2021 or February 15 with \$40 late fee.

Collaboration: Two artists with similar artwork may share a tent space. Both must apply & be juried separately. In the case of acceptance of only one of the two applicants, only the accepted artist's works may be displayed.

Jury Process A panel of professionals will review for artistic excellence and a well-balanced presentation. You will be notified by email (zapp or regular - whichever is applicable) on 3/01/21. **Jury decisions are final!**

Booth Fees By March 30 artists wishing to accept their invitation to exhibit must pay for the assigned booth fee of \$190 (\$380 for double booth). Failure to pay by the deadlines may result in revocation of the invitation and immediate invitation of an alternate from the waiting list. ***The booth fee is nonrefundable after March 30.***

Policy & Guidelines: AIM Festival Artist Participation Rules

Artists violating the rules of Arts in the Middle Fine Art Show can be asked to leave the show with no refunds & become ineligible for future shows. If you have questions or need clarification of a rule, email artsinthemiddlefestival@gmail.com and a show leader will contact you.

Tents & Weights In keeping with the fine art nature of this show, exhibits must be in professional 10'x10' white top tent canopies with secure side curtains. For the safety of you and your neighbor, tents must be secured with appropriate weights. A minimum of 40 pounds per tent leg is required. (eg: tube weights, solid sand bag weights, concrete filled buckets that look clean, stabilizer bars with solid sand bags, weight plates or dumbbells on each tent leg.) Not allowed: Colored tents; lightweight framed tents with no weights, raw concrete blocks, bricks, plastic sand bags, or anything that doesn't look clean and professional.

Eligible Works All exhibited works must be the original creation of the artist submitting the application, and must be of the quality, category and body of work shown in the images juried. Jurors on site may ask for evidence of the displaying artist's involvement in the work.

Work must be professionally presented in keeping with fine arts nature of the show.

Policy & Guidelines, Artist Participation Rules (cont'd)

Reproductions Reproductions (photography and paintings) must be from the Artist's original work, in limited editions of 250 or less, signed, numbered and identified as a reproduction. Giclees or reproduced paintings are limited to bins and 25% of the hanging space.

Bins Bins and racks should be kept to a minimum and be professionally presented. Racks and bins can be back-filled as needed.

Not Acceptable No buy/sell, mass produced or manufactured items, gourmet foods, greenware, kits, or work other than that produced by the exhibitor are permitted. No bazaar crafts, crocheting, knitting, decoupage, candles or craft wearing apparel. Final interpretation of commercial status will be made by the Arts in the Middle Administration Committee, and show officials may contact applicant for additional information.

Artist Presence Booths must remain open - artist present during show hours on Saturday and Sunday to show and sell their own works. No dealers, artists reps, agents or other middlemen allowed to replace artists. Volunteers are available to give you short breaks.

Liability While artists are not required to carry liability insurance, coverage is a growing trend among exhibitors and is strongly recommended by Arts in the Middle for protection against damage, loss or injury. Participating artists are fully responsible for the safety and security of their own exhibit area and damages or injuries to other exhibits or persons from their exhibit area. Affordable short-term policies can be purchased thru private companies.

Sales & Taxes Artists retain all revenue from their sales with no commission due to Arts in the Middle. Artists must report & pay their own 5.3% sales tax directly to VA Dept. of Taxation. Forms and information can be downloaded from www.tax.virginia.gov.

Fees To participate in this event all show related fees must be paid in full!

Policy & Guidelines: Eligible Media AIM 2020 Fine Arts Festival

Paintings Oils, acrylics, watercolor, encaustic, fresco, gouache, tempura, fluid media of inks and washes applied by pen or brush, etc.

Drawings Chalk, charcoal, pastel, pencil, conte, graphite, wax crayon, etc.

Jewelry Jewelry of any material. No commercial casts, kits, molds or production studio work, commercial pendants, brooches & commercially made items, loose stones, or catalogue merchandise.

Ceramics Original clay and porcelain work other than jewelry.

Photography Photographic print from the artist's original image, processed & printed by artist, or under his/her direct supervision w/archival media on acid-free papers. Limited editions of 250 or fewer, inclusive of size & format, signed & numbered. Bins may be limited to preserve the fine arts nature of this show. May be asked to disclose the creative/printing process.

Policy & Guidelines: Eligible Media (cont'd)

Digital Art Original work for which base image or manipulation of other source material is executed by applying artist w/computer software. Limited editions of 250 or less, inclusive of size & format, signed & numbered on acid-free materials. Bins may be limited due to fine arts nature of show.

Graphics/Printmaking Printed works for which the artist's hand manipulated the plates, stones, or screens - properly signed & numbered as a limited edition. Printmakers are required to disclose both their creative & printmaking process. Bins may be limited due to fine arts nature of show.

Sculpture Clay, Wood, Metal, Fiber, etc.

Wood Hand crafted furniture, wood turnings, etc

Fiber/Leather High-end hand crafted textiles, wearable art, & leather art.

Glass High end glass artwork such hand blown glass, leaded glass, etc.

Mixed Media Non-sculpturing work incorporating more than one type of physical material or process in production, e.g, painted etching or collage combining handmade paper and photography.

Other Media All other fine crafts and arts works considered to be in the Fine Arts category are acceptable.

(Find application form on next page)

7TH ANNUAL ARTS IN THE MIDDLE FINE ARTS FESTIVAL APPLICATION

JUNE 5 & 6, 2021

Print, complete, scan & email with images: artsinthemiddlefestival@gmail.com.

Online application is available at Arts in the Middle site on Zapplication.

For email applications: Mail application fee to AIM, PO Box 982, Urbanna, VA. 23175. Booth fees: payable after notification on 3/1/21; due by 3/30/21. For assistance: Brindley Lowe - brindley8@gmail.com or 804-695-4585.

Name _____

Co-Applicant (if applicable): _____

Business or Studio: _____

Home/Work Phone: _____ Cell: _____ Can we text you? Y N

Address: _____

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City: _____ State: _____ Zip: _____

WebSite: _____ Email: _____

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Number of Spaces: 1 10 x 10 Space ____ 2 Spaces (10x20) ____ (rear storage/side space)

Artist's Statement: Attach brief statement on the balance of material/technique & inspiration (eg, techniques, materials, & processes in creation of work.)

If you display giclees/similar reproductions, describe display % of the reproductions.

Fees: ____ *My non-refundable jury fee (\$25) (\$40 if after 1/30/21) is in the mail.*

Do you require accommodations, such as physical accessibility supports? Y N
If yes, pls. describe: _____

Permission: I give permission for my contact information to be listed on the festival website and images to be used for/limited to materials marketing the Arts in the Middle Show. Initials: _____

General Release: In signing this application, Applicant hereby releases & forever discharges Arts in the Middle, Inc & Hewick Plantation from any responsibility, personal liability, loss and/or damage in connection this show; understands that early set-up on Fri. is at their own risk; and agrees to abide by all Policies & Guidelines accompanying this application. Failure to honor can result in your immediate dismissal from the show.

I have read the Arts in the Middle Fine Arts Festival Policies & Guidelines document & agree to all terms as stated.

Signature of Applicant/Date:

Signature of Co-Applicant/Date: (if applicable)