April 26, 2019

Dear 2019 Arts in the Middle Artists,

We look forward to welcoming you to Hewick Plantation and the Arts in the Middle Fine Arts Festival on June 1 & 2. To make that welcome as smooth as possible, we have put together information you will need for the show. Please review the following, especially the Rules and Guidelines section. We suggest you print and bring this document with you to the show.

If you have questions or need additional information or clarification, feel free to contact me (celaneroden@gmail.com or 703-946-6793). Best of luck in your earlier spring shows.

Best regards,

Celane Roden
Coordinator, Arts in the Middle Festival

ARTS IN THE MIDDLE GENERAL SHOW INFORMATION

Location: Hewick Plantation, 5123 Old Virginia Street, Urbanna, VA. 23175
(directions at the end of this document)

Participating Artists: The 2019 AIM Artist List is a nice blend of returning artists and new participants. The list will be sent to participants and posted on the Arts in the Middle webpage once processing is complete.

Show Activities:
Food, wine, and music available all day! From the popular AIM Champagne Tent, festival-goers can enjoy a glass while walking through the exhibits, selecting just the right piece of art to take home! Yea art sales! We have an impressive music schedule, with performances in the large Hospitality Tent and a smaller acoustic tent at the end of the Row. All of this strategically situated to draw visitors’ attention to your art!

Children’s area will include the Buy A Boat, Float A Boat area with wooden toy boats designed, decorated and floated by our young visitors in our small, shallow “pond” and the AIM Appreciation Pole inviting kids, young and not so young, to paint their own creative message or image on our 2019 5” x 8” Pole with a theme this year of Flora and Fauna of the Middle Peninsula. The Jr. Judge ribbons will be available for the kids to present to their favorite artist as they visit your tents with their parents.

Whitley’s Gourmet Peanuts offer their delicious peanuts from their tent on the Row.
Also visiting us this year is the large (as in 18-wheeler large) Virginia Fine Arts Museum’s VMFA on the Road Artmobile, an impressive traveling art gallery with works from former VMFA Fellows.

**Artist Reception:** We know that you will be tired at the end of a long day of sales on Saturday, but we do encourage you to attend the artist reception and awards banquet. The reception is catered and the ceremony is fairly quick, allowing you to go to dinner or enjoy a quiet relaxing evening. More information will be emailed separately for response to help us to best plan food for the evening!

**Arrival, Check-in, Set-Up, and Breakdown:** Directions to Hewick are attached. Upon arrival you will receive a packet with your tent site assignment, parking passes, name tags, tent card, event program, information on local restaurants, and all that other information you will need for a smooth successful week-end of art sales. Follow signage to Brown’s Road and the back entrance of the grounds, where you will find the artist sign-in tent for your packet and help locating your tent site. Parking at your site on the path is allowed for set-up and break-down only. **No driving on the grass!**

Early set up begins noon on Friday, **but be aware there is no security Friday night. Art should not go into your tent until Saturday morning. Anything you leave at your site on Friday night is at your own risk.**

Saturday set-up begins at 6:00 am. All vehicles must be out of the show area by 9:30 am. Overnight security on-site Saturday night for the safety of displays.

Breakdown begins at show closing on Sunday at 3:00 pm. **Do not begin closing shop before that time.** Follow directions to Brown’s Lane and back entrance to Hewick to your tent site for loading and exiting the show site. **No driving on the grass!**

**Parking:** You will receive two parking passes for our lot across from the show. There is an area in the parking lot designated for your vans and trucks.

**Hours:**

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>May 31</td>
<td>12:00 - 6:00 pm</td>
<td>Early set-up</td>
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<tr>
<td>June 1</td>
<td>6:00 - 9:30 am</td>
<td>Artist and Vendor Set-up</td>
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<td></td>
<td>10:00 - 5:00 pm</td>
<td>Showtime</td>
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<tr>
<td></td>
<td>5:00 - 6:30 pm</td>
<td>Artist Reception &amp; Awards</td>
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<tr>
<td>June 2</td>
<td>10:00 - 3:00 pm</td>
<td>Showtime</td>
</tr>
<tr>
<td></td>
<td>3:00 pm</td>
<td>Artist and Vendor Break-down</td>
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**Weather:** This is a rain or shine event. We always believe the weather is going to be perfect the first week end in June, but we also carefully monitor the weather throughout the show. While we plan for sunny days, we do not take responsibility for the weather. **PLEASE make sure your tents and your work is well secured.**

**Marketing:** Our marketing team is working hard on your behalf with ads and articles in print, radio and social media across the Mid-Atlantic region. Since we all have a stake in a good customer turnout, we invite you to partner with us to build the crowds. Please “like” and otherwise interact with the Arts in the Middle Facebook page — if you have
not already! Use your own social media to inform your friends and customers of your participation in the show. Watch for post card designs under separate email for mailing to your customer base, hand-out during early spring shows, social media distribution, etc.

**Accommodations:** A list of near-by hotels, campsites, information on dormitory space at Christchurch School, and our host home program is on our website (www.artsinthemiddle.org). There are area VRBO’s and Air BnB’s, for which you will need to do your own search. If you are interested in a host home program, contact Jeanette Sharp at hickey@va.metrocast.net. (They are going fast!)

For dinner on Saturday night: The town trolley will run after show hours to take you into Urbanna for a meal and/or an evening stroll through the village, less than 1/2 mile from the festival grounds. Or, free street and off-street parking is available in town. A list of local restaurants will be in your artist pack-up at check-in.

For breakfast on Sunday morning: Your artist packet will have a list of local restaurants serving Sunday morning breakfast.

**Show Welcome Tent:** The AIM headquarters will be located in the Welcome Tent at the entrance to the show. Tent will house First Aid Supplies, Lost and Found, and a Message Board. Our Student Art will be displayed as a part of the Welcome Tent to increase the energy and interest in the entrance to the show. Festival-goers will receive the event booklet as they pass by this Tent. Booklet includes a list of participating exhibitors and site numbers, a site map, and other information regarding the show and the surrounding area. If you need anything and cannot find a volunteer, check with the Welcome Tent Hostess.

*If you have an emergency and cannot find help, call or text Celane Roden during the show at 703-946-6793.*

**Additional Services:**
Emergency and Security Services on Saturday and Sunday. Overnight security on sight only on Sat. night.
Golf cart volunteers with water and breaks. If you need help, flag them down.
Portable Toilets, including handicap accessible units
Complimentary coffee and pastries each morning – water available all day.
Food vendors open throughout the show.
Friendly volunteers both days.

**ARTS IN THE MIDDLE RULES AND GUIDELINES FOR DISPLAY AND SALES**

**Eligible Works:** All works must be your own original creation and of the quality, category and body of work shown in your images juried. *No Buy/Sell or mass-produced work is permitted, even if modified.* Jurors on site may ask for evidence of the displaying artist’s involvement in the work. Any works displayed in violation are subject to removal. Artists who bring unauthorized work or are not cooperative in adhering to the rules will be removed.
Sales: Artists are expected to be on duty to sell their own work during show hours, except for short breaks offered by the AIM Volunteers or artist's designee. Artists retain all revenue from the sale of their work, with no commission or sales due to Arts in the Middle.

Sales Taxes: Artists are responsible for reporting and paying the 5.3% sales tax directly to Virginia Department of Taxation. Forms and information can be downloaded from www.tax.virginia.gov.

WI-FI – If you use a square or other electronic charging system for your sales and your data service is not available check in the Welcome Tent for help.

Tent Site and Tent Display: Tents and exhibits must be set up by 9:30 on Saturday morning. Exhibits cannot be broken down before 3:00 pm on Sunday. Tents and exhibit are to be in good condition, clean and uncluttered, with everything reflecting a professional and fine art level appearance. Tables should be skirted or otherwise covered to look neat. Bin displays must be tastefully displayed in number and quality to reflect the fine art nature of this show. We reserve the right to ask you to make improvements to your displays and remove bins that do not comply with these standards.

Artist Awards: A minimum of $2,200.00 total prize money awarded based on the decision/s of our professional judge/s. Awards are presented at the Artist Reception Saturday night. Judging is from 10-4 on Saturday. The judge will review original works in the medium category identified on your tent card. The card (in artist tent packet) must be clearly visible in your tent during the day on Saturday. NOTE: Only works in the category in which you were juried into the show will be eligible for judging.

Note Cards: Note cards reproduced from artist original works are limited to one bin or card rack. Backfilling is allowed.

Paintings & Drawings: Oils, acrylics, watercolor, chalk, charcoal, pastels, pencil, wax crayon, and fluid media of inks and washes applied by pen or brush. Quality photochemical reproductions are limited to bins and/or on one wall of hanging space, (unless further cleared ahead of time), signed and identified as a reproduction, limited to editions of 250. Reproduction backfilling is allowed.

Photography: Photographic prints made from the artist's original image, processed and printed by that artist, or under his or her direct supervision, with archival media on acid-free papers, limited to editions of 250, signed, numbered.

Digital Art: Original work for which the base image, or the manipulation of other source material, was executed by the artist using computer software; must be on/with acid-free, archival materials, limited to editions of 250, signed, numbered. Traditional photographs taken through a digital camera are in the photography category.

Graphics/Printmaking: Printed works on/with acid-free, archival materials for which the artist's hand manipulated the plates, stones, or screens; signed, numbered, and
limited to editions of 250. Printmakers are required to disclose both their creative and printmaking process.

**Sculpture:** Clay, Wood, Metal, Fiber

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

**Other Media:** Leather; weaving; leaded glass and all fine crafts and arts works considered to be in the fine arts category are acceptable.

**Not Allowed:** No buy/sale in any category. No dealers, agents or other middlemen. No gourmet foods, manufactured items, green ware, kits, or work other than that produced by the exhibitor. No bazaar crafts, crocheting, knitting, decoupage, candles or craft wearing apparel. Final interpretation of commercial, production or craft status will be made by the Arts in the Middle Administration Committee.

*Political, cause, or other such promotional material is not allowed in tents or on the grounds of this show. We may love your cause, too, but a fine arts show is not the place for such promotion.*

**DRIVING DIRECTIONS TO HEWICK PLANTATION, URBANNA, VA**

**From: Washington, D.C. & Northern Virginia:** 95 S to Exit 126, Rt. 17 S (Massaponax). Turn right at stoplight onto Rt 1/17 S. Go about a mile & turn left at stoplight onto Route 17 S. Follow 17 S through Port Royal & Tappahannock. Approx. 21 mi past Tappahannock, take left onto Rt 602 (3.8 miles after VA Speedway on the right). Watch for directional sign for Urbanna, Saluda and Remlik. Follow Rt. 602 for approx. 4 mi. Just before entering the Urbanna Town Limit, show is on the left. Follow show signage to Brown’s Lane and back entrance to Hewick.

**From: Richmond, Virginia or Petersburg, and points south**

I-64 E. to Exit 220 onto Rt. 33 (West Point). Take Rt 33 E. through West Point to stoplight at Glens, VA at Rt. 33. Turn left onto Rt 33 E. for approx. 2 mi. At sign for Saluda turn rt. onto 33 E/17 Bus. to stoplight. Rt to stay on 33 East out of Saluda to next stoplight at Rt. 227. Turn left and follow Rt. 227 across Urbanna Creek into Town. After bridge, road jogs to the left. At stop sign turn left on Virginia Street and follow road about 1 mile through town. (Note: Town is very small.) Show is on the right just outside of town. Follow show signage to Brown’s Lane and back entrance to Hewick.

**From: Virginia Beach, Hampton, & Newport News**

I-64W to Exit 250B (Fort Eustis Blvd). Follow signs to Rt. 17 N. Left onto Route 17 N and follow across the Coleman Bridge at Yorktown ($2.00 toll for northbound, but no toll on return trip). Continue on Rt. 17 N through Gloucester and about 15 mi. to stoplight at Glenns. Go straight through, and continue approx. 2 mi to sign for Saluda. Turn r onto Rte 33 East/17 Business (Saluda) and follow to stoplight. Right onto Rt 33 E. to next stoplight at Rt 227. Left onto Rt. 227 and follow across Urbanna Creek into Town. After bridge, road jogs to the left. At stop sign turn left on Virginia Street and follow to the show just outside of town.
on the right. Follow show signage to Brown's Lane and back entrance to Hewick.