

# PROSPECTUS

# Winterfair 2010 • Art Studio Clearance Sale 2011

Please review prospectus carefully. We continue to refine our rules for participation.

Ohio Designer Craftsmen is a nonprofit organization dedicated to promoting fine craft for over 45 years. The goals of its fairs, exhibitions, education programs and publications are to establish a standard of excellence in craft, encourage creative growth, provide professional support to craftspeople, and build public awareness, appreciation and collection of fine craft.

Artist Stimulus Package! Participate in both Winterfairs and get a \$35 rebate on booth fees!

## Columbus Winterfair

Columbus Winterfair is 34 and still going strong. This show is supported by a loyal, craft-buying audience of 20,000, and draws patrons from Cleveland to Indianapolis. A favorite among artists as well as patrons, Columbus Winterfair has appeared in the top 10 on Sunshine Artist's ranking of the top 100 craft shows. **In response to positive artist and patron input, the 2010 show will continue the 3 day format begun last year. The shorter schedule reduces artists' lodging and food expenses to maximize profits.**

## Greater Cincinnati Winterfair

This 32-year-old show opens the day after Thanksgiving, one of the busiest shopping days of the year. Strategically located at the Northern Kentucky Convention Center, just across the river from Cincinnati, the fair attracts an audience of 7,000 - 8,000 from the Tri-State area of Ohio, Kentucky and Indiana. Artists enjoy easy show hours, allowing time to try out the many fine restaurants nearby or relax in their rooms at the affordable Marriott RiverCenter Hotel, adjoining the fair venue.

**For the third year, we're continuing the new convenient set-up hours so that artists can celebrate Thanksgiving and do the show too! Flexible set-up times mean that artists can choose to set up on Wednesday, Thursday or very early on Friday. Every artist is guaranteed a ground-floor booth.**

## Art Studio Clearance Sale

Two years ago, the Art Studio Clearance Sale moved from its old location to the Ohio Expo Center. Exhibitors loved the easy load-in, and customers loved the convenient parking. We returned to the Expo Center in 2010, and the

Art Studio Clearance Sale brought in a record crowd! We're looking forward to even more bargain hunters at the Expo Center in 2011 for this laid-back, fun and profitable show. Booth fees are low, no fancy set-up is required, and "blue light specials" keep things lively throughout each day. This increasingly popular show is a great place to try out creative sales gimmicks, reduce overstock and slightly imperfect inventory, and generate income during the "off" season for Midwest fairs.

## Artist Eligibility/Show Policies

- Artist must be present on each day of the show.
- Work must be of original concept, design and execution; no kits, commercial molds, etc.
- Work must be handmade by the exhibitor him/herself. Absolutely no buy/sell will be accepted.
- Only work of individual or collaborating artists may be shown and sold. Collaborating artists may show only their joint work.
- Slides or digital images submitted for jurying must be representative of the majority of work to be exhibited and sold in terms of both quality and price range. Jurors use booth images to judge overall appearance and make-up of your display.

Studios where the applicant artist designs the work and creates it along with assistants qualify if:

- The studio has no more than six full-time (or equivalent part-time) assistants (not including non-artist employees such as office help).
- The studio adheres to the above outlined stipulations regarding actual production of work.

If you are not sure whether your work qualifies, please call for clarification.

ODC is committed to presenting shows featuring artists and work as outlined above. Violators will be required to remove items in question from their display, and risk expulsion from the fair and loss of booth fees.

## Jury Procedure

Your images will be viewed and scored by a panel of jurors that changes annually. Applicants are not identified to jurors. Jurors are chosen based on their fine craft/art expertise, and an effort is made to invite jurors specializing in a variety of media.

Exhibitor numbers in each category will be limited to ensure a balanced show; however, only the top

scorers in each medium will be accepted. Up to 10% of the spaces can be filled at the discretion of the Artistic Director, in order to introduce new artists and ensure a quality, balanced show.

Acceptance/decline letters will be mailed by August 6, 2010, for Winterfair and October 22, 2010 for Art Studio Clearance Sale.

## 2D Reproductions Policy

Reproductions of two-dimensional work are permitted, subject to the following stipulations:

- Reproductions must be clearly marked as such. The word "reproduction" must appear on each piece. No other word (e.g. "print") is to be substituted for "reproduction."
- Reproductions must be signed and numbered in editions of no more than 750.
- "Hand-colored" reproductions will not be considered original works. They will be considered reproductions.
- Up to one wall of the artist's booth may show framed reproductions; they must be displayed separately from originals. All other reproductions must be kept in a browsing bin.
- Violators of this policy will be required to remove all reproductions from their booth.

## Application Process:

To apply on paper, print this application, fill in the Entry Form and mail in to ODC (address at end of Entry Form) along with your payment and slides or digital images on CD-ROM. See digital images specifications on the second page of this prospectus under "About Your Images."

## Fees

The application fee is \$20 per fair, per medium entered. Anyone may apply to ODC shows; **however, members receive a 2 point bonus on jury scores and only members may actually exhibit.** Annual membership is \$35 for an individual, \$45 for joint, and may be paid after acceptance, along with booth fee. Membership application forms are available on our website [www.ohiocraft.org](http://www.ohiocraft.org). Booth fees vary by fair; see individual fair descriptions. The booth fee at the Winterfairs includes white back drapery and electrical hook-up for up to 500 watts. At the Art Studio Clearance Sale, electricity is optional and available at additional cost. Side panel drapery, tables and chairs may be rented from our decorator. Artists are responsible for display lighting and display equipment.

## About Your Images

Slides or digital images on CD-ROM mailed with on paper application:

- Slides may only be submitted with a paper application.
- Make sure slides are in good shape.
- Include a SASE for slide return.
- Please do not send additional slides, photos, bios, samples, etc. They will not be reviewed or returned.
- Label slides with your name, medium and image number. (Booth image is #5).
- Images on CD-ROM must be 1920 pixels on the longest side (height or width). **All images must be 300 dpi.** Be sure to label your CD-ROM with your Last name, First name, Name of show, year and category of media; ex. Jones, Sam, Columbus Winterfair 2010, Ceramics.
- Digital image files should be named: LastNameFirstName01.jpg

(for example, JonesSam01.jpg). Use 01-05 to match your image descriptions on the application.

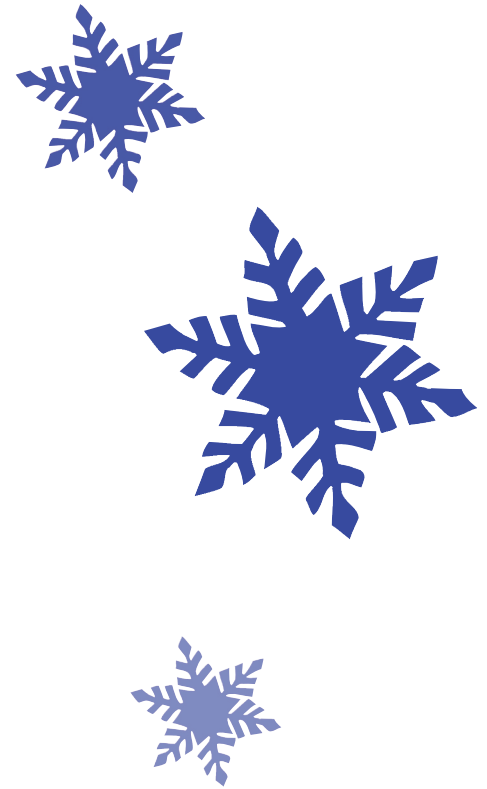
If you have any questions or problems regarding digital submissions, please contact Carol at csnyder@ohiocraft.org or (614) 486-7119.

## Awards

Cash awards will be conferred at the Winterfair shows by an on-site juror. Awards will be chosen based on artistic merit and craftsmanship. An additional award will be presented for the Best Booth Design. Award winners receive an invitation to next year's show, bypassing the jury.

## Questions?

Call John Barr at (614) 486-7119 or email [jbarr@ohiocraft.org](mailto:jbarr@ohiocraft.org)



<b>IMPORTANT FAIR INFO, DATES &amp; FEES</b>	Application Fee & Deadline	Notification Mailed by	Contracts & Fees due by	Set-Up Date	10' x 10' booth	10' x 15' booth	10' x 20' booth	Corner Space	Adjacent to rest area
<b>Winterfair Greater Cincinnati</b> 32 <sup>nd</sup> year! Northern Kentucky Convention Center <b>November 26–28, 2010</b> Fri. 10 am–5 pm Sat. 10 am–5 pm Sun. 11 am–4 pm	\$20 July 12	Aug. 6	Oct. 8	Nov. 24 & 25	\$350*	\$525*	\$700*	+\$100	n/a
<b>Winterfair Columbus</b> 34 <sup>th</sup> year! Ohio Expo Center (Ohio State Fairgrounds) <b>December 3–5, 2010</b> Fri. 10 am–8 pm Sat. 10 am–8 pm Sun. 12 pm–5 pm	\$20 July 12	Aug. 6	Oct. 8	Dec. 2	\$480*	\$720*	\$960*	+\$120	+\$100
<b>ART STUDIO CLEARANCE SALE</b> 14 <sup>th</sup> year! Ohio Expo Center (Ohio State Fairgrounds) <b>Jan. 29–30, 2011</b> Sat. 10 am–5 pm Sun. 12 am–5 pm	\$20 Oct. 8	Oct. 22	Nov. 13	Jan. 28	\$225	\$335	\$450	+\$75	n/a

**Last day for cancellations: all Winterfairs: Oct. 6, 2010 Art Studio Clearance Sale: Jan. 3, 2011**

**\*Artists who participate in both the Greater Cincinnati and the Columbus Winterfair will receive a \$35 rebate.**

# APPLICATION

## Winterfairs 2010 • Art Studio Clearance Sale 2011

*Please type or print clearly. Illegible entries cannot be processed*

Only one application required to enter all three shows. We'll use the same information and slides per medium.

Submit a separate application for each additional medium entered.

I am applying to  Columbus Winterfair  Greater Cincinnati Winterfair  Art Studio Clearance Sale

I am applying as  an individual artist  a studio (see artist eligibility)

ODC Member?  yes  no You need not be a member to apply, however, membership is required to exhibit. See fees section. ODC members receive a 2 point bonus on jury scores.

Artist (s) name (required) \_\_\_\_\_

Studio (or business name) \_\_\_\_\_

Number of studio assistants (if applicable) part-time \_\_\_\_\_ full-time \_\_\_\_\_

phone \_\_\_\_\_ cell \_\_\_\_\_ fax \_\_\_\_\_

email \_\_\_\_\_ web \_\_\_\_\_

Current mailing address

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please describe your work in 25 words or fewer (please print clearly)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### SLIDE DESCRIPTION

slide 1 \_\_\_\_\_ slide 3 \_\_\_\_\_

slide 2 \_\_\_\_\_ slide 4 \_\_\_\_\_

slide 5 BOOTH \_\_\_\_\_

### Medium

Choose the category that best fits your work. ODC reserves the right to move your work to another category at the jury's discretion.

- Clay, predominantly functional
- Clay, predominantly decorative
- Drawing & Pastels
- Fiber (non-wearable)
- Furniture
- Glass
- Jewelry, fine metal
- Jewelry, other \_\_\_\_\_  
(describe material used)
- Leather
- Metal
- Oil & Acrylics
- Photography
- Printmaking
- Sculpture
- Watercolor
- Wearable Art
- Wood
- 2-D mixed media
- 3-D mixed media
- Digital (non-photography)
- Other \_\_\_\_\_

### APPLICATION CHECK LIST

- Completed application form for each medium entered.
- Five images per medium entered: four of the work, one booth slide.  
Format:  Slides  CD ROM (not DVD)
- SASE (be sure there is sufficient postage to return your slides.)
- \$20 non-refundable entry fee per show/per medium entered. Please be sure applicant's name (not just the studio name) appears on the check. Please make check out to ODC and put show name(s) in the memo section. **Do not send booth fees or booth requests at this time!**
- ODC membership (\$35 individual, \$45 joint), if applicable. (Optional at time of entry. Required to exhibit.) ODC members receive two bonus points on their jury scores.

I have read this prospectus, certify that my work qualifies under the guidelines outlined, and agree to abide by all rules and conditions. If accepted, I agree that photographs of me and/or my work may be used by ODC for promotional purposes.

Artist signature \_\_\_\_\_

date \_\_\_\_\_

Mail to: ODC/Fairs Application  
1665 West Fifth Avenue  
Columbus, Ohio 43212

Make checks payable to ODC.