

2012 Artist Information

July 27 & 28, 2012
12pm - 8pm
Chelsea, MI



EVENT OVERVIEW

The Sounds & Sights Festival is an annual summer festival in historic and culturally savvy Chelsea, Michigan. The event started over three decades ago as merchant sidewalk sales and has since burgeoned into a highlight of summer that draws visitors from all over the state and beyond. The two-day, three-night event features an open-air art market, live music, a food and social tent, children's entertainment and activities, a classic car show, and much more. The open-air art market is back for its 2nd year and expanding, after a successful debut in 2011 at this popular festival and the organizers are looking for artists and fine craftsmen and women to be a part of the event.

GENERAL EVENT INFORMATION

The Festival will take place starting the evening of Thursday, July 26th through Saturday, July 28th in downtown Chelsea. The open-air art market will run Friday, July 27th and Saturday, July 28th in the heart of downtown Chelsea. Areas of downtown Chelsea will be closed to traffic throughout the weekend, with set-up for the open-air art market beginning in the morning of Friday, July 27th.

The approximately 10,000 attendees of the Sounds & Sights Festival are informed of the event through marketing efforts such as radio, print, press releases, social media and eblasts. Each artist will receive postcards to send to their customers, family and friends, inviting them to visit the Sounds & Sights Festival.

Parking, booth sitters, water and security will be provided for the artists. Additionally, each artist will be listed on the chelseafestivals.com website with a link to their website.

APPLICATION INSTRUCTIONS

Deadline:

The application and images should be submitted by email by 11:59pm on Saturday, April 28th, 2012. Mailed materials must be postmarked by April 28th, 2012. If submitted after the deadline, you will be placed on a waitlist for review after other submissions have been reviewed and artists have been invited to attend.

We are not asking artists to submit booth fee payments with the application. If accepted into the show, we will then ask for payment of your booth fee.

SPECIAL

If an artist recommends another artist to the festival, and that artist is accepted, an additional \$25 discount will be provided to the recommending artist.

There are two ways to participate as an artist with the Sounds & Sights Festival.

1. **Open-air Art Market:** Display and sell art in a 10x10 booth space within the festival footprint. Each artist needs to provide their own weighted tent and the festival recommends that you do not use inexpensive pop-up tents as they have the potential to be dangerous in high winds and inclement weather. Artist booth spaces may not be shared.
Booth fee: \$200
Booth fee for returning artists: \$175
2. **Artist Demonstrations:** Display, sell and DEMONSTRATE your art or craft in front of a downtown Chelsea business during the festival. Artists interested in this option must be skilled at interacting with a crowd and explaining their craft. Please note that these spaces will be placed on the sidewalks of downtown Chelsea, they vary in size and that a traditional 10x10 tent may not fit in this space. Additionally, you will be placed among sidewalk sales, other artists, business promotions and more.
Demonstration fee: \$100
Demonstration fee for returning artists: \$85

APPLICATON SUBMISSION

Email Submission:

1. Fill out the application form and email it along with five images of your work to artmarket@chelseafestivals.com.
2. You will receive a confirmation, indicating that we have received your application and images. **If you do not receive a confirmation within 48 hours, we have not received your application.**
3. After submitting your application via email, you must still print out, sign and return the Artist Agreement for your application to be considered complete. You may fax this agreement to 734.433.1930, attn.: Art Market or mail it to River Gallery, Attn: Art Market, 120 S. Main St, Chelsea, MI 48118.

Mail Submission:

1. Download and print out the application.
2. Fill out and mail to River Gallery, Attn: Art Market, 120 S. Main St, Chelsea, MI 48118.
3. Include a CD with five images of your work as well as your signed Artist Agreement.

IMPORTANT DATES (Subject to Change):

April 28th: Application Deadline

May 19th: Notifications Sent

June 1st: Payments Due for Accepted Artists

July 1st: Booth Assignments Sent

QUESTIONS:

If the information contained in the application doesn't answer your questions, please contact us at artmarket@chelseafestivals.com .

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Artist Name: _____

Business Name: _____

Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Email: _____

Artist Statement to be used on website/promotional materials (Describe mediums used, experience and any other relevant information):

Please indicate which area of the festival you are applying for. (More than one can be selected and areas will be determined by the jury).

Open-Air Art Market Artist Demonstrations

If you checked Artist Demonstrations, please describe what you would demonstrate:

How many promotional postcards are needed (up to 50): _____

How did you hear about this festival?

Images

The following descriptions must be completed and correlated accurately to the file names of the images submitted. Images should be at least 5" wide and scanned at 72 dpi in TIFF or JPEG. 4 images should be representative of the work you will be showing at the Art Market and 1 image should show your booth set-up.

#1 - Title: _____

Technique & Materials: _____

Dimensions: _____ Price: _____

#2 - Title: _____

Technique & Materials: _____

Dimensions: _____ Price: _____

#3 - Title: _____

Technique & Materials: _____

Dimensions: _____ Price: _____

#4 - Title: _____

Technique & Materials: _____

Dimensions: _____ Price: _____

#5 - Title: _____

Festival Location: _____

Date: _____