



**july 27-29  
2012**

**deadline  
3/16/12**

**42<sup>nd</sup> annual  
syracuse  
arts &  
crafts  
festival**

presented by  
The Downtown Committee of Syracuse, Inc.  
572 South Salina Street, Syracuse, NY 13202  
phone 315.422.8284 - fax 315.471.4503  
www.syracuseartsandcraftsfestival.com  
mail@downtownsyracuse.com

# artist application

All applications will be processed online  
through [zapplication.org](http://zapplication.org)

Applicants without computer access may  
complete a paper application that will be  
converted to a Zapp Application by the  
festival staff.

## medium categories

### ceramics

Original works of primarily clay:  
slab, coil, wheel-thrown, etc.

### 3-d fabric & fiber

Works of primarily fiber, including  
clothing, quilts, rugs, dolls, soft scul-  
pture, baskets, brooms, etc.

### glass

Original works in which the primary  
material is glass, including stained,  
leaded, and blown glass

### jewelry

Jewelry made from precious and non-  
precious metals, gemstones, enamel,  
glass, clay, fiber, paper, wood or other  
materials

### leather

Original works of primarily leather

### metal

Functional works of primarily metal

### 3-d mixed media

3-dimensional works incorporating  
more than one material

### sculpture

Nonfunctional, 3-dimensional works  
in any medium

### wood

Original works of primarily wood:  
carved, hand-tooled, or machine-  
worked.

### computer art

Two dimensional works utilizing  
computer technology to create and/or  
manipulate first generation digital im-  
ages. Digital impressions of pre-existing  
images (paintings, photos, prints, draw-  
ings, etc.) are not allowed

### drawing

Original works made with pen,  
pencil, charcoal, pastel, or chalk

### 2-d fabric & fiber

Batik or painted fabric primarily intended  
for hanging

### graphics & printmaking

Prints resulting from traditional print-  
making techniques, including etching,  
engraving, lithography, serigraphy, or  
woodcut produced in signed and num-  
bered limited editions

### 2-d mixed media

Work incorporating more than one ma-  
terial, including collage and  
handmade paper

### painting

Painted works made with oil, acrylic,  
watercolor, or other pigments

### photography

Prints from original negatives must  
be processed or directly supervised  
by the artist.

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Downtown Committee of Syracuse, Inc.  
572 South Salina Street  
Syracuse, NY 13202  
Phone: (315) 422-8284  
Fax: (315) 471-4503  
Email: mail@downtownsyracuse.com  
Director: Laurie Reed

### show dates & hours

Friday, July 27, 2012 10 am - 6 pm  
Saturday, July 28, 2012 10 am - 5 pm  
Sunday, July 29, 2012 10 am - 5 pm

### location

Columbus Circle area of downtown Syracuse, New York – a historic urban setting, along tree-lined streets and sidewalks and around paved fountain area.

### display size

Display spaces are 10' x 10' overall size. Storage space is available behind most booth spaces. Exhibitors may apply for a maximum of two spaces. An attempt will be made to accommodate specific space requests in the order that applications are received.

### advertising

Paid broadcast and print advertising, covering local & 50-mile regional area, extensive editorial coverage, and through website. Festival program published in local newspaper, will include a color photo of each artist's work.

### artist services

Overnight security Friday & Saturday; Free exhibitor parking; Vehicle loading & unloading at booth; Separate rest rooms for exhibitors; Hospitality area for exhibitors with coffee; Exhibitors' barbecue on opening night; Discount hotel rates

### artists' participation

Artists accepted for participation must be in attendance for the duration of the show. No agents, dealers, or representatives may attend in place of the artist. Photo identification may be required to assure compliance with this rule.

Commercial studios involved in volume production are not eligible for participation.

Two artists with distinct work may display in one booth. Each must submit a separate application, separate images, and separate entry fees. Only one booth fee is required.

An artist wishing to display work in more than one medium must submit a separate application, separate set of five images, separate entry fee for each. Only one booth fee is required.

### standards

All work displayed must be produced by the exhibiting artist. Reproductions must involve hand work or direct supervision by the artist, be clearly labeled as "REPRODUCTION" and may not make up more than 20% of the booth inventory.

Unacceptable are imported items; objects made from commercial kits, molds, or patterns; works which include compositions of dried, plastic, or silk flowers, plants, fungi, shells, stones, buttons, or butterflies; soaps or scented oils; greenware; embellished objects such as painted boxes, barn wood, tools, or rocks.

Work displayed must be consistent with images submitted. The jury will verify compliance during the Festival. The Syracuse Arts & Crafts Festival will require removal of any work that is not consistent with the images submitted, or does not comply with the standards outlined above.

Participants are encouraged to post in their booth an Artist's Information Statement, which includes a description of the production process and materials used.

### awards

Approximately \$4,000 in prize money will be awarded. Judging for best-of-category awards will take place on Friday, July 27, 2012. Judges will include industry professionals and arts educators, separate from the slide jury. Winners of the Awards of Distinction will be invited next year and exempt from jurying and the jury fee.

### new york state sales tax

Each exhibitor is responsible for collecting 8% New York State sales tax. For information, contact: N.Y. S. Department of Taxation &

## dates to remember

Applications submitted by:	Set-up Date:
March 16, 2012	July 27, 2012
Notifications by:	Show Dates:
April 16, 2012	July 27 - 29, 2012
Payment due date:	Award Competition:
May 11, 2012	July 27, 2012

# the details

### applications

All applications will be processed through

**ZAPplication.org**

Applicants without computer access may complete a paper application that will be converted to a Zapp Application by the festival staff. One application should be completed for each medium to be displayed.

Applications must be submitted by 3/16/12. The Syracuse Arts & Crafts Festival reserves the right to refuse any application.

### fees

Entry Fee: \$25 - for each medium to be exhibited, submitted through Zapp with online application or by check with paper application. Non-refundable.

Late Fee: \$10 for applications received between March 17 and March 26, 2012.

Booth Fee: \$260 per booth, payable by check upon acceptance by May 11, 2012.

All checks should be payable to the Downtown Committee of Syracuse, Inc.

### images

All work to be exhibited must be represented in the images submitted, from the high end to the low end. A total of five (5) digital images must be included with application: four (4) of individual pieces which accurately represent the body of work to be exhibited, and one (1) of the booth display containing artwork. Images must be digital and submitted on a compact disk or by e-mail. Images submitted will be compared with work exhibited.

One image from each exhibiting artist will be used for promotional purposes and will be published in the festival program, which is inserted in the local newspaper.

### jury process

At least 170 of the total 190 spaces will be selected through the jury process. Winners of last year's Awards of Distinction will be invited to participate and are exempt from jurying. The decision of the jury is final.

LAST NAME \_\_\_\_\_ FIRST \_\_\_\_\_

LAST NAME OF 2<sup>ND</sup> ARTIST / PARTNER \_\_\_\_\_ FIRST \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CHECK HERE IF THIS IS A NEW ADDRESS

DAYTIME PHONE: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

WEBSITE ADDRESS \_\_\_\_\_

NUMBER OF BOOTH SPACES REQUESTED 1  2

SPECIFIC SPACE REQUEST (IF ANY) \_\_\_\_\_

I WISH TO SHARE A BOOTH WITH \_\_\_\_\_

HAVE YOU PARTICIPATED IN THIS SHOW PREVIOUSLY? YES  NO

ARE YOU WILLING TO DEMONSTRATE YES  NO

WILL YOU EXHIBIT REPRODUCTIONS YES  NO

FOR OFFICE USE ONLY		
DR#	R#	SC.
CAT.	SP#	

U	CATEGORY	SIZE	PRICE
<input type="checkbox"/>	CERAMICS		
<input type="checkbox"/>	COMPUTER ART		
<input type="checkbox"/>	DRAWING		
<input type="checkbox"/>	2-D FABRIC / FIBER		
<input type="checkbox"/>	3-D FABRIC / FIBER		
<input type="checkbox"/>	GLASS		
<input type="checkbox"/>	GRAPHICS / PRINTMAKING		
<input type="checkbox"/>	JEWELRY		
<input type="checkbox"/>	LEATHER		
<input type="checkbox"/>	METAL		
<input type="checkbox"/>	2-D MIXED MEDIA		
<input type="checkbox"/>	3-D MIXED MEDIA		
<input type="checkbox"/>	PAINTING		
<input type="checkbox"/>	PHOTOGRAPHY		
<input type="checkbox"/>	2-D OTHER _____		
<input type="checkbox"/>	3-D OTHER _____		
<input type="checkbox"/>	SCULPTURE		
<input type="checkbox"/>	WOOD		

**U IMAGE DESCRIPTIONS, INCLUDING MEDIA AND PROCESS**

CHECK WHICH IMAGE YOU WISH TO BE PUBLISHED IN THE FESTIVAL PROGRAM

1.  \_\_\_\_\_

2.  \_\_\_\_\_

3.  \_\_\_\_\_

4.  \_\_\_\_\_

5.  BOOTH SLIDE (MUST INCLUDE WORK TO BE DISPLAYED)

**Send Application to:  
Syracuse Arts & Crafts Festival  
572 South Salina Street  
Syracuse, NY 13202**

REMEMBER TO ENCLOSE THE FOLLOWING, AND MAIL FOR RECEIPT BY March 16, 2012:

- 1) APPLICATION - ONE APPLICATION FOR EACH MEDIUM TO BE EXHIBITED
- 2) 4 DIGITAL IMAGES OF YOUR WORK AND 1 OF YOUR BOOTH
- 3) ENTRY FEE - \$25 FOR EACH MEDIUM TO BE EXHIBITED, PAYABLE BY CHECK TO THE DOWNTOWN COMMITTEE OF SYRACUSE, INC.

APPLICATIONS RECEIVED BETWEEN MARCH 17, 2012 AND MARCH 26, 2012, WILL BE SUBJECT TO A \$10 LATE FEE

Signature \_\_\_\_\_ Date \_\_\_\_\_ Partner Signature \_\_\_\_\_ Date \_\_\_\_\_

By submitting this application, you hereby release and forever discharge the Downtown Committee of Syracuse, Inc., the City of Syracuse, the County of Onondaga, all sponsoring organizations, and their directors, officers, employees, agents and volunteers from any responsibility, personal liability, claims, loss or damage arising out of your participation in the Syracuse Arts & Crafts Festival. You further consent to the enforcement of all Syracuse Arts & Crafts Festival rules as set forth in the accompanying prospectus and subsequent correspondence.