



**32nd Annual
ART IN THE PARK**

FLAT IRON PARK

**LAKE GENEVA WI
AUGUST 11th & 12th, 2012**

A Juried Fine Art Exhibition Limited to 80 Exhibitors
Sponsored by the Geneva Lake Art Association

Flat Iron Park is located on the beautiful lakefront of Lake Geneva. The City of Lake Geneva is a summer resort area frequented by affluent crowds from the Chicago and Milwaukee areas. Many of these visitors stay in the four hotels on the east side of the Park and in the large condominium residence to the north. The shopping district is just a block away. These visitors look forward to Art in the Park each year. Parking meters adjacent to the Park will be reserved for our exhibitors. This area will be closed off to traffic during unloading & loading.

Eligibility

All works must be original in concept and design and must have been executed by the applicant; work from molds or kits, commercial or manufactured items, and mass produced items are not permitted. Media is limited to Fine Art/ Fine Craft in the categories noted on the Prospectus.

Exhibition Rules

1. Each exhibitor is responsible for providing and assembling his/her own display and un-loading & loading.
2. Set up time is 6:00-9:30 a.m. Saturday. All vehicles must be unloaded by 8:30 a.m. Saturday.
3. Exhibits must be set up before 10:00 a.m. Saturday and not taken down before 4:00 p.m. on Sunday. Any exhibitor disbanding an exhibit before 5:00 p.m. on Saturday will not be permitted to return on Sunday. "No shows" and exhibitors who leave the show early will be disqualified from future exhibitions.
4. All exhibitors are required to be present both days - Sales Representatives are not allowed.
5. **Our preferred method of communication with you will be via Email, so it is important that we can read your address and that you update us if it changes.**
6. Items that do not represent the media and quality of your submittal may not be exhibited in your booth. You may exhibit only in the **ONE** media category accepted through the jury procedure.
7. Work must be appropriately framed for exhibition.
8. Commercial Reproductions of original work are acceptable only under the following criteria:
 - Limited to 20% of the total display
 - All must be signed, limited editions
 - All must be clearly marked as a reproduction
 - Duplicate images cannot be displayed simultaneously and must be kept separate from original work
 - Cards and reproductions of exhibiting artist's work are permitted if they are not more than 20% of the total display.
9. Artists are encouraged to demonstrate their medium before the public.
10. Toilet facilities are located at the north end of the park.
11. There will be no refunds for cancellation, removal for cause, bad weather or other acts of nature. Exceptions may be made for highly unusual circumstances at the discretion of GLAA.
12. There is no rain date.
13. Municipal ordinances prohibit alcohol & animals in the park.

Exhibition Rules (cont.)

14. Spaces are 10' x 10'.

15. Each artist assumes full responsibility for the care, safety, and security of their work and property. The Geneva Lake Art Association, its Board of Directors and Members, and the City of Lake Geneva assume no responsibility or liability for accidental damage, theft, vandalism or lost property. Application by the artist for participation in Art in the Park indicates the applicant's agreement with all terms contained herein.

16. GLAA will greatly appreciate your help in keeping your site clean at all times.

17. Applicants must be 18 years or older.

Entry Fees

1. A non-refundable jury fee of \$25 must be submitted with registration forms due March 31st.

2. A jury fee is not required for award winners from the 2011 show (provided the registration form and booth fee are submitted by March 31st

3. A required \$188 fee for a 10x10 ft space is to be your second check.

4. If you are requesting a corner space, please include a third check in the amount of \$30.00

5. If you are not accepted, the booth fee check and corner fee checks will be returned to you.

6. There will be no booth fee refunds for cancellations after March 31st.

Judge

This year's judge is Dave Becker, fine artist, art instructor and author of *Watercolor Composition Made Easy* and *How to Sketch with Watercolor*. Judging will be based upon the quality of execution and technique, as well as a coherent and original sense of design in the displayed work.

Cash Awards

(1) Best of Show \$500, (5) Awards of Merit @ \$200. The awards will be presented Saturday.

Location

Flat Iron Park, on the lakefront between Center Street and Wrigley Drive just south of Main Street, downtown Lake Geneva, WI.

Parking

If you have a standard size vehicle/van you will be assigned a parking space adjacent to the park. Oversized vehicles may be required to unload and move their vehicles to a reserved space a few blocks away. The street will be blocked off during unloading and loading times. If accepted, more information will be provided.

Security

Police security will be provided Saturday from 6 p.m. through 8 a.m. Sunday morning for the purpose of leaving display units set up. If artwork is left in the tents overnight, GLAA assumes no responsibility for damage, theft or vandalism. For security reasons the police request your cell phone number in case of an emergency.

Silent Auction

Exhibitors who donate a piece of their art work for our silent auction will have a special mention in our brochure as well as a special designation on their booth sign. The proceeds help support GLAA's local art education programs. The auction will be held at 3:00 pm on Saturday and 2:00pm on Sunday. Please indicate your participation in the application.

State Sales Tax

All proceeds from sales made by exhibitors, will be retained by the exhibitor; however, exhibitors must charge and collect 5 ½% sales tax on each sale, and are responsible for submitting sales tax collected and the sales tax form to the Wisconsin State Sales and Excise Tax Division. Forms and information will be distributed to you in your acceptance correspondence.

Submission of Entries

All participants, (with the exception of award winners from the previous year), will be juried using digital images. A total of six digital images must be submitted: FIVE images must be of your current work and ONE of your booth showing items displayed. Digital images must be **high quality JPEGs**, limit size to 1MB. Submit all images either online or on a single CD:

1. If submitting online, email your images to AITP2012@genevalakeart.org. Include your name and media in the subject line of your email. IMAGE SIZE: 500KB to 1MB

2. If submitting a CD, label each file accordingly: Last name _media_ entry number. IMAGE SIZE: 500KB to 1MB. Clearly label the outside of the CD with the entrants name and media. CD's will not be returned.

***Whether submitting images online or on a CD, an 8 ½" x 11" reference sheet representing the BOOTH image and FIVE images of the artwork submitted, must be mailed to our office with your application and fees.

Absolutely, no images will be judged unless fees, application and the 8 ½"x11" reference sheet is received in our office by March 31st.



ART IN THE PARK August 11th & 12th, 2012 PROSPECTUS

MAIL TO: Geneva Lake Art Association, PO Box 623 Lake Geneva, WI 53147 attn: AITP

Please print the following information clearly:

Name Home Phone
Address Cell Phone
City State Zip Code

Grid for email address

Email (Please print clearly. Our preferred method communication is email)

Grid for web site

Web Site (Please print clearly)

Please circle the ONE category you are entering. Only one media and artist is permitted to exhibit in a booth.

- 1. clay/pottery 2. fiber/leather/handmade paper 3. glass 4. graphics/printmaking/digital 5. jewelry 6. metal 7. mixed media (2D & 3D) 8. oil/acrylic painting 9. pencil/pastel 10. photography 11. sculpture 12. watercolor 13. wood

Would you be available as an alternate? YES NO
Do you use stakes to support your tent? YES NO
Will you participate in the silent auction? YES NO
Corner Upgrade (\$30 separate check) YES NO

I have read & accept all the rules and regulations stated in the ART IN THE PARK application.

Signature Date

Checklist: All checklist items must be included with your application to be considered for the show.

- \$25 separate check for Non- Refundable Jury Fee
\$188 separate check for 10 x 10 space
\$30 separate check for corner space
(1) #10 self-addressed stamped envelope for communication.
(1) CD with 5 JPEG images of current work & 1 image of booth with work displayed or you may choose to submit your images via email to: AITP2012@genevalakeart.org
One 8 1/2" x 11" page with print outs of images is to be mailed to our office with your application & checks whether you choose to submit images via email or on a CD.
Indicate your media on the outside of your envelope
Make all checks payable to: Geneva Lake Art Association

Important Dates

- Mar 31 Prospectus & fees must be received
May 1 Notification of acceptance will be mailed
Aug. 11 Set up begins at 6:00 a.m., Art in the Park 10:00 a.m. - 5:00 p.m.
Aug. 12 Art in the Park 10:00 a.m. - 4:00 p.m.

Questions:

The best way to have your questions answered is to check out our web site at http://www.genevalakeart.org Or you may leave a message on our answering machine at: 262-249-7988. Thank you for your interest in our Fine Art Show!

Office use only:

Jury Fee check # Booth Fee check # Corner Fee check # Qty. of images Emailed
Qty. of images on Disc Rec'd Thumbnail Print Sheet Rec'd Category Accepted Assigned Space