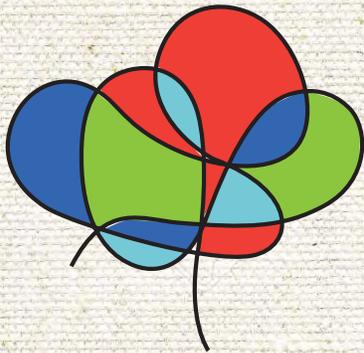


# 2018



## The Woodlands ARTS COUNCIL

Because Art Matters

# ARTIST PROSPECTUS

## Join us to celebrate

our 13th year of bringing fine arts to The Woodlands, Texas! The Woodlands Waterway Arts Festival in Town Center is presented by The Woodlands Waterway Arts Council, Inc., a non-profit organization that is supported by a Board of Directors, Advisory Committee and more than 700 community volunteers.

<http://thewoodlandsartscouncil.org>



## The Woodlands Waterway

Join us to celebrate our 13th year of bringing fine arts to The Woodlands, Texas! The Woodlands Waterway Arts Festival in Town Center is presented by The Woodlands Waterway Arts Council, Inc., a non-profit organization that is supported by a Board of Directors, Advisory Committee and more than 700 community volunteers.

Located approximately 30 miles north of Houston, Texas and minutes from George Bush Intercontinental Airport, The Woodlands is the destination for leisure guests, individual business travelers and groups of all sizes.

Visitors to The Woodlands and residents of the community enjoy more than eleven million square feet of world-class shopping, dining and entertainment options, more than 200 miles of hike-and-bike trails, 135 parks, the 1,700-acre George Mitchell Nature Preserve, The Cynthia Woods Mitchell Pavilion, kayaking on Lake Woodlands

and taking a cruise on The Woodlands Waterway.

The Woodlands features world-class sporting events including the Memorial Hermann Ironman Texas, Insuperity Golf Championship and the Nike South Invitational. The Woodlands also is home to more than 2,200 guestrooms in upscale and boutique properties, select service, limited service, conference and convention centers and a resort.

Go to [www.visitthewoodlands.com](http://www.visitthewoodlands.com) for more information and to plan your stay!

Artists sell their original creations along a landscaped path beside the beautiful Woodlands Waterway that runs through The Woodlands Town Center from The Marriott Waterway Hotel, past The Cynthia Woods Mitchell Pavilion and within the charming Town Green Park.

The Woodlands  
**WATERWAY**



arts festival

Ranked among the top Fine Arts Festivals in the U.S.

Average patron attendance of  
13,000–16,000 historically

Limited to 225 Extraordinary Artists representing a  
broad range of styles and mediums

Educated and well-funded art buyers

Professionally run with dedicated volunteers

Free parking and easy load in / load out



# MORE THAN A FESTIVAL



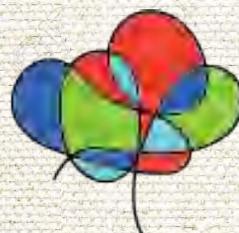
The Woodlands Arts Council, Inc. (TWAC) is a 501(c)(3) not-for-profit corporation whose mission is to provide regional cultural and educational enrichment opportunities that encourage, support, and promote the performing and visual arts.



We partner with community cultural arts organizations, including government and academic institutes, where we work together to extend the benefits of the cultural arts, both visual and performing, to many different groups. These groups may include school children, and enrichment programming, and in other cases, such as abused women and children or veterans, the cultural arts can provide a therapeutic healing benefit. We are advocates of healing power of the arts and quality of life enrichment. We are also educators in our community, bringing collectors, academics and artists together to further their understanding and appreciation of the arts. Through generous patrons, festival revenue and fundraising sources, we are able to offer scholarships to aspiring young artists.



We jury over 200 national and regional artists. Fifteen artists who were awarded Best of Show and Featured Artist in the previous year are also featured.



The Woodlands  
**ARTS COUNCIL**  
Because Art Matters

# 2017–2018

## Important Dates to Remember

**July 1, 2017:** Call to Artists Application available on [www.zapplication.org](http://www.zapplication.org)

**October 15, 2017:** **Final Application deadline**  
@midnight (CST)

**November 4-5 2017:** Artist Image Jury

**December 1, 2017:** Artist Notification  
of jury results

**January 2, 2018:** Invited Artist Payment deadline  
-Contracts and booth fees due

**February 1, 2018:** Last day to cancel participation  
with 90% booth fee refund

**April 5 & 6 2018:** Load in from 9AM-7PM

**April 7, 8, 2018:** The Woodlands Waterway  
Arts Festival

**Sat. 10 am—6 pm      Sun. 10 am—5pm**

Our host hotel will be announced at a later date.

# APPLICATION / JURY PROCESS

Apply online at [www.zapplication.org](http://www.zapplication.org).

Each Artist is required to submit a total of four (4) images (three images of work and one booth image), and a complete application per medium along with a **\$40 NON-REFUNDABLE jury fee**.

**Work to be exhibited must be represented in the jury images. Types of work not reflected in your submitted images will be noted by the judges at the festival and future festival participation may be denied.**

For each medium entered, include three (3) images of artwork completed within the last three years that accurately represent the current body of work to be exhibited. The Booth Slide/fourth image, preferably taken at an outdoor venue, must illustrate the artist's presentation of their work and display. The purpose of the booth image is to ensure the artist has a complete body of work, and also helps identify the scale of the artist's work. **Note: this is a blind jury process, please do not submit booth images that include identifiable signs or a photo of the artist.**

The recommended image size is 1920 pixels on the longest side, with an approximate file size of 2.0 mg. For more information, please access [www.zapplication.org/imaging\\_tips.phtml](http://www.zapplication.org/imaging_tips.phtml).

On November 4-5, 2017, a Jury Panel, consisting of judges whom have been selected based on their specific interests, professional knowledge and/or background with our festival, will jury the applications. *(Festival staff members are not voting members of the panel and their opinions are not reflected in final jury scores.)* Prior participation in The Woodlands Waterway Arts Festival does not guarantee automatic selection to the festival.

Applications are juried by media category, **by experienced, respected jurors**. Images are projected one artist at a time using a high quality digital projector as well as viewed on each juror's computer monitor. The artist statement is read to the jurors. Each application is juried anonymously and given a numerical score from 1 – 7. Scores are tabulated and acceptance awarded to the highest scoring applicants within each category. Artists receiving top scores in 14 media categories will be invited to participate. *(The 15, 2017 Best of Show Award Winners and Featured Artists are jury exempt).* All award winners must register through [www.zapplication.org](http://www.zapplication.org). **Special instructions with a coupon code and booth upgrades will be emailed to enable Best of Show & Featured Artists to register for their complimentary booth and exempt jury status.**

**WAIT LIST:** A wait list will be maintained. Selected wait listed artists may be contacted when the Wait List is released through one day prior to the event date.

# CATEGORIES

## Digital Art

This category includes any original work for which the original image, or the manipulation of other source material, was executed by the artist using a computer. Work in this category must be in limited editions, signed and numbered on archival quality materials. Traditional photographs taken through a digital media should apply in the photography category.

## Drawing

Works created using dry media including chalk, charcoal, pastels, pencil, wax crayon, etc. or from the fluid medium of inks and washes applied by pen or brush are to be entered in this category.

## Clay Works

All original clay and porcelain work other than jewelry is accepted in this category. No machine-made or mass produced work is permitted. If multiple pieces of the same design are displayed each piece must be signed.

## Fiber

All work crafted from fibers including basketry, embroidery, weaving, leatherwork, tapestry and papermaking. No machine tooling, machine-screened patterns or other forms of mass production are permitted. No factory produced wearable items, regardless of additional modification or enhancement by the artist, may be exhibited.

## Glass

Functional or decorative glass works that are kiln-formed or have been crafted by glass blowing, molding or casting may be entered. No forms of mass production are permitted.

## Jewelry

All jewelry, whether the work is produced from metal, glass, clay, fiber, paper, plastic or other materials, must be entered in this category. No commercial casts, molds or production studio work is allowed.

## Metal Works

Includes all **non-jewelry** small-scale works crafted from metals. No production studio work is allowed.

## Printmaking

Printed works for which the artist hand-manipulated the plates, stones or screens, and which have been properly signed and numbered as a limited edition, may be entered in this category. All photogravure, photocopy and/or offset reproductions, will be rejected. Printmakers are required to disclose both their creative and printmaking processes. Prints must be matted and displayed in a suitable portfolio or stand.

## Mixed Media 2d

This category includes two-dimensional works that incorporate more than one type of physical material to produce.

## Painting

Works created in oils, acrylics, watercolor etc. are in this category.

## Photography

Photographic prints made from the artist's original image, which have been processed by that artist, or under their direct supervision, are included in this category. Photographers are required to disclose both their creative and printing processes.

## Mixed Media 3d

This category includes three-dimensional works that incorporate more than one type of physical material to produce. Includes non-sculptural work as determined by the artist.

## Sculpture

Three-dimensional original work done in any medium.

## Wood

Original works in wood that are hand-tooled, machine-worked, turned or carved are accepted in the wood category.

Media categories are used by the Arts Festival as a tool for organizing artists' images into logical, related groups for the jury's review. While a balanced show that equitably showcases both works of fine art and fine contemporary craft as well as diversity among media is a principle objective, there is no quota or entitlement by media category.



## EMERGING ARTIST PROGRAM

This program is designed specifically for artists who have little or no experience exhibiting and selling their artwork at any venue. The artist must be a Texas resident. The application procedure and fee are the same as the regular show, however, upon acceptance Emerging Artists will pay a lower booth fee of \$300, and may rent a tent for \$100 (half price), and receive mentoring through The Woodlands Waterway Arts Festival.

Artists may apply to the Emerging Artist Program or for the general show, but they may not apply to both. Artists who are just beginning their careers in the art world are encouraged to apply. The Woodlands Waterway Arts Festival reserves the right to pre-screen and research emerging artists to make sure they are a fit for this category and

that they do not have extensive experience exhibiting and selling their work.

Emerging Artist Applicants will proceed in the same manner as professional artists and submit images of their artwork through the regular application on [www.zapplication.org](http://www.zapplication.org).

- **Emerging Artists are asked to apply with a fourth image of their work instead of an image of their booth. When uploading the images, upload the fourth image of artwork by selecting 'YES' this is the booth shot, even though it is not. Then select 'Emerging Artist' as the medium category and complete the application.\***

# BENEFITS TO OUR EXHIBITING ARTISTS

Promotion of the event to the art-buying public in various media including but not limited to, radio, print, social media, etc.

Artist information and thumbnail photo of your work in the full color festival program

Website and Social Media promotion and cross promotion opportunities at <http://thewoodlandsartscouncil.org>

Complimentary breakfast Saturday and Sunday

Security 24-hours a day during the festival event and during the load-in and load-out process

Patron art pick-up provided at secured holding area (Gate #1)

Artist Relief—booth sitting, water and snacks provided by Artist Relations Volunteers

Discounted artist rates at partner hotels

Emerging Artist Program

Onsite first-aid

Welcome “Swag-Bags” filled with coupons and goodies to enhance your visit

Booth fees from \$425 to \$1150

Electric: Available in some areas, no outside generators allowed

## Other Great Amenities of our Festival:

Proceeds of the Festival benefit the year-round Community and Education Outreach programs

Community area of the Festival including activities and art projects in Artopoly – Because Art Matters, featuring our community partners, Student Art Scholarship Program, Early Inspiration Gallery and more

Several Performing Art Stages with a variety of performances and genres

Wine Tasting & Craft Beer Garden

Art of Food Demonstrations

Delicious food options

**Greatest volunteers and community in Texas!**



During the opening day of the festival, a team of judges, representing The Woodlands Arts Council and judges whom have been selected based on their specific interests, professional knowledge and/or background with our festival, will walk the venue to select **2019's Featured Artist**, and our fifteen (15) **Best of Show Artists**. Judges will score the quality of the artwork and the booth presentation.

The **2019 Featured Artist** will receive a complimentary 2-night stay at a preferred Woodlands hotel, a free double 4-booth for the following year, and the privilege of having their art featured on all promotional materials.

The **Best of Show Artists** receive a free single booth space the following year with priority booth placement, and an enhanced presence on our website.

All award winners will be jury exempt for two years; no jury fee--no jury process.

**The complete awards package is estimated at over \$10,000. Promotional considerations are priceless!**



## ART DASH PARTY

We invite all participating artists to become a 'VIP' Artist by donating a work of art valued at \$150 retail price or more to the 2018 Friday evening Art Dash Party. Your generous donation will be included in an exciting 60-second "ART DASH" which benefits the year-round community and education outreach programs of Because Art Matters!

- As a donor, the artist will receive a discount of 10% off booth fees as a thank you; the artist and one guest will receive complimentary tickets to the party that includes fabulous food, drink, and entertainment. (Value \$250.00)
- This is a prime opportunity to mix and mingle with our community leaders and art patrons, as well as fellow artists. (Value priceless).
- Donating artists will have their work highlighted on our website and Facebook page (Value priceless) at <http://thewoodlandsartscouncil.org>

You can also support the community and education outreach programs in the following ways:

- Participate in the Artists in the Community program while you're in town and share your talents with at-risk youth in area schools and community organizations...Because Art Matters! <http://thewoodlandsartscouncil.org>
- Cash or Credit Donation

# POLICIES



1. Image Usage: Accepted artist agrees that The Woodlands Waterway Arts Festival may use submitted jury images for website, promotional or publicity purposes.
2. Artists must be present with their work for the entire two (2) days of The Woodlands Waterway Arts Festival. Representatives may not attend in place of the artist. Please do not apply to this show unless BOTH the Artist and the Partner, as listed in your Zapplication profile, can and will attend all days of the Festival. The Woodlands Waterway Arts Festival requires photo identification at check-in to ensure compliance.
3. Accepted artists may not exhibit in other art festivals during the dates of The Woodlands Waterway Arts Festival, (April 7-8, 2018).
4. All work must be original, handcrafted work. Artist guarantees the accuracy of the description of the works presented and the authenticity of the work as the creation of their own hands.
5. It is the artist's responsibility to identify the category for which they would like to be juried. Please choose the category which best describes your work. If you do not choose a category (medium) your application will not be processed.
6. Artists may only show work in categories and body of work selected by the Jury. All work exhibited must be of the quality, category and body of work of that shown in the images juried.
7. Work done by a production studio is not acceptable. All work must be designed and executed by the accepted artist. Your exhibited art must be original and your own creation. No use of commercial kits or molds.
8. Exhibiting artists are required to display their booth number sign (distributed at check-in) in a prominent place within their booths.
9. 75% of all two-dimensional work displayed must be original. Artists must define reproduction or limited edition throughout their artist's statement and disclose this information on the individual piece. T-shirts, postcards, note cards, mouse pads or other personal promotional items are not permitted.
10. Artists who break down displays, are "no-show" before the opening of the Festival, or depart before closing time on any day of the Festival will not be allowed to return the following day or to future shows unless proof of an emergency is presented.

11. All Artists are responsible for collecting and paying State of Texas sales tax. (8.25%) [www.window.state.tx.us/taxinfo/taxforms/01-forms.html](http://www.window.state.tx.us/taxinfo/taxforms/01-forms.html)
12. No commission on sales will be paid to The Woodlands Waterway Arts Festival.
13. All artist tent structures must be white. Tent and electricity requests are available via [www.zapplication.org](http://www.zapplication.org). No outside rentals or staking of tents. Weights and water barrels only. ***Please be prepared with extra weights which may be necessary due to possible strong winds.***
14. No driving on the grass or landscaping beds. All vehicles must stay on pathway.
15. Artist is responsible for insurance and protection of work during setup and the show. The festival will not be responsible for damage to work or setup due to weather or unrelated incidents.
16. Any breach of the rules forfeits all rights of the artist, and will result in immediate removal from the show without a refund.
17. In the event The Woodlands Waterway Arts Festival should be cancelled, we have the right to withhold from any refund a processing fee not to exceed \$15.00 per artist application.
18. Booth Fee Refund Policy: With documented reasons for cancellation, The Woodlands Waterway Arts Festival will offer refunds starting after the first day of purchase up to 45 days prior to the opening day of the Festival (April 7, 2018).

- ***Purchase Date up to 60 Days prior to the Festival = full refund less \$100.***
- ***59 Days up until 45 days prior to the Festival = 50% refund, less \$100.***
- ***45 days prior to the Festival = No refunds given, no exceptions.***

Refunds are issued by check and will be mailed to the artist's address provided in ZAPP. All refund requests must be submitted by email to [heatherjoy@thewoodlandsartscouncil.org](mailto:heatherjoy@thewoodlandsartscouncil.org), with brief explanation for cancellation.

19. No Show Policy: Artists who have not checked-in and/or called the Festival Emergency Number and/or email (***Emergency Phone number and email address will be provided in Artist confirmation materials***) will be considered a "no-show," by Thursday, April 6, 2018 at 5:00 p.m. No Show artists are not eligible for refunds. Assigned space(s) will be forfeited to a wait-list artist.
20. Rain Or Shine: There will be no "rain date" and fees will not be refunded in the case of inclement weather. The event will take place rain or shine.

## **Fees**

Checks (preferred), Paypal, money orders, Visa, and MasterCard are accepted via [www.zapplication.org](http://www.zapplication.org). Returned checks for insufficient funds will be charged a \$30 fee, after which only money orders or cashier checks will be accepted.

**\$40 NON-REFUNDABLE jury fee.**

## Booth Spaces

Individual booth assignments are made to create an appealing mix of media. Assignments are at the sole discretion of The Woodlands Waterway Arts Festival and the Director and are not interchangeable or transferable. An artist waiting until the last minute to pay for his or her booth will most likely not end up in a requested location. **Artists whose payments are late will lose priority.**

## Booth fees

Single	\$ 425
Corner	\$ 575 (booth open on 2 sides; not an intersection of pathways)
Island	\$ 750 (single with no neighbors)
Double 2	\$ 850(2 singles side by side)
Double 3	\$ 1000 (2 singles with corner)
Double 4	\$ 1150 (2 singles plus 2 corners)
Tent fee	\$ 200 for a 10' x 10'; \$ 300 for a 10' x 20'
Folding Chairs	\$ 5.00 each
Folding Table (6')	\$20.00
Folding Table (8')	\$25.00

Electricity requests must be included with booth fee payment. Booth location determined by electricity availability. There is no guarantee electricity will be available if requested after assignment. At time of booth purchase electricity cost \$125. At the show requests are limited and the fee will be \$150 if available.

**Please Note:** *Please read the prospectus in its entirety. Artists applying are deemed to know and understand the information contained herein and agree to the terms. The show reserves the right to refuse any application and rescind an extended invitation should the artist misrepresent themselves.*

Thank you for applying to the 2018 Woodlands Waterway Arts Festival! If you have any questions, please feel free to contact Heather Joy Puskarich, Cultural Arts Director, at [heatherjoy@thewoodlandsartscouncil.org](mailto:heatherjoy@thewoodlandsartscouncil.org) or by phone, 412-613-0666 (M-F 9:00 a.m.– 5:00p.m.)

Thank you for your interest. We look forward to seeing you in 2018 at The Woodlands Waterway Arts Festival. For additional information, please visit our website: [www.thewoodlandsartscouncil.org](http://www.thewoodlandsartscouncil.org)

