6TH ANNUAL ARTS IN THE MIDDLE FINE ARTS FESTIVAL
MAY 30-31, 2020
ARTIST PROSPECTUS

Known for fine art, a beautiful venue, outstanding music, and our popular AIM Champagne Tent, Arts in the Middle was twice voted a Best Art Event in Eastern Virginia in V*irginia Living's Best Of* Magazine (#1 in 2019). Artists give the Festival top ratings; some report us their favorite of the season for the venue, the quality of art, size, camaraderie among artists, hospitality from friendly/supportive volunteers, and ease of load and unload. The show features 100 juried artists from across the country in a wide variety of media.

Promoted as "a day (or 2)" in the country for art aficionados by our terrific PR team, we draw a sizable crowd to the festival from surrounding urban areas, including Richmond, Williamsburg, Tidewater, Northern VA & Washington. We are an arts lovers' destination.

Gifted with the "perfect festival setting" at 17th C. Hewick Plantation the AIM "Artist Row" is nestled on expansive lawns with a backdrop of beautiful period buildings. Majestic trees shade the Row. The exhibit layout along a landscaped gravel path invites a stop at each tent. Customers enjoy the art, the music and perhaps a glass of champagne as they stroll the show.

In addition to the Champagne Tent, the AIM Hospitality Tent hosts top notch musicians, culinary arts from local foodies, and is in watching distance of uniquely creative children's activities.

You can drive in close to your tent to load and unload before parking your large and small vehicles in free public parking steps away from the show entrance. An army of friendly volunteers are at your service. Awards are presented at our catered Saturday Night Artist Reception.

Close by is the charming village of Urbanna ~ a popular waterfront destination for week-end visitors. In Virginia's River Realm where there is much to see and do, you may be tempted to make this a "working vacation" in Coastal Virginia. We will be happy to help you.

ARTS IN THE MIDDLE FINE ARTS FESTIVAL POLICIES & GUIDELINES

The AIM Team works to create a welcoming environment for our artists and patrons while upholding high standards for a fine arts festival. By applying to our show, you agree to abide by all guidelines and policies of the show and related requests of show administration during the event. If our show officials find problems they will ask for the issue to be remedied.

Policy & Guidelines AIM General Information

Artist Dates and Deadlines

Oct. 1, 2019	Show begins receiving applications
Jan. 30, 2020	Regular application deadline
Feb. 15, 2020	Late fee application deadline
March 1, 2020	Announcement of acceptance and wait list
March 30, 2020	Artist acceptance/fee payment deadline
April 1, 2020.	Wait list notifications

Festival Schedule

Friday	May 29	Noon - 6:00 PM	Early set-up for artists
Saturday	May 30	6:30 AM - 9:30 AM	Artist set-up
Saturday	May 30	10:00 AM - 5:00 PM	Show Open to Public
Saturday	May 30	5:00 PM - 6:00 PM	Artist Reception/Award Ceremony
Sunday	May 31	10:00 AM - 3:00 PM	Show Open to Public
Sunday	May 31	3:00 PM	Artist Break Down

Fees

Application fee: 25.00
Booth fee 10 x 10: $190.00 10 x 20: $380.00
Late application fee (after January 30, 2019): $40

Application For artist ease, we are using the Zapplication system. If application by Zapplication is not possible, scanned application and images are accepted by email. See details in application section below.

Jury Process Artistic excellence & well-balanced presentation are criteria for selection of exhibitors. Decisions by jurors are final.

Awards & Artist Reception & Awards Ceremony Exhibitor's art will be professionally judged during the show on Saturday. Awards are presented at the catered Artist Reception at 5:30 Saturday - complimentary for artists and guests.

Artist Support Friendly festival team members and volunteers provide artist assistance during show hours, including short breaks upon request. Complimentary coffee and home-made pastries on Sat. & Sun morning. Water delivered to your tent periodically throughout the day.

Policy & Guidelines, General Information (cont'd)

On-site Set-Up and Break-Down To protect the historic and picturesque venue, driving is not allowed on the lawn. Artists are offered the convenience of drive-in/drive-out unloading and loading along the gravel drive in front of their tents. *You must check in with on-site staff before set-up Fri. & Sat.*
Early Set-up: Fri. Noon - 6 pm. There is no Friday night security. Set up and leave your tent at your own risk.
Regular setup: Sat - 6-9:30 am. All cars must be off festival grounds by 9:30!
Break-down – Sun - 3:00 pm. Artists may not close their exhibit before 3:00. No cars allowed on the festival grounds during show hours.
Parking Artist and public parking is steps away from the show entrance. Golf carts move from the parking lot to Artist Row during show hours for customers with special needs and help with large purchases.
Security Security is available during all day Sat/Sun and overnight Sat.
Weather **This is a rain or shine event**. Be prepared for spring weather with rain gear for yourself, coverage for your artwork, and tools for securing your tent. Tents will be sited under large shade trees for maximum sun protection, but we cannot guarantee total protection. Be prepared for some sun exposure. And, be prepared for Spring insects!
Food and Live Entertainment Outstanding live music, local food and drinks, and popular AIM Champagne Tent in the hospitality on Artist Row both days.
Children's Activities Kids are given Jr. Judge ribbons in the Welcome Tent to present to their favorite artists. The Childrens' Tent offers unique and creative activities specific to kids but engaging to the kid in all of us.
First Aid First aid in Welcome Tent.
Student Artists Program The Student Artist Tent offers talented local high-school students the opportunity to become personally involved in a fine arts event, including professionally judged for Best Student Art Award.
Overnight Accommodations Our Host Home program offers a limited number of local residents willing to host artists into their home for Friday and Saturday nights. Let us know early if you are interested in a host home. A complete list of other available accommodations and discounts can be found at our website: artsinthemiddle.org as well as virginiasriverrealm.com.

Policy & Guidelines: AIM 2020 Application Instructions

On-Line Application For artist ease, use Zapplication. Please visit the Arts in the Middle page at www.zapplication.org to apply to this show.

Alternative Email Application Zapplication is preferred but submission by email is acceptable. Artist may scan the completed Application Form below and submit with images to artsinthemiddlefestival@gmail.com and mail application fee as outlined below. Applications are not processed until fee is received. For special application assistance: Celane Roden 703-946-6793.

Images Five images must accompany the application: 4 images of art representative of that to be exhibited in the show (titled and identified by medium type) and 1 image of the exhibition tent. Zapplication is set up to receive images. Email applications must include clear image attachments (scanned or photographed). Slides and copied paper prints will not be accepted by the jurists. If images are not presented with sufficient clarity for review, we will return them and/or request better quality before they can be juried.

Application Fee: A non-refundable jury fee of $25 must accompany the application (or $65 if late fee applicable.)

Payment Options: Zapplication payment may be made by credit card or PayPal. Email applicants write checks to Arts in the Middle and mail to AIM, PO Box 982, Urbanna, VA 23175.

Application Deadline January 30, 2020 or February 15 with $40 late fee.

Collaboration: Two artists with similar artwork may share a tent space. Both must apply & be juried separately. In the case of acceptance of only one of the two applicants, only the accepted artist's works may be displayed.

Jury Process Applications will be juried by a panel of professionals for artistic excellence and a well-balanced presentation, criteria for this show. Jury results will be sent through Zapplication or email (whichever is applicable) on March 1. Decisions are final.

Booth Fees By March 30 artists wishing to accept their invitation to exhibit must pay for the assigned booth fee of $190 ($380 for double booth). Failure to pay by the deadlines may result in revocation of the invitation and immediate invitation of an alternate from the waiting list. *The booth fee is non-refundable after March 30.*

Policy & Guidelines: AIM Festival Artist Participation Rules

Artists violating the rules of Arts in the Middle Fine Art Show can be asked to leave the show with no refunds & become ineligible for future shows. If you have questions or need clarification of a rule, email artsinthemiddlefestival@gmail.com and a show leader will contact you.

Tents & Weights In keeping with the fine art nature of this show, exhibits must be in professional 10'x10' white top tent canopies with secure side curtains. For the safety of you and your neighbor, tents must be secured with appropriate weights. A minimum of 40 pounds per tent leg is required. (eg: tube weights, solid sand bag weights, concrete filled buckets that look clean, stabilizer bars with solid sand bags, weight plates or dumbbells on each tent leg.) Not allowed: Colored tents; lightweight framed tents with no weights, raw concrete blocks, bricks, plastic sand bags, or anything that doesn't look clean and professional.

Eligible Works All exhibited works must be the original creation of the artist submitting the application, and must be of the quality, category and body of work shown in the images juried. Jurors on site may ask for evidence of the displaying artist's involvement in the work.

Reproductions In keeping with the fine arts nature of this event, reproductions (photography and paintings) must be from the Artist's original work, in limited editions of 250 or less, signed, numbered and identified as a reproduction. Giclees or reproduced paintings are limited to bins and 25% of the hanging space.

Bins Bins and racks should be kept to a minimum and be professionally presented. Racks and bins can be back filled as needed.

Not Acceptable No buy/sell, mass produced or manufactured items, gourmet foods, greenware, kits, or work other than that produced by the exhibitor are permitted. No bazaar crafts, crocheting, knitting, decoupage, candles or craft wearing apparel. Final interpretation of commercial status will be made by the Arts in the Middle Administration Committee, and show officials may contact applicant for additional information.

Artist Presence Booths must remain open and the artist present during shows hours on Saturday and Sunday to show and sell their own works. No dealers, artists reps, agents or other middlemen allowed. Volunteers are available to give you short breaks.

Liability While artists are not required to carry liability insurance, coverage is a growing trend among exhibitors and is strongly recommended by Arts in the Middle for protection against damage, loss *or* injury. Participating artists are fully responsible for the safety and security of their own exhibit area and if anything from that exhibit damages or injures anyone else's exhibit or persons. Affordable short-term policies can be purchased thru insurance companies.

Sales & Taxes Artists retain all revenue from their sales with no commission due to Arts in the Middle. Artists must report & pay their own 5.3% sales tax directly to VA Dept. of Taxation. Forms and information can be downloaded from www.tax.virginia.gov.
Fees All show fees must be paid, as outlined in application info section, in order to participate in this event.

Eligible Media for Arts in the Middle 2020 Spring Arts Festival

Paintings Oils, acrylics, watercolor, encaustic, fresco, gouache, tempura, fluid media of inks and washes applied by pen or brush, etc.
Drawings Chalk, charcoal, pastel, pencil, conte, graphite, wax crayon, etc.
Jewelry Jewelry of any material. No commercial casts, kits, molds or production studio work, commercial pendants, brooches & commercially made items, loose stones, or catalogue merchandise.
Ceramics Original clay and porcelain work other than jewelry.
Photography Photographic print from the artist's original image, processed & printed by artist, or under his/her direct supervision w/archival media on acid-free papers. Limited editions of 250 or fewer, inclusive of size & format, signed & numbered. Bins may be limited to preserve the fine arts nature of this show. May be asked to disclose the creative/printing process.
Digital Art Original work for which the base image, or the manipulation of other source material, is executed by applying artist w/computer software. Limited editions of 250 or less, inclusive of size & format, signed & numbered on acid-free materials. Bins may be limited due to fine arts nature of show.
Graphics/Printmaking Printed works for which the artist's hand manipulated the plates, stones, or screens - properly signed & numbered as a limited edition. Printmakers are required to disclose both their creative & printmaking process. Bins may be limited due to fine arts nature of this show.
Sculpture Clay, Wood, Metal, Fiber, etc.
Wood Hand crafted furniture, wood turnings, etc
Fiber/Leather High-end hand crafted textiles, wearable art, and leather artwork.
Glass High end glass artwork such hand blown glass, leaded glass, etc.
Mixed Media Non-sculpturing work incorporating more than one type of physical material or process in production, e.g, painted etching or collage combining handmade paper and photography.
Other Media All other fine crafts and arts works considered to be in the Fine Arts category are acceptable.

6TH ANNUAL ARTS IN THE MIDDLE FINE ARTS FESTIVAL APPLICATION

MAY 30-31, 2020

Print, complete, scan & email with images: artsinthemiddlefestival@gmail.org.
Online application is available at Arts in the Middle site- www.zapplication.org.
For email applications: **Mail application *fee* to AIM, PO Box 982, Urbanna, VA. 23175.**
If you need special assistance with this application, contact Celane Roden – 703-946-6793. Booth fees payable after March 1 notification.

Applicant Name: _____

Co-Applicant Name (if applicable):_____

Business or Studio Name: _____

Home/Work Phone: _____ Cell: _____ Can we text you? Y N

Address:_____

City:_____ State:_____ Zip:_____

WebSite:_____Email:_____

Number of Spaces: 1 10 x 10 Space___ 2 Spaces (10x20) ___ (each with rear storage/ side space)

Artist's Statement: Attach brief statement on the balance of material/technique & inspiration (eg, techniques, materials, & processes in creation of work.)

If you plan to display giclees or similar reproductions, please describe their display and % of the reproductions in your overall show.

_____

Fees: ___ ***My non-refundable jury fee check of $25 - $65 if submitted after1/30/20) is in them mail.***

Do you require accommodations, such as physical accessibility supports? Y N
If yes, pls. describe: _____

Permission: I give permission for my contact information to be listed on the festival website and images to be used for/limited to materials marketing the Arts in the Middle Show. Initials: _____

General Release: In signing this application, Applicant hereby releases & forever discharges Arts in the Middle, Inc & Hewick Plantation from any responsibility, personal liability, loss and/or damage in connection this show; understands that early set-up on Fri. is at their own risk; and agrees to abide by all Policies & Guidelines accompanying this application. Failure to honor can result in your immediate dismissal from the show.

I have read the Arts in the Middle Fine Arts Festival Policies & Guidelines document & agree to all terms as stated.

Signature of Applicant/Date:
Signature of Co-Applicant/Date: (if applicable)