

craftNEWYORK

FOR THE BENEFIT OF CERF+

EXHIBITOR INFORMATION

All applications must be submitted online through Zapplication. CraftNewYork is a stand-alone event. The jury and application process are completely separate from other Artrider events. If you have applied to other Artrider shows in 2010 or 2011, you must apply to this show separately and pay a separate jury fee.

Take your place among the very best craft artists in the country at CraftNEWYORK, a benefit for CERF+ (Craft Emergency Relief Fund + Artists' Emergency Resources). CraftNEWYORK will be held on April 1, 2, 3, 2011 in a gallery-like setting in Manhattan's most successful new show venue on 34th Street and Fifth Avenue, across from the Empire State Building. This major event is strictly limited to 125 exhibitors and will be juried by RANDALL DARWALL/fiber artist, JUDY GORDON/founder Evanston American Craft Exposition, HIDEAKI MIYAMURA/potter, and PHILIP WEBER/woodworker. We look forward to enthusiastic support from artists across America and collectors from all over the world. Proceeds from ticket sales will go to CERF+.

CraftNewYork is produced by Artrider Productions and is part of our longstanding commitment to support CERF+ and the craft community.

STANDARDS

All work displayed must be original and made in the United States. It must be created by the artist or under the artist's direct supervision. Whether one-of-a-kind or limited editions, all work should be expertly executed without technical faults. Acceptable categories are baskets, ceramics, fiber, furniture, glass, jewelry, leather, metal, mixed media, paper, wearable art and wood. Unacceptable categories are: objects from commercially available kits, parts or patterns; materials made from pre-manufactured molds; embellished commercial objects and clothing; mass-produced or factory-made items. Painting, prints, photography, film, video and digital media will be not accepted. It is our exclusive right and responsibility to remove work that is not in compliance.

SELECTION PROCEDURE

Applications will be scored by the following jury:

RANDALL DARWALL, fiber artist. Collections: Museum of Arts & Design, Racine Art Museum, Fuller Craft Museum, Renwick Gallery/Smithsonian Institution

JUDY GORDON, craft advocate. Founder American Craft Exposition/Evanston, CERF+ Trustee

HIDEAKI MIYAMURA, potter. Collections: Art Institute of Chicago, Renwick Gallery/Smithsonian Institution, Minneapolis Institution of Arts, Newark Museum of Art

PHILIP WEBER, woodworker. Best in Show: Philadelphia Museum Craft Show, Smithsonian Craft Show, American Craft Exposition/Evanston

All applications will be scored numerically and invitations will be extended to those who receive the highest scores. Work will be evaluated on the basis of design, craftsmanship and originality. Final cut-off scores will vary from one medium to another. A waiting list is created from the scores immediately following those awarded exhibition space. CraftNewYork's decision is final with regard to acceptability of applicants' work.

BOOTH FEES AND DISPLAY

CraftNewYork will be held in a carpeted, gallery-like space at 7W New York, located on 34th Street at Fifth Avenue across from the Empire State Building. There will be a total of 125 booths. The booth fee of \$1695 includes: four incandescent 75-watt track flood lights (300 watts total), black carpeting, booth cleaning and free drayage. Corners are \$295. Customization, tables, chairs, extra electricity, etc., are available at additional cost.

We want to work to make this a successful year for all of us. If you are having cash flow issues in this difficult economic environment, please contact us, upon acceptance, to discuss payment options.

APPLICATION PROCEDURES AND DEADLINES

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Applications are due on Zapplication by 11:59pm EST on October 20, 2010. There is a nonrefundable jury fee of \$30. The fee will increase to \$50 for late applications submitted on Zapplication October 21 through October 24. Notification will be sent by letter through the mail by November 30, 2010. Acceptances will include a confirmation form which must be returned to Artrider. Contact Artrider if you have not been notified by then. Notifications will NOT be posted on Zapplication.

BOOTH SHARING AND APPLYING IN MORE THAN ONE MEDIA

If you wish to share a booth with another artist, you each must submit an application, go through the selection process and be accepted. Both applicants should indicate sharing preferences on both applications.

With Zapplication you may only apply with one medium per application. If you wish to apply in more than one medium or category you must apply with a separate application and jury fee for each.

JEWELRY - SPECIAL INSTRUCTIONS

If you are not applying as a jeweler, but intend to sell jewelry, you must create and submit a separate application of your jewelry.

WAITING LIST

If you are placed on a waiting list, you will receive a waiting list number by letter through the mail.

REFUNDS AND CANCELLATIONS

Notice of your intent to withdraw from an event, and requests for booth fee refunds, must be in writing and postmarked according to the cancellation schedule. Please confirm with Artrider that your fax, e-mail or letter has been received, since none of these methods have proven 100% reliable. If you pay by check, refunds will be issued after your payment has cleared. If you pay by credit card your refund will be credited, when applicable. In cases where cancellations occur before fees have been deposited (e.g., bounced checks, special requests to hold payment, payment plans, non-payment, etc.) the percentage owed Artrider is still due.

SALES TAX

Exhibitors must have a valid New York State sales tax certificate and are responsible for collecting and reporting sales tax. Tax certification processing may take up to six weeks. Applications may be submitted without a tax certificate but you must have your certificate before you can participate. Contact info is as follows: NY State: 800-462-8100 or tax.state.ny.us

SECURITY AND LIABILITY

Twenty-four-hour security is provided during CraftNewYork. However, we assume no responsibility for damage, theft or loss of exhibitor work, personal property or display. We urge all exhibitors to carry their own insurance. Exhibitors must comply with all applicable state and local laws regarding the sale of their work and with local fire codes with regard to flammability of booth and display materials. Jewelry lock-up is available at an additional cost.

ABOUT US

Artrider Productions Inc. has been nationally acclaimed for producing innovative events in the Northeast since 1982 and produces shows that maintain the highest standards and reflect an unwavering commitment to excellence. Artrider has also demonstrated a longstanding commitment to the craft and arts communities raising thousands of dollars for CERF+, the Guilford Art Center and more than \$3 million for the National Trust for Historic Preservation. In addition to CraftNewYork, Artrider produces CraftWestport for the Westport Young Woman's League, the Guilford Craft Expo for the Guilford Art Center, Crafts at Lyndhurst for the National Trust for Historic Preservation and CraftMorristown. Artrider is also an associate member of the National Association of Independent Artists. Stacey Jarit, former enamellist and Artrider director, served on the executive board of CERF+ from 1998 to 2005. She just completed two terms on the board of the Woodstock Byrdcliffe Guild, the country's longest continually running arts colony. CraftNewYork is part of Artrider's continuing commitment to support CERF+.

CERF+ (Craft Emergency Relief Fund+ Artists' Emergency Resources) is committed to supporting the careers of craft artists throughout the United States. Through business and career-strengthening programs, emergency relief support, advocacy and research CERF+ helps professional craft artists strengthen and sustain their careers so that they can thrive and, thus, contribute to the quality of life in our communities. Since 1985, the organization has helped hundreds of professional craft artists with over \$1 million in financial assistance, along with approximately \$250,000 in donated services such as booth fee waivers, equipment, and supplies.