

craftNEWYORK

A SHOW & SALE TO BENEFIT CERF+

March 30, 31 & April 1, 2012

CALL FOR ENTRY and EXHIBITOR INFORMATION

APPLICATION DUE OCTOBER 14, 2011

Join the very best craft artists in the country at the second annual **CraftNEWYORK, a Show and Sale to Benefit CERF+** (Craft Emergency Relief Fund + Artists' Emergency Resources).

- **CraftNEWYORK** premiered to rave reviews from both participants and attendees and we look forward to a stellar second year as excitement continues to build among collectors and craft artists.
- **CraftNEWYORK** is held in an intimate, gallery-like setting at Manhattan's newest and most successful upscale event venue on 34th Street at Fifth Avenue across from the Empire State Building.
- **Net proceeds from ticket sales will go to CERF+.**

This major event is limited to **120 exhibitors** and will be juried by:

- **Jean McLaughlin**, Executive Director of the Penland School of Crafts in North Carolina
- **Josh Simpson**, glass blower, co-founder of CERF+ and former President of the Glass Art Society
- **Brent Skidmore**, furniture maker and Director of Craft Studies at UNC, Asheville
- **Lana Wilson**, potter, educator and author of *Ceramics: Shape and Surface*
- **Elissa Ehlin**, enamelist and founder of KILN Design Studio in Brooklyn, New York

The award presenter for 2012 will be **Ulysses Dietz**, Senior Curator of the Newark Museum.

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

PLEASE NOTE: All CraftNEWYORK applications must be submitted online through www.zapplication.org. CraftNEWYORK is a stand-alone event. The jury and application processes are separate from other Artrider events. The application fee is specific to this event alone.

HOTEL UPDATE: We've just secured excellent group rates at the Courtyard Marriott in Jersey City. The hotel is a 20-30 minute PATH-train ride (the station is close to the hotel and one avenue block away from 7W New York). The rates start at \$154, parking is \$16 daily and the fare for the train is \$1.75. Plus, it's only a short vehicle ride to the show site for set-up and breakdown and you get one of the best views of the Manhattan skyline from that side of the river!

STANDARDS

All work displayed must be original and made in the United States. Work 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 basketry, 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

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. A maximum of 10% of exhibitors will be invited. CraftNEWYORK's decision is final with regard to acceptability of applicants' work.

AWARDS

The award presenter for 2012 will be Ulysses Dietz, Senior Curator of the Newark Museum. Best of Show award includes \$500 and a jury exemption for the next show and the Award of Excellence includes a jury exemption.

At CraftNEWYORK 2011 David Revere McFadden, Chief Curator of the Museum of Arts and Design in New York City, selected and presented two Best of Show awards. The recipients were woodworker Jay Rogers, (Best of Show) and paper artist Lucrezia Bieler (Runner-up).

BOOTH FEES, VENUE AND DISPLAY

CraftNEWYORK is held in a gallery-like setting in Manhattan's most successful new art show venue at **7W New York**, located at 7 West 34th Street at Fifth Avenue.

- There will be a maximum of 120 booths.
- The booth fee for a standard 10x10 space is \$1895.
- Larger and smaller booths (limited availability) will be charged at a pro-rated cost.
- The booth fee **includes**:
 - four 75-watt track flood lights (300 watts total)
 - black carpeting
 - free drayage
 - advanced shipments delivered directly to your booth
- Corners are an additional \$295
- Available at additional cost are:
 - white hard wall (\$15 per running foot)
 - pipe and drape (\$50 per 10' side)
 - electrical outlets (\$125 for 500watts; \$175 for 1440watts; \$225 for 1960watts)
 - extra track lights (\$75 each)
 - tables and chairs

In an ongoing effort to be responsive to our exhibitors' needs, we offer flexible payment plans. Contact us upon acceptance to discuss payment options.

OPTIONAL SERVICES

- Jewelry lock-up is available from the start of set-up until end of load-out.
- Display cases, pedestal and furniture rental services are available.
- Advance shipping received at 7W New York's warehouse by March 21st will be delivered to your booth at no extra charge. *Art In Motion*, 802-893-7777, an independent trucking firm working exclusively on the craft show circuit, will be servicing the show although you may use any shipper of your choice.

APPLICATION FEES, DEADLINES AND NOTIFICATIONS

Applications are due on Zapplication.org by 11:59pm EST on **October 14, 2011**. There is a nonrefundable jury fee of \$35. The fee increases to \$55 for applications submitted from October 15 through October 20.

Written notification will be sent through the mail by November 30, 2011. Acceptances will include a confirmation form which must be signed and 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.

Zapplication only allows you to apply in one medium per application. If you wish to apply in more than one medium or category you must submit separate applications and jury fees 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 the 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. Your application may be submitted without a tax certificate but you must have your certificate before you can participate. Contact NY State at 518-457-5431 or <http://www.tax.ny.gov/>.

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

CERF+ (Craft Emergency Relief Fund+ Artists' Emergency Resources) is committed to supporting American crafts artists through business and career-strengthening programs, emergency relief, advocacy and research. CERF+ helps professional craft artists strengthen and sustain their careers and improve their quality of life. Since 1985, CERF+ has helped hundreds of professional craft artists with over \$1 million in direct financial assistance and \$250,000 in donated services such as booth fee waivers, equipment, and supplies.

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. 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+ and the craft community.

Artrider Productions Inc • crafts@artrider.com • 845-331-7900 • PO Box 28 • Woodstock, NY 12498

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MARCH 30, 31, & APRIL 1, 2012

Primary Artist Name

FIRST _____ LAST _____

Secondary Artist Name (collaborating artist only)

FIRST _____ LAST _____

Business Name _____

Address _____

City _____ **State** _____ **Zip** _____

Phone () _____ **Fax** () _____

Cell () _____ **Emergency Contact** () _____

These numbers are for internal use only and must be different than the number above.

E-mail address _____

Website URL _____

Shipping Address (if different than above) _____

City _____ **State** _____ **Zip** _____

Tax ID#: NY _____

MEDIA:

- Wearable Fiber Clay Metal
 Non-Wearable Fiber Leather Mixed Media
 Metal Jewelry Wood Other (describe): _____
 Non-Metal Jewelry Glass

IF YOU ARE USING A CREDIT CARD TO PAY FEES, PLEASE COMPLETE THIS SECTION:

Charge to: Visa MasterCard Discover Amex

Account # _____

Expiration Date _____ Security Code _____

Authorized Signature _____

Name on Card _____

Billing Address (if different than mailing address) _____

City _____ State _____ Zip _____

CraftNewYork is held in a carpeted, gallery-like exhibition space at 7W New York, located on 34th Street at Fifth Avenue across from the Empire State Building. The booth fee includes: four incandescent 75-watt track flood lights, black carpeting, and free drayage. Customization, tables, chairs, extra electricity, etc., are available at additional cost.

Booth Preference: The show floor plan is based on a 10x10 booth grid. Please choose your preferred booth size. Dimensions are listed as width by depth. Final booth fee charges will be pro-rated once the floorplan is finalized.

- 10' x 10' @ \$1,895.00 \$ _____
 15' x 10' @ \$2,842.50 \$ _____
 What are the SMALLEST booth dimensions you can accommodate?
 List dimensions as width by depth. _____
 What are the LARGEST booth dimensions you can accommodate?
 List dimensions as width by depth. _____
 I request a corner @ \$295 additional \$ _____

Electricity: Four adjustable incandescent 75-watt track lights will be mounted to the ceiling above the booth and are included in the booth fee.

Do you require an electrical outlet?

- 500 watts @ \$125 \$ _____
 1440 watts @ \$175 \$ _____
 1960 watts @ \$225 \$ _____
 I do not need an outlet

Customization:

White hard wall and black or white pipe and drape are available for rent.

Are you interested in either?

- Hardwall @ \$15 per sq. foot
 Black pipe and drape @ \$50 per side
 White pipe and drape @ \$50 per side

IMAGE DESCRIPTIONS
Technique, Material, Retail Price

1. _____

2. _____

3. _____

4. _____

5. _____

6. Booth Image _____

GENERAL RELEASE AND ACCEPTANCE OF RULES - I, the applicant, do expressly release the producer, Artrider Productions Inc., the Owners of the show sites and Employees from any and all liability for any damage, injury or loss to any person or goods which may arise from participation in the event(s). If this application is accepted, I give permission to use my name, business name, images submitted and any photographs or videotape taken at the shows of me or my items for advertising and publicity purposes. I make this application in good faith and am ready, willing and able to participate in the event(s) upon acceptance. I understand that written notification of acceptance into the event(s) implies a contract with all the duties, fees and obligations incumbent therein. I understand that requests for cancellations and refunds must be made in writing and postmarked by the dates indicated on the cancellation schedules. I have read the show rules and I agree to abide by said rules, payment schedules, and cancellation schedules.

X Applicant _____ Date _____
Signature _____