

CALL FOR ENTRIES



ART | fresh & local MARKET

**Open Studio and Art Sale
Featuring Local Artists**

One Night Only:

Friday, September 15, 2017
5:30-8:00 pm



Main Line Art Center
746 Panmure Road
Haverford, PA 19041



PROSPECTUS

2017 Art Market: Fresh & Local

Prospectus: www.mainlineart.org/events.php

Application: email 3 images, and send completed form along with payment to:

Main Line Art Center

Attn: **Chelsea Markowitz, Exhibition Assistant**

746 Panmure Road

Haverford, PA 19041

email: cmarkowitz@mainlineart.org

Call: 610.525.0272 x116



Main Line Art Center

2017 Art Market: Fresh & Local

Friday, September 15, 5:30 - 8:00 pm

About the Event

Unique one-night-only opportunity for local artists to sell their affordable 2-D and 3-D artwork and fine crafts in our award winning studios. Refreshments will be available in the gallery as part of the Teaching Artist Exhibition reception, while Art Market artists will sell and informally display their work throughout the art studios in this exciting Open Studio and Art Sales event.

Entry Fees

Members \$55

Non-Members \$65

Application Process

Limited spots are available, and participation is on a first-come, first-served basis. Deadline for confirmed inclusion in the marketing materials is Monday, August 14, 2017. Registration after that date is by availability only.

To participate, each artist must pay an entry fee and register, then email 3 high-resolution images (300 dpi, and approximately 5" x 7" in size) to cmarkowitz@mainlineart.org with 2017 ART MARKET in the subject line. Photos submitted may be used for publicity purposes and must be representative of actual work to be displayed at sale. Participation is not confirmed until payment is received. Payments can be made by mailing or delivering a check, or call and pay by phone, or by processing payment through our website. Mail completed form, and payment to:

Main Line Art Center
Attn: Chelsea Markowitz
746 Panmure Road
Haverford, PA 19041

For questions or more information email:

Chelsea Markowitz, Exhibition Assistant
cmarkowitz@mainlineart.org

or call:

610.525.0272, ext. 116

Eligibility

Adult 2-D and 3-D artists living in the Philadelphia area are eligible to participate on a first-come, first-served basis. Suggested mediums are painting, drawing, sculpture, ceramics, mosaics, photography, printmaking, and more. All artwork must be original. It is recommended that most artwork be reasonably sized and priced under \$350.

Set Up and Sales Procedure

Set up will take place on the day of the event from 4-5 pm. At check-in, each artist will be assigned his/her space in one of the studios. Requests or reserved spots are not allowed. MLAC staff will determine the location of artists based on variety and aesthetics. MLAC will provide (1) 6 ft. table and (1) chair. The Art Center does not provide special lighting or tools. All artists must be able to deliver and setup their own work during this timeframe. Artwork must be managed by the artist, including transporting artwork to and from each assigned studio table. Artist is limited to assigned 6 ft. table space only. No hanging on the wall, nor pedestals, nor additional floor display items allowed due to space constraints. Artists are responsible for bringing any table coverings or tabletop display items. Tabletop bins, tabletop easels, risers, lighting (with lightbulbs), and table signage are encouraged. Tablecloths are recommended as the tables are working studio tables and conditions vary.

Sales and Liability

All artists are responsible for handling their own sales, including making change and processing payments, including credit card purchases. Mobile credit card readers are recommended, as is having plenty of small bills on hand. **The artist will retain 100% of their own sales. Main Line Art Center will not be taking any commission on sales.**

Main Line Art Center is not responsible for any theft, damage, or loss of artwork.

2017 Art Market: Fresh & Local Registration Form

Please fill out completely and mail to the attention of Chelsea Markowitz, Exhibition Assistant. Payment required before space is confirmed. Mail check in with this form, or call and make payment arrangement over phone, or through website.

Name: _____

Address: _____

Phone: _____

Email address: _____

Medium/Type of artwork _____

Number of chairs requested: 1____

Entry fee due: \$55 member _____
or \$65 non-member _____

Payment enclosed _____ or
Payment processed via phone or website _____

Mail completed form to: Main Line Art
Center, attn: Chelsea Markowitz
746 Panmure Road, Haverford, PA 19041