

Newark Arts Alliance

Holiday Art Market 2022

November 22 to December 31, 2022

Applications Due by September 1, 2022

The Newark Arts Alliance invites our member artists to apply to sell their artwork during our annual **Holiday Art Market**. The main gallery will be divided into equal spaces for artists to set up their work. Artists must be NAA members to participate in this event. Work will be sold by gallery monitors and Market artists during the event. All participating artists will be required to work some shifts during the event.

Guidelines

Artist Fee: \$85

Payment of artist fee must be made at time of application. The fee will be returned to those not accepted.

Commission: The NAA will retain a 20% commission on all work sold during this event.

Jury/Acceptance: The Holiday Art Market will be juried by NAA staff and gallery committee members. Submitting an application is not a guarantee of acceptance. Applicants will be notified of acceptance/non-acceptance via email by mid-September. The decisions of the jury are final.

Acceptance Criteria

- This event is a fine art and craft market. Both fine and functional work will be considered.
- Work must be the member artist's original design and of professional quality. **All work must be originally created by the artist and made by the artist's own hand or printer.** Artists can sell prints and giclees of their original work. Any other commercially-manufactured reproductions are not allowed.
- Work will be judged on originality, craftsmanship, and salability. Previous events have shown that artists who have most pieces available for under \$50 have increased sales. Previous participation does not ensure acceptance to this show.

Terms

- All exhibited work must be for sale.
- Display materials, signage, and set up are the responsibility of the artist and must be professional in appearance. Tables must be **draped to the floor on all exposed sides** with all storage containers stored under table.
- **The Newark Arts Alliance has extended hours during the Holiday Art Market:**
 - Tuesday/Wednesday/Sunday Noon–4pm
 - Thursday/Friday/Saturday Noon–6pm
 - Closed Monday
- **Artists are required to work a total of 16 hours at the Newark Arts Alliance while this event is open to the public.** (Typically shifts are from 12pm–4pm, though Thursdays, Fridays, and Saturdays also have 4pm–6pm shifts available.) **Every artist must work at least four of these hours on a Saturday or Sunday. If you are unable to meet these requirements, do not submit an application.**
- **Artists must only display/sell their own work.**

- Spaces may be shared, but will be limited to the size of one space. Both artists sharing a space must submit images to be considered. Shared spaces will be charged \$50 per artist for a total of \$100 due to additional attention required for promoting two artists in one space.
- Accepted artists must attend an orientation meeting to review selling procedures, get space assignments and to schedule work shifts. This will be held **Monday, Nov. 14, 6pm** at the NAA. Artists new to this event can schedule additional time to be trained to ring up sales.
- For accepted artists, no fees will be returned.
- Payment (minus 20% commission) will be paid to artists by check following the month of sale and no later than January 15, 2023.
- **Special Event!** On Monday, November 21st, we will have a **VIP Preview Reception** from 6-8pm. This is a special opportunity offered to our higher-level donors as a thank you for their generosity. All artwork displays should be complete by 5pm on that day.

Required Materials

1) Application & Fee

The attached application and artist booth fee must be submitted to the NAA, postmarked by September 1, or dropped off by those dates. **Only accepted artists will have their booth fee deposited.**

2) Images

- All applicants must submit 3–5 images, suitable for publication, that are representative of the work the artist wishes to show and sell at the market. If you have been accepted to this event in the past, you must still submit images of your current work. Images must fully represent the scope of your work to be sold. If an artist wishes to show different mediums at the market, (i.e. sculpture and watercolors), images of each must be provided. All images must be supplied in digital format, as a jpeg, png or TIFF file no smaller than 200K and no larger than 750K per image. Please label your images with your Lastname_Firstname_title. Please comply with these requests.
- Email the images to Terry Foreman, at terry@newarkartsalliance.org

Agreement: Newark Arts Alliance, Inc., its agents, employees, and officers, shall not be held liable for failure to fulfill or perform its contractual obligation provided such failure is caused, occasioned or furthered by closures of site locations due to any cause or causes beyond its control, including, but not limited to fire, flood, severe weather, public disaster, or any other cause beyond its control. Newark Arts Alliance shall not be held liable for damages to artwork or wares, exhibitors or personal property, or for theft, loss or injury caused by products sold or exhibited by exhibitors, or other vendors or the general public or other calamities. Insurance for such loss, damages, or injury shall be the sole responsibility for each exhibitor at their own cost.



276 E. Main St., Suite 102, Newark, DE 19711
 302-266-7266 | info@newarkartsalliance.org
www.newarkartsalliance.org

Newark Arts Alliance
Holiday Art Market Application 2022

Name _____

Street, City, ZIP _____

Phone _____ Email _____

NOTE: All communications from the Newark Arts Alliance will be via e-mail whenever possible.

Artist Website _____

Instagram: _____ Facebook business page _____

Artistic Mediums & Description of work (items being sold, technique, style, etc.):

Price Range of work being sold: _____

Payment Your check for \$85, payable to the **Newark Arts Alliance** must be included with your application.

Email images to Terry Foreman at terry@newarkartsalliance.org.

I have read the 2022 application guidelines carefully. I understand and agree to all the conditions and requirements therein.

Signature

Date

Mail or deliver application to:

Newark Arts Alliance
Attn: Terry Foreman, Holiday Art Market
276 E. Main Street, Suite 102
Newark, DE 19711

Regular Business Hours

Tuesday/Wed./Fri./Sat.	Noon–4pm
Thursday	4-7pm
Sunday & Monday	Closed

Questions? Email or call Terry at terry@newarkartsalliance.org or 302-266-7266.

For Office Use Only

Date Received: _____ 1. _____ Application 2. _____ Payment 3. _____ Images