

ARTIST PROSPECTUS

**JUNE
7-9
2024
DOWNTOWN
RIVERFRONT**

**COLUMBUS
ARTS
FESTIVAL**

**GC
AC**

POWERED BY



PRODUCED BY



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Application Deadline: Dec. 8, 2023, 5 p.m.
www.zapplication.org

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OVERVIEW

About the Columbus Arts Festival

The Columbus Arts Festival, honored by Sunshine Artist Magazine and Artfair Calendar as one of the top fine art and fine craft festivals in the country, routinely attracts 500,000 art patrons to Columbus' Downtown Riverfront along the beautiful Scioto Mile. Produced by the Greater Columbus Arts Council, the Festival offers a vibrant atmosphere in which to buy and sell original work—and the opportunity for patrons and artists to meet face to face. The Artists' Market is the heart of the Festival, and there are other exciting attractions that appeal to the arts forward community of the city, including music, dance and theatre performances, spoken word, a family friendly arts area, and delicious food, craft beer and cocktails. Artists that come from BIPOC communities, LGBTQIA+ communities, artists with disabilities, and other historically underrepresented groups are encouraged to apply.

About Columbus

As the 14th largest city in the country and the largest and fastest-growing city in Ohio, Columbus is collaborative, open and dynamic. Columbus offers incredible arts and entertainment opportunities, a talented and engaged creative sector, collegiate and professional sports, a spectacular downtown riverfront of sprawling greenspace, and unique and historic neighborhoods. Columbus is a city built on bold ideas and fueled by relentless optimism. The Greater Columbus Arts Council works to add to the community through its vision of “a thriving Columbus where the arts matter to all of us.”

- **Columbus Arts Festival: Set Up** – June 6, 2024
- **Columbus Arts Festival:** June 7 – 9, 2024
- **Applications Open:** September 18, 2023, **Close:** December 8, 2023
- **Total Awards:** \$21,000 (\$4,000 for Best in Show)



How to Apply and ZAPP Application

- Jury/application fee: \$40 (non-refundable)
- Blind jury, void of any signatures or identifying marks
- Five images are required: 4 images of individual works plus 1 booth image (details image is permitted in place of one of the four works)
- Images viewed simultaneously and projected 1-5 from left to right horizontally
- Jurors: 5 jurors (paid)
- Scoring: Round 1: Yes, No, Maybe; Round 2: 1-7 (no 4)
- No. of Exhibitors invited from jury pool: 200-250
- No. of artists exempt from jury (previous year's award winners): 12
- Commercial studios involved in multiple or volume production should not apply to the show

Booth Information

- Booth Space: \$595 for 10' x 10'
- Double booth: \$1170 for 10' x 20'
- Corner booth: +\$100 (space located at end of a run of tents with at least 10' of open space adjacent on one side – first come, first served)
- Intersection booth: +\$225 (corner space located at a street intersection – first come, first served – very limited availability)
- Double and corner booths are available only on a first come, first served basis
- WiFi is not provided
- Limited storage space behind all booths

Additional Purchases

- Additional parking spaces for trailers or additional vehicles MUST be purchased on Zapp for \$20-\$40
- Tents available for rent for \$125-\$200 (Water barrels included)
- Water barrel tent weights are available for rent for \$50 per pair
- 5 amps of electricity will be available free of charge within 100' of booth
- Additional 10 amps of electricity available for \$60

DATES TO REMEMBER

2023-2024 CALENDAR (subject to change):

September 18, 2023	Artist application available on www.ZAPPLication.org
December 8, 2023	Online application due by 5:00 p.m. (EST)
January 20–21, 2024	Jury selection (<i>subject to change; open to the public at GCAC</i>)
February 12, 2024	Notification emailed to accepted, waitlisted, and not invited artists
February 20, 2024	Early bird deadline (<i>artists who make payment by early bird due date will be guaranteed placement in area of choice [limit first 50 received]</i>)
March 11, 2024	Signed contracts and completed technical sheets due through Columbus Arts Festival System
March 11, 2024	Full payment due through www.ZAPPLication.org
March 18, 2024	Deadline to cancel and receive guaranteed 100% refund (<i>less \$40 admin. fee</i>)
April 3, 2024	Proof of insurance due (<i>artists will not be given their booth number until submitted</i>)
April 3, 2024	Deadline to cancel and receive guaranteed 50% refund (<i>less \$40 admin. fee</i>)
April 4, 2024	Booth fees due to cancellation are nonrefundable. Other fees may be refundable at the discretion of the Columbus Arts Festival.
April 26, 2024	Deadline to purchase Festival tent and additional parking on ZAPP
May 1, 2024	Booth assignments and other information available to artists
June 6, 2024	Artist set-up
June 7–9, 2024	Columbus Arts Festival on the Downtown Scioto Riverfront

2024 Festival Hours and Artist Sale Hours (subject to change)

- Artists have the option to close at 9:00 p.m. but can remain open till the end of the festival
- Friday, June 7 - 11:00 a.m. to 9:00 p.m. (Festival ends at 10:00 p.m.)
- Saturday, June 8 - 10:00 a.m. to 9:00 p.m. (Festival ends at 10:00 p.m.)
- Sunday, June 9 - 10:00 a.m. to 5:00 p.m. (Festival ends at 5:00 p.m.)

AWARDS

Three of the five jurors from the January jury are invited to evaluate all artists' work in the Festival and to select 12 award winners. Jurors will view all artist booths on Friday. Awards will be presented on Saturday morning. All artists, regardless of category, are eligible for these awards. Each award winner receives a sign, a cash award, and an invitation to bypass the jury process in 2025. Award winners from the previous year still need to apply and will be responsible for all incurred fees.

- **Best of Show - \$4,000**
- **2-Dimensional Jurors' Choice - \$2,000 (3)**
- **3-Dimensional Jurors' Choice - \$2,000 (3)**
- **Merit Awards - \$1,000 (3)**
- **Best Presentation - \$1,000 (1)**
- **Best Emerging Artist - \$1,000 (1)**

SERVICES AND AMENITIES

- Avg. Sales: \$10,000 (based on the 2023 Artist Survey)
- Total Awards: \$21,000 (\$4,000 for Best in Show)
- Marketing support provided by the Greater Columbus Arts Council includes broadcast, digital, radio and earned media
- Volunteer booth sitters available during all Festival hours upon request
- Access to VIP restroom area for artists and collaborators
- All booths are accessible by vehicles for set-up/tear-down and before show opens each day
- Columbus Police monitor the site from artist check-in to tear down
- One parking space is included in the artist parking lot located at the National Veterans Memorial and Museum (Oversized and additional vehicle parking available for purchase)
- Continental breakfast for artists is offered at the Artists Services tent
- Snacks are offered throughout the day and delivered by the volunteer snack patrol
- Artists and Assistants can receive free water and have the option to purchase bags of ice for \$5.00 at all festival beverage booths

MEDIUM DEFINITIONS

Media categories are used by the Columbus Arts Festival as a tool for organizing artists' images into logical, related groups for the jury's review. While it is the Festival's principal objective to present a balanced show that equitably showcases both 1) works of fine art and fine craft and 2) diversity among media, please note that the Festival establishes no quota or entitlement by media category.

All work must be original and signed handcrafted work. The Columbus Arts Festival reserves the right to re-categorize an artist's submission. Every attempt to notify the artists will be made if this is done.

2D MIXED MEDIA – Two-dimensional work in which the primary intention of the work is the union of two or more mediums in one piece. Works should include more than one of the following: paint, pencil, watercolor, photography, printmaking or drawing, fabric or any other 2-D objects. Works produced primarily from found objects must exhibit quality design and artistry, and the final product must be an entirely new piece. Work must be suitable for hanging.

3D MIXED MEDIA – Three-dimensional work in which the primary intention of the work is the union of two or more mediums in one piece. Works should include more than one of the following: claywork, fiber, glass, metal, wood, or any other 3-D objects. Works produced primarily from found objects must exhibit quality design and artistry, and the final product must be an entirely new piece. Work may be standing; or, if the work is suitable for hanging, it must include dimension as a main feature.

CERAMICS – All original clay and porcelain. If multiple pieces of the same design are displayed, the artist must sign each piece. Machine-made, mass-produced work is not permitted. Embellishment of manufactured materials is not permitted.

DIGITAL ART – Work in which the original image, or the manipulation of other source material, was executed by the artist using the computer. (Digital photo editing within the confines of what could be done in the darkroom is allowed in the photography category.) Work must be printed on archival quality paper and be signed and numbered as a limited edition of no more than 250. Artist must disclose and display both their creative and printing processes in their booth during the Festival.

DRAWING – Works created using dry media including chalk, charcoal, pastels, pencil, wax crayons, etc. or from fluid media including inks and washes applied by pen or brush.

FIBER – All work crafted from fibers, including basketry, embroidery, weaving, tapestry and papermaking. No commercially machine-tooled, machine-screened patterns or miscellaneous forms of mass production are permitted, including manufactured seams. No factory produced items, regardless of additional modifications or enhancements may be exhibited. Embellishment of manufactured materials is not permitted. Hardware such as zippers and buttons may be incorporated but must clearly play a subordinate role in the finished piece.

GLASS – Glass works that are functional or decorative by design and are kiln-formed or have been crafted by glass blowing, fusing, staining, molding or casting. Works may be etched or engraved. Embellishment of manufactured materials is not permitted. No forms of mass production are permitted.

JEWELRY – All jewelry, whether produced from metal, glass, clay, fiber, paper, plastic or other materials must apply in this category. No commercial casts, molds or production studio work is allowed. Limited use of pre-made material such as beads** or small ornamental items is permitted. No more than 50% of a piece may consist of commercial

findings including hardware like clasps and earring backs. The major impact of the piece must be the original work of the artist.

****Beads must be made by the artist. There are only two exemptions to this rule:**

- 1: If the beads are not made by the artist, they must clearly play a subordinate role in the finished piece; and,
- 2: The requirement that beads must be made by the artist does not apply in the technique known as bead weaving; however, commercial bead weaving kits are not permitted.

LEATHER – Work where the primary material is leather including belts, handbags, wearables and sculptural work. Factory-produced items regardless of additional modification or enhancement by the artist are not permitted.

METAL – All non-sculptural, non-jewelry work crafted from metals. No production studio work is allowed.

PAINTING – The use of acrylics, gouache, oils, watercolors, and tempera suitable for hanging.

PHOTOGRAPHY – Includes traditional film photography, hand-colored images, emulsion transfers, and digital photography that has not been manipulated to achieve results beyond what could be done in a traditional darkroom. All pieces must be signed, numbered and dated in limited editions of no more than 250. Prints must have been processed by the artist and printed under the artist's direct supervision. The surface on which the photographs are printed must be identified in the description (paper, aluminum, wood, fabric, canvas, etc.). Photographers must disclose and display both their creative and printing processes in their booth during the Festival. Note: Digital photography should be submitted in the Digital Art category.

PRINTMAKING – Printed works in which the artist hand-manipulated the plates, stones, or screens. Prints must be signed and numbered as a limited edition. Printmakers are required to disclose their printing process.

SCULPTURE – Three-dimensional original work created in any medium.

WOOD – Original works that are hand-tooled, machine-worked, turned or carved. Embellished manufactured wood items and mass-production are not permitted.

EMERGING FESTIVAL ARTIST PROGRAM – The Emerging Artist Program provides the opportunity for residents of Franklin or the surrounding counties—Union, Delaware, Licking, Fairfield, Pickaway, Fayette and Madison—who have very limited or no festival experience to participate in the Columbus Arts Festival. Please refer to the “Emerging Artist Program” description below for qualifications.

EMERGING FESTIVAL ARTIST PROGRAM

This program is specifically for artists who have little or no experience exhibiting and selling their artwork at festival venues. Interested artists must be a resident of Franklin, Union, Delaware, Licking, Fairfield, Pickaway, Fayette or Madison counties in central Ohio. The application procedure, fee and jury process are the same as if you were applying to the standard show; however, upon acceptance Emerging Festival Artists will pay a booth fee discounted by 50%, have a 10' x 10' tent provided at no cost and receive mentoring through the CAF Artist Market Emerging Festival Artist program.

Please note: Central Ohio artists may apply ONLY to the Emerging Festival Artist Program OR the standard show not both. The Columbus Arts Festival reserves the right to pre-screen and research emerging artists to make sure they are a fit for this category and that they do not have extensive experience exhibiting and selling their work at festivals and art shows. Research will be conducted on all emerging artists who apply to determine eligibility.

Emerging Festival Artist applicants will apply in the same format as professional artists. Each Emerging Festival Artist must submit four images of their artwork through zapplication.org. The fifth image should be a grouping of the artist's work or a booth shot if available. When uploading your images, you will upload the fifth image of your work by selecting 'YES' this is your booth shot, even though it is not. Then select 'Emerging Festival Artist' as your medium.

To participate in the Columbus Arts Festival Emerging Festival Artist Program, you and your assistant (if applicable) are required to attend in person both 2024 workshops tentatively scheduled for **March 23, 2024 and April 27, 2024** from 9:00 a.m.–12:00 p.m. Workshop non-attendance will automatically disqualify you from the Festival.



JURY PROCEDURE

- Jurors' biographies are posted as they are available on our website at www.ColumbusArtsFestival.org.
- The blind jury is scheduled for January 20 & 21, 2024. Jury will be held at GCAC offices – 182 E. Long St. Columbus, OH 43215.
- At least 250 artists will be invited through the jury process.
- Festival jury is conducted by a panel of five experienced arts and industry professionals and is based solely upon the quality of the work as illustrated in the submitted digital images.
- Artist certifies that all jury images submitted represent their original work. Work must be made by the exhibiting artist(s). Jury will have two rounds (Round 1 with image & Round 2 with image and read material/technique statement).
- Images should be void of **artist signature or any identifying marks**; this will ensure an anonymous jury process. If you happen to miss removing your signature prior to the application deadline, you **may** be given the chance to correct your application. However, we cannot guarantee this, so please ensure your signature is removed upon initially applying.
- An artist description of materials, technique and inspiration of current body of work no more than 100 characters, including spaces, is required. Artists are encouraged to enter a description of material, technique and inspiration that is concise and explains the body of work. Do not in any way personalize this information directed to the jurors in the favor of the artist as doing so risks disqualification.
- The Jurors for the Columbus Arts Festival change each year.

BOOTH IMAGE

- All applicants must submit an image of their display booth (except in the case of Emerging Artists). The booth image shows the jury your structure layout, provides dimension and scale, and shows overall continuity and presentation of your current body of work.
- ***The work shown in the booth shot does not automatically qualify to be displayed during the Festival, unless it is the same as the images submitted for jurying. Works shown in the four images submitted are considered for show, not booth shot.***
 - **EXAMPLE:** If the booth shot depicts painting and ceramics, but you have submitted your painting work for consideration, the ceramic work cannot be displayed at the festival.
- If available, please use an image from an outdoor show.
- Booth images may not be manipulated in Photoshop or any other computer program (other than to blur or remove artist signature or identifying signs in booth shots).
- Booth images may not contain the artist or studio name/logo.
- The booth image must show the entire booth, not just a portion.
- The booth image must include all small and simple work an artist is intending to sell. The small works must be within the same body/bodies of work as in the application's first four images.

- Applications submitted without a booth image or with booth image that is digitally created in any way will be rejected.

COLLABORATING ARTISTS

All artists must be present to exhibit all three days of the Festival. This includes collaborating artists. Proper ID is required of both artists. If artists apply as collaborating artists, each artist must be present for all three days. If each artist is not present, artists will not be permitted to set-up or exhibit. Collaborating artists may only show their joint work. Both names must appear on all application materials.

A collaborating artist is one who shares involvement in the design and creation of the exhibiting artist's work. Please note the difference between a collaborating artist and a shop/sales assistant.

If you are submitting an application as an artist with a collaborating artist/partner, you must submit both names with the application.

Here is how to submit your ZAPApplication as a collaborating artist:

- Go to My Profile: on www.ZAPApplication.org
- Enter one of the two collaborating artists as the primary contact in the profile form (this name will always appear first in the publications and online if accepted).
- After completing the information requested, enter the collaborating artist's name(s) in the section at the bottom of the profile page.
- This information is carried over to the application for purposes of identifying a collaborative effort.
- You may not add a partner after the jury.

ARTIST NOTIFICATION

The Columbus Arts Festival will send e-mails on February 12, 2024 to all artists informing them of their status.

The status of each artist will also be posted to his or her ZAPApplication account. Communications will be done by email. Unfortunately, results will not be given over the phone.

Acceptances and Multiple Applications:

- Accepted artists will be the top/highest scores in their respective mediums.
- Any artist with applications accepted in multiple mediums must select one to be exhibited.
- Columbus Arts Festival may limit the number of artists accepted in some categories in order to present a balanced show.
- Decisions of the jury panel are final.
- Artist scores will not be released.

- The Festival Director has the option to fill all vacancies from the Festival waitlist based upon jury scores.

Waitlist:

- Artists waitlist statuses will not be released due to the balanced nature of the mediums in the show.
- Waitlisted artists will be invited to exhibit at the Columbus Arts Festival by Friday, April 26, 2024.
- Columbus Arts Festival does not accept waitlisted artists who show up on site that have not received an invitation to the show.

Important dates:

- **March 11, 2024 : All contracts and technical sheets must be signed and returned along with payment. Participation in the Festival is contingent upon the completion of these items by this deadline.** No booth considerations will be made until all the paperwork has been received. No partial payments will be accepted.
- **April 3, 2024:** Proof of insurance due.

REPRODUCTIONS

Please see Medium Definitions for category-specific restrictions on 2D reproductions.

Reproductions must be clearly identified as such. Original art must occupy at least 75% of the artist's space. Reproductions cannot exceed 25% of the artist's booth and must be in signed editions of no more than 250, hand pulled by the artist. Reproductions must be a subsidiary part of the artist's display.

Framed reproductions may be displayed on one wall of the booth, not to exceed ten (10) linear feet. All unframed reproductions must be displayed in browse bins. Browse bins may occupy only minimal space and must be aesthetically pleasing and not obstruct patron flow. All artwork on display must be for sale.

All reproductions must be clearly and individually labeled on the front of each piece as such.

No "hand-colored" reproductions are allowed.

An excessive number of reproductions are not permitted at the Columbus Art Festival. The Festival's Artist Market Compliance team will be walking the Festival site daily. If you feel any artist is violating any of the regulations or guidelines put forth in the prospectus contact us at AMcompliance@columbusartfestcommittee.org.

All decisions on reproductions made by the Artist Market staff and the Festival Director are final. Refusal to comply with the decisions made about reproductions will result in the removal of the exhibitor.

RULES/REGULATIONS

The Columbus Arts Festival considers its enforcement of the rules our exclusive right and responsibility. Festival team members will visit all displays throughout the Festival to ensure that exhibitors comply with the prospectus and all Festival rules.

Work in juried images must be representative of the work to be shown at the Festival and the correct inventory proportions. Failure to comply with juried images will result in our team asking you to remove the noncompliant items.

The artwork exhibited by the artist at the event must match the quality and balance of the images submitted to the event jury. The artwork exhibited at the event by the artist must also match the scope and volume of the images submitted for the event jury. **An artist is not permitted to submit images presenting complex and detailed artwork but come to the event with a large quantity (more than 15 percent of the work displayed) of simple work.** If artists wish to display a large quantity of simple work, it must be presented in the same proportion as presented in the jury images. The Columbus Arts Festival understands that small work can be an important and essential sale item for an artist, therefore, an artist may display up to 15 percent of small work without a separate review or jury image; however, the work must be within the same body/bodies of work as the rest of the artist's application. The small work must be clearly shown in the artist's booth image.

Artists agree that all work submitted to the jury process and displayed and represented for sale has been designed and executed by the artist(s). We reserve the right to advise the artist of any work that does not meet Festival standards and may take any action deemed necessary for compliance.

No mass-production, manufactured work, or work produced from kits is permitted. No work by apprentices, studios or employees will be accepted. Commercial agents, dealers, or manufacturers are not eligible to enter.

All artist work must be original, handmade and created by the accepted artist(s). It is the work by the artist that is juried, therefore any change in the body of the work by the artist is not considered juried and may not be sold unless approved by the Festival Director.

Artists are required to display an Artist Statement including a photograph of the artist in their booth during the Festival.

A picture ID is required at artist check-in by all artists accepted to exhibit, *including collaborating artists*. In addition, the Festival reserves the right to check ID's each day of the Festival to ensure the artist is present. **Artists must be present with their work for the duration of the Festival. No commercial agents, dealers, assistants or salespeople may operate an artist's booth.**

Artists may display work only in the media category in which they are accepted. All work exhibited must be comparable to work shown in submitted images. *Exhibiting work that was not juried into the Festival is grounds for artist's removal from the show.*

The sale of promotional items is prohibited. Examples include, but are not limited to:

- T-shirts and commercial clothing (any re-sell of manufactured items)
- Books

- Commercially manufactured or reproduced items (resale)
- Any item that employs the use of commercially available molds or patterns
- Additional examples include: note cards, cards, postcards, cell phone holders, posters, how to books, calendars, mouse pads or photocopies of any kind

EZ-Up and other accordion style tents are not allowed for use during the Festival. Any violation to this rule will result in the removal of the exhibitor. Accepted tents include: Craft Hut, Trimline, Flourish, Light Dome, and Show-Off. Festival tents are also available to rent through your ZAPApplication.

Proper weight of an artist's tent is required. Artists should bring enough 40+ pound weights to secure the tent in the event of strong winds or storms. The Festival reserves the right to inspect the weighting of the artist's tent. No staking permitted.

Artists are required to have a fire extinguisher in their tent at all times.

Load-in/Load-out procedures will be communicated prior to the festival. The Festival staff and the Columbus Police Department will direct artists during load-in/load-out. Those that arrive late to their load-in time will be able to load-in at the conclusion of scheduled load-in periods (8:00 p.m.).

NO SHOW POLICY: Artists who have not checked-in and/or contacted the Festival by Friday morning at 8:00 a.m. will be considered a "no-show." No-show artists may not be invited back to the Festival for one festival year and will not receive a refund.

TAXES

Artists retain 100% of their sales and are responsible for the collection and reporting of all applicable sales taxes. Franklin County sales tax is 7.50% (www.tax.ohio.gov). Artists shall be responsible for obtaining any required licenses, permits or approvals under state laws applicable to his/her activity at the Festival and for paying any taxes, sales taxes, fees or other charges that may be applicable to any Exhibitor's activity at the Festival.

INSURANCE

Artists are responsible for proper insurance and protection of work and setup. The Columbus Arts Festival will not be responsible for damage to work or setup. Upon acceptance, exhibitors must provide the Columbus Arts Festival with an appropriate Certificate of Insurance, **naming the Greater Columbus Arts Council (NOT the Columbus Arts Festival) as an additional insured pursuant** to a general liability insurance policy with a minimum coverage of \$1,000,000. For more information, please go to <http://www.actinspro.com/>. Artists will not be permitted to set up without the required insurance information. The artist will only receive their booth assignment on the condition that the Festival team holds the artist's certificate of insurance, valid for the weekend of the Festival.

LEGAL AGREEMENT

I have read the show information and hereby agree to all conditions outlined for the 2024 Columbus Arts Festival. I agree that if I am chosen to participate in the 2024 Columbus Arts Festival, photographs or digital images of me and/or my work may be used by the Greater Columbus Arts Council and/or the Columbus Arts Festival for promotional and/or publicity purposes.

I agree to abide by all Festival rules and understand that if I break these or any other rules set forth in Festival documents, that the Columbus Arts Festival reserves the right to expel me without return of my exhibition fees.

I agree that the Columbus Arts Festival is not responsible for damage, theft or loss of my property, or personal injury resulting from participation in the Columbus Arts Festival. In addition, I hereby release and hold harmless the Columbus Arts Festival, the Greater Columbus Arts Council, all event Sponsors and their directors, officers, employees, agents and volunteers from any and all liability including, but not limited to, theft, personal injury, strike, public enemy, or act of God and agree to indemnify them for any damage arising from their conduct at the Columbus Arts Festival.

The Columbus Arts Festival will inspect booths onsite to ensure adherence to rules and standards. Individuals selling work that is not their own, or otherwise misrepresenting their product or themselves are not welcome and are requested to refrain from applying.

Exhibitors found not to be in compliance at the very least will be asked to remove the unacceptable items, and risk forfeiture of all rights as an exhibitor. This includes closure of their booth for the rest of the Festival with no refund of fees. The Columbus Arts Festival reserves the right to remove artists who are not in compliance with the rules and regulations set forth in this application and on the artist's contract.