

**EVENT DATES:**

Friday, November 10, 2017 (12-8pm); Saturday, November 11, 2017 (10am-6pm); Sunday, November 12, 2017 (10am-5pm)

LOCATION:

Arts at the Mill
500 S Main St
Mooresville, NC 28115

OVERVIEW:

A three-day *indoor* national fine arts festival **at the historic Mill in Downtown Mooresville, NC**, allowing nationally selected artists to display and sell original art. This festival is a collaborative effort between Concord Properties, Inc. and Mooresville Arts, both located in historic Downtown Mooresville, North Carolina. The event is open to the public and will be jointly promoted and organized by Concord Properties, Inc. and Mooresville Arts (the organizers). This will be a juried event. The festival will be in conjunction with the travel exhibit for the American Watercolor Society's 150th Anniversary Exhibition, which will be on display at Mooresville Arts Gallery.

ARTWORK:

Acceptable artwork: paintings/drawings, photography, pottery/sculpture, glass, woodwork, fiber, mixed media, fine jewelry and other original handcrafted fine art or artisanal quality work.

ELIGIBILITY AND APPLICATION FEE:

Artists must be 18 years of age or older.
Application fee: \$25.00 (non-refundable).

This is a juried show, so not all artists will be accepted.

APPLICATION AND SUBMISSION PROCESS:

DEADLINE EXTENDED! Artists must submit their application, application fee (via PayPal on www.artsatthemill.com) and submission materials via email to info@artsatthemill.com no later than **5pm on Friday, October 20, 2017**. Artists are required to submit at least three (3) jpeg files, demonstrating examples of his or her original art to be displayed and/or sold at the event. Artists are also required to submit at least (1) jpeg of his or her booth layout/presentation.

A confirmation email will be sent to every artist who submitted an application. If you do not receive a reply email, please contact info@artsatthemill.com. Artists juried into the festival will be contacted no later than October 23, 2017.

Note: Sharing of a booth is not permitted.

The work must be original in execution by the artist and in concept and composition. No agents, proxies, or commercial dealers are permitted. *High quality prints and giclees of your original work are permitted for sale, but prints cannot total more than 50% of your booth inventory.*

JURY PANEL:

The organizers will select a panel of Jurors to review the submitted applications and images. Artists will be chosen for this festival based on the submitted materials and images. Jurors will be looking for artists based on the following criteria: the level of artistic talent and skill, originality, and diversity.

ARTIST ACCEPTANCE AND BOOTH FEE:

Once an artist has been notified of acceptance into *Arts at the Mill*, he or she will have until Friday, October 27, 2017 (by 5pm) to submit his or her booth fee, to confirm and reserve the space. The booth fee is \$200 per 10'x10' (approximate) space. If an artist wishes to have 2 booth spaces or 3 booth spaces, he or she must pay multiple booth fees. 3 booth spaces is the maximum an artist will receive. *No refunds will be issued for cancellations by the artist.*

LIABILITY:

Each artist will be responsible for his or her own art and art will be displayed at the artist's own risk. Each artist will be asked to sign a hold-harmless agreement.

REPRODUCTION RIGHTS:

The organizers of *Arts at the Mill* reserve the right to photograph or video the event or any work for publicity or promotional purposes. Photographs submitted with the artist's application may also be used for publicity and promotional purposes. No compensation is provided for this use.

SALES/SALES TAX/LICENSE:

Each exhibitor is responsible for his or her own sales and for collecting and paying North Carolina state sales tax. For information regarding State Sales Tax & License contact the NC Department of Revenue at (704) 878-4252. The organizers will not collect any commissions on artist sales.

ABOUT ARTS AT THE MILL:

Arts at the Mill is in Mooresville, North Carolina, in a building that is a beautifully restored antique itself- an old textile mill- settled on 40 acres in the heart of Downtown Mooresville. What makes this location unique is the grandness of the old textile mill, along with sharing the same roof as Merinos Home Furnishings; Main St Antiques & Design Gallery; Aliño Pizzeria; and the Barcelona Burger & Beer Garden. The location also houses an annex to the Mooresville Museum and many large companies, such as Concord Global Trading Inc; Greenworks Tools; and Cove Church.

<http://www.artsatthemill.com>

<https://www.facebook.com/Arts-At-The-Mill-844499499050325/>

<http://www.merinosfurniture.com>

<http://www.mainantiques.com>

<http://www.alinopizzeria.com>

<http://www.barcelonaburger.com>

ABOUT MOORESVILLE ARTS GALLERY:

Founded in 1955, Mooresville Arts is a 501(c)(3) nonprofit arts organization. Mooresville Arts is dedicated to the advancement of the arts and art appreciation within the community through a variety of activities sponsored by the membership. Workshops, demonstrations, exhibitions, and other similar activities are designed to stimulate art appreciation and creativity for all ages. Mooresville Arts Gallery is located at 103 W Center Ave, in the historic train depot in historic Downtown Mooresville, North Carolina.

<http://www.mooresvillearts.org>

<https://www.facebook.com/mooresvilleart/>

ARTIST INCENTIVES:

- The *Arts at the Mill* festival will be promoted and advertised extensively through social media; print media; local publications; various signage and more
- *Arts at the Mill* is an indoor event
- Free Wi-Fi
- A discount on on-site restaurants for participating artists
- On-site restrooms
- Accessible parking and loading/unloading
- Discount rate on local hotel options (info available soon)

FESTIVAL PROMOTIONS:

Arts at the Mill will advertise extensively for the festival, and ensure every effort in making this a successful event for the participating artists.

Artists can advertise their participation in the festival by downloading the festival flyer (available closer to the event) from our website www.artsatthemill.com and emailing/ mailing to their personal lists, and posting on their social media accounts.

TRAVEL EXPENSES:

Accepted artists are responsible for any travel-related expenses.

CONTACT OR INFORMATION:

Arts at the Mill Website:

www.artsatthemill.com

info@artsatthemill.com

For any questions related to the venue, please contact:

Rex Butler

(704) 728-6336 newrex@bellsouth.net

For any artwork related questions, please contact Mooresville Arts:

info@artsatthemill.com

FESTIVAL RULES & REGULATIONS:

EVENT HELD RAIN OR SHINE - NO RAINCHECKS GIVEN

THIS IS A SMOKE-FREE, PET-FREE EVENT

1. Setup will begin on Wednesday, November 8, from 10am-6pm, and will continue on Thursday, November 9, from 10am-5pm. Setup needs to be completed by 5pm on Thursday, November 9 (no exceptions).
2. No exhibitor may break down his or her space prior to 5pm on Sunday, November 12, 2017.
3. Each exhibitor's space is approximately 10'x10'. He/She may choose if they would like to use a 10' x10' tent to define the space. A numerical sign (number only, not your business name) will be provided by the organizers to be placed on your tent or visibly within your display space. The number is to aid emergency personnel in emergency response. This number is to remain on your tent or display for the duration of the event.
4. Each vendor is responsible for all materials and equipment needed for their space (tents, displays, tables, chairs, easels, business signage, table cloths, etc).
5. Storage items may be stored behind tents or under tables. If stored under tables, items should not be visible.
6. Exhibitors are to set up and remain within their assigned space. NO ONE is to move or trade spaces without prior permission. NO overage will be allowed. An exhibitor may purchase more than one space if needed, prior to the event. Sharing of tents/booth is not permitted.
7. Artists must be present with their work for the entire duration of the arts festival. Representatives, including spouses and family members may not staff the booth in lieu of the artist for the duration of the festival.
8. Each artist's space is his or her own gallery space, and must look professional. Artists will be asked to correct any unsatisfactory or unstable displays.
9. Commercially manufactured items and items made from kits or molds may NOT be exhibited.
10. Artists must disclose reproduction or limited edition information on an individual piece, if not an original.
11. Electricity is available for most, but not all booth spaces. If you require lighting, please indicate on the application. There is adequate overhead ceiling lights and natural light throughout the festival space.



APPLICATION
Arts at the Mill 2017

PLEASE TYPE OR PRINT LEGIBLY:

Last Name _____ First Name _____

Mailing Address _____

City _____ State _____ Zip _____

Day Phone _____ Evening Phone _____

E-mail Address _____

Website _____

Type of Original Art to be displayed _____

Price Range of Original Art to be sold _____

Please identify the three JPEGs submitted:

1. _____
2. _____
3. _____

If accepted, how many booths would you like to apply for?

One booth (\$200) _____ Two booths (\$400) _____ Three booths (\$600) _____

Do you require electricity for your booth? YES _____ NO _____

I understand and agree to all the terms and conditions of entry described in the application/prospectus.

I further pledge that all artwork for entry is of my own original creation, in concept, composition, and execution.

Artist Signature _____ **Date** _____

Application Checklist:	Completed/ Signed Application	_____
	Three JPEGs of your artwork	_____
	One JPEG of booth presentation/ display	_____
	\$25 (non-refundable) application fee	_____

