



### **EVENT DATES:**

Friday, June 15, 2018 (4-8pm); Saturday, June 16, 2018 (10am-8pm); and Sunday, June 17, 2018 (11am-5pm)

*\*An optional artists' reception will be on Friday, June 15, from 2-4pm*

### **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 The Mill 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 The Mill and Mooresville Arts (the organizers). This will be a juried event, with space for up to 80 artists/booths.

The festival will be in conjunction with the NC Open Plein Air Exhibit, on display at Mooresville Arts Gallery at 103 W Center Ave, Mooresville, NC.

### **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: \$30.00 (non-refundable)

**This is a juried show, so not all artists will be accepted. 2017 artists are not guaranteed acceptance into the show.**

### **APPLICATION AND SUBMISSION PROCESS:**

Artists must submit their application and submission materials via email to [info@artsatthemill.com](mailto:info@artsatthemill.com) no later than 5pm on Friday, May 18, 2018. Artists are required to submit at least three (3) QUALITY jpeg files, demonstrating examples of his or her original art to be sold at the event. Artists are also required to submit at least one (1) jpeg of his or her booth layout/presentation. Artists **MUST** include their name in the subject line when emailing submission materials (i.e. John Smith Submission for Arts at The Mill).

The non-refundable application fee of **\$30.00** must be paid via PayPal on [www.artsatthemill.com](http://www.artsatthemill.com) on the same date the artist emails his/her submission materials.

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](mailto:info@artsatthemill.com). Artists juried into the festival will be contacted no later than Friday, May 25, 2018.

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, June 1, 2018 (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. Applying or accepted artists may not make special requests for a specific location or placement of their booth. 2017 artists are not guaranteed the same booth location if accepted. *No refunds will be issued for cancellations by the artist.*

There will be a very limited number of "premier" booth spaces (premier booth spaces will be located inside at the main entrance) available at **\$250** per space. If interested, please indicate this on the corresponding line on the application below. Artists will be selected for premier booth spaces through the jury process/at the Jurors' discretion.

### **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 downtown Mooresville, North Carolina, in a building that is a beautifully restored antique itself- an old textile mill. 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. The mission of Mooresville Arts is to be an advocate for the artist and to serve as an artistic and cultural resource for the Mooresville and Lake Norman community. 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/>

<https://www.instagram.com/mooresvilleartsgallery/>

### **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
- On-site restrooms
- Accessible parking and loading/unloading

### **FESTIVAL PROMOTIONS:**

The organizers for *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](http://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. A discount rate on local hotel options will be available (info available closer to the event).

### **CONTACT OR INFORMATION:**

*Arts at The Mill* Website & Email:

[www.artsatthemill.com](http://www.artsatthemill.com)

[info@artsatthemill.com](mailto:info@artsatthemill.com)

### **For any questions related to the venue, please contact:**

Rex Butler

(704) 728-6336 [newrex@bellsouth.net](mailto:newrex@bellsouth.net)

### **For any artwork related questions, please contact Mooresville Arts:**

[info@artsatthemill.com](mailto: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 Thursday, June 14, from 10am-6pm, and will continue on Friday, June 15, from 10am-2pm. Artists are not required to be present on Thursday, however setup has to be completed by 2pm on Friday, June 15 (no exceptions).
2. No exhibitor may break down his or her space prior to 5pm on Sunday, June 17, 2018.
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 small sign will be provided by the organizers to be placed on your tent or visibly within your display space. The number is for festival attendees to find your space and 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 artist is responsible for all materials and equipment needed for their space (tents, displays, tables, chairs, easels, business signage, tablecloths, 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 2018**

PLEASE TYPE OR PRINT LEGIBLY (please use personal name or business name below- whichever you would like printed on items for the festival)

Name (First, Last **OR** Business 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 \_\_\_\_\_

Will you be using a tent as part of your display? YES \_\_\_\_\_ NO \_\_\_\_\_

If accepted, are you interested in a "premier" booth space? (\$250 per 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	_____
\$30 (non-refundable) application fee	_____
<i>(application fee paid via PayPal at www.artsatthemill.com)</i>	

