



# Call to Artists

## Virginia Clay Festival Sept 18-19, 2021

The Virginia Clay Festival is a juried art show celebrating the creative possibilities of clay. Potters, sculptors and jewelers from all over Virginia gather in Stanardsville to sell their latest work. Visitors to this festival have a keen appreciation for art and are fascinated by the demonstrations each artist gives explaining techniques unique to their work, as well as ongoing raku firings, artisan food trucks, the Play with Clay area, and live acoustic music. The Virginia Clay Festival is an easy day trip from Charlottesville, Richmond, Staunton, Fredericksburg and the D.C. area and attracts visitors from far beyond.

### FESTIVAL DATES

April 16 Deadline for application  
May 1 Artist notification  
July 1 Last day to cancel participation in the 2021 show and still receive a 90% booth fee refund  
Aug 20 Last day to cancel participation in the 2021 show and still receive a 50% booth fee refund (no refunds after Aug 20)  
Sept 17 Friday check in & set up from 6 PM to 10 PM with free pizza and drinks.  
Sept 18 Check-in and set up **6 AM to 9 AM** with vehicles moved to artist parking by **9 AM**  
**Sept 18 & 19 Festival Weekend 10 AM until 5 PM each day**

### JURY PROCESS

A panel will review 4 artwork images and 1 booth image from each artist. Images should be current and represent the work that will be displayed at the festival. Artist statements and demo proposals are shared with the jurors. Wait-listed artists will be notified when space becomes available.

Name: \_\_\_\_\_ Studio Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_ Face Book: \_\_\_\_\_

Artist statement or description of work: \_\_\_\_\_

Description of your demo or lecture (45 minutes): \_\_\_\_\_

### Checklist and important festival questions to answer

- \_\_\_\_ Signed application form with artist statement & demo description.
- \_\_\_\_ 4 digital images of artwork & 1 image of booth plus 1 image of artist in studio or close up of artist's hands working. Images should be high resolution with minimum of 300 dpi at print size of 6 inches. Email image files as JPEG, PDF or TIFF. If you were accepted for the 2020 event that was canceled, new images are optional.
- \_\_\_\_ **Application Fee \$20:** Nonrefundable check payable to **County of Greene** (held until July 1, 2021)
- \_\_\_\_ **Booth Fee \$300:** payable to **County of Greene** for 10' x 10' booth. **Add \$25 if** you request **electricity** (200 watts). Electricity is limited, first come, first served & must be requested at time of application. Checks are cashed once confirmed that event will be held (July 1), held if wait-listed, & returned if rejected. Mail to Greene Co. Tourism c/o Noon Whistle Pottery, 328 Main Street, Stanardsville, VA 22973
- \_\_\_\_ Yes, I live more than an hour away & request a free place to stay (first come, first served... apply early!)
- \_\_\_\_ Yes, my spouse or partner (1 person only) requests a free place to stay with me. No guarantees. Name: \_\_\_\_\_
- \_\_\_\_ Yes, I will need a booth sitter during my demo. If this changes, notify Virginia Clay Festival.
- \_\_\_\_ No, I do not need a booth sitter. If this changes, notify Virginia Clay Festival.
- \_\_\_\_ I agree to provide a piece of my pottery for the festival's hourly drawing (value \$25 or more).

### LIABILITY RELEASE

I hereby release and forever discharge the Virginia Clay Festival, Greene County Tourism, the town of Stanardsville and the County of Greene and all of their staff and volunteers from any responsibility, personal liability, loss and/or damage in connection with the Virginia Clay Festival and agree to abide by all rules and regulations accompanying this application. Failure to honor festival rules and regulations can result in artist's immediate dismissal from the show. I understand and agree to all the rules and regulations in the application for the Virginia Clay Festival.

Artist's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

**DISCLAIMER:** At any time, adjustments to and/or cancellation of the Virginia Clay Festival may be necessary.

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### ARTIST AMENITIES

- Assistance during set-up and break-down provided by volunteers
- Free pizza & drinks at Friday night set up
- Complimentary coffee, tea, bottled water and snacks in hospitality room Sat & Sun
- Free overnight accommodations with Greene Co. Art Guild member by prior arrangement, first come, first served
- Your name, images and city listed in program, Virginia Clay Festival website and Facebook
- Secure indoor site; can leave booth set up overnight
- Demo space provided with work table, potter's wheel, basic tools and clay. No microphone provided.
- Separate outdoor raku demo area. Ask for details if interested in participating as your demo.
- Booth sitter during demo by prior arrangement
- Saturday evening artist party

### ADVERTISING AND PROMOTION

- Website and Facebook
- Email blasts
- Postcards widely distributed and given to festival participants to hand out at art shows and in their shops
- Posters
- Newspaper and magazine ads, articles and community calendars
- Radio and television ads
- T-shirts, hats, aprons and tote bags
- Save the Date pencils for artists & event attendees

### RULES AND REGULATIONS

- All work must be created by the exhibiting artist. Works from commercial kits or other commercial methods are not accepted.
- No polymer or precious metal clay.
- Each exhibitor will be given a space measuring 10' x 10'. Artists must keep display within allotted space. Artists provide their own displays, tables, chairs **and three-sided backdrops suitable for indoor use.**
- Artists are responsible for providing their own property and liability insurance for the event. Artists will be held responsible for any damage made by their displays or structures. The festival is not responsible for damage to artwork, structures or persons due to weather or any other cause.
- Booth assignments are at the sole discretion of the festival and are not interchangeable. Virginia Clay Festival will attempt to honor specific location requests, but can make no guarantees.
- **Booths must be completely set up and ready for public viewing by 9am Saturday.**
- Artists must be present during the entire festival and must personally staff their exhibit space.
- Event is held rain or shine.
- **No early breakdowns or departures permitted.**
- Artist agrees to keep a tidy booth area and remove all trash from their space at the end of the show.
- Electricity is available for an additional \$25 to a limited number of booths based on date of application. Usage is limited to 300 watts per booth.
- Virginia requires exhibitors who sell work at the Virginia Clay Festival to pay sales taxes on their sales. The sales tax rate is 5.3%.
- No pets.
- Images from accepted and wait-listed artists may be used for promotional purposes.
- Virginia Clay Festival staff will review booths on site to ensure adherence to the rules and standards. Exhibitors found not to be in compliance risk forfeiture of all rights as an exhibitor with no refund of fees.

### Questions?

- Email Holly or John at [noonwhistle@embarqmail.com](mailto:noonwhistle@embarqmail.com) or
- text/call John 434-806-0663 or Holly 434-806-0889 or
- email Diana at [dgamma@gcva.us](mailto:dgamma@gcva.us) or call 434-985-6663

