

Call to Artists

Virginia Clay Festival

September 19 & 20, 2026 Sat 10 – 5 Sunday 10 – 4



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. The festival also includes artisan food trucks and live 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.

"The Virginia Clay Festival is an amazing show year after year!" "This show is definitely a highlight of the year and such a great way to kick off the fall/holiday season." - Artist's quotes

*Please read the entire application before completing the **2026 Artist Application Form**.*

JURY PROCESS

A jury will review **4 artwork images plus 1 booth image and 1 studio 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.

ARTIST AMENITIES

- Assistance during set-up and break-down provided by volunteers
- Free pizza & drinks during Friday night set-up
- Complimentary coffee, tea, bottled water, continental breakfast, and snacks in the hospitality room Saturday & Sunday
- Free overnight accommodations with Greene County Art Guild member upon request; first come, first served
- Your name, images, and town listed on Virginia Clay Festival website, Facebook, and Instagram
- Secure indoor site; booth can be left set-up overnight
- Demo space provided with work table, potter's wheel, basic tools, and clay. No microphone provided.
- Booth sitter provided during demo if requested on application form
- Saturday evening artist party: includes dinner & dessert, beer & wine, beautiful views & great company

ADVERTISING AND PROMOTION

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

RULES AND REGULATIONS

- All work must be created by the exhibiting artist. Work from commercial kits or other commercial methods is not accepted.
- No polymer or precious metal clay
- Each exhibitor will be given a space measuring 10'x10'.
 - Display must be kept within the allotted space.
 - Artists provide their own displays, tables, chairs, and **three-sided backdrops suitable for indoor use**.

- Artists must have something under the parts of the booth, shelves, tables, etc. that touch the floor. The floor space is a mix of concrete and linoleum. Regardless of the surface that your booth will sit on, please be sure to protect the floors (carpets, cardboard squares, pot holders, felt stickers, etc. are all good options).
- Artists are responsible for providing their own property and liability insurance for the event. Artists will be responsible for damage made by their displays or structures. The festival is not responsible for damage to artwork, structures, or persons for any reason.
- 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 9:00 am 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.
- 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 in compliance will risk forfeiture of all rights as an exhibitor with no refund of fees.

QUESTIONS? CONTACT

- Email:
 - Holly Horan and John Pluta (Noon Whistle Pottery) at noonwhistle@embarqmail.com
- Text or Call:
 - Holly Horan: 434-806-0889
 - John Pluta: 434-806-0663

WHAT TO INCLUDE WHEN APPLYING

- Signed application form with artist statement and demo description.
- Four 4 digital images of artwork, 1 image of booth, and 1 image of artist in studio or close-up of artist's hands working. **Email all images to info@virginiaclayfestival.com.** Images should be high resolution with a minimum of 300 dpi at print size of 6 inches. JPEG, PDF, or TIFF files only.
- **\$25.00 APPLICATION FEE;** non-refundable check payable to **COUNTY OF GREENE;** must be a separate check from Booth Fee.
- **\$350.00 BOOTH FEE;** check payable to **COUNTY OF GREENE** and refundable as stated below under Important Dates.
- Electricity for your booth is available for no cost
 - *Booth Fee:
 - will be cashed after artist notification of acceptance
 - will be held for artists on waitlist
 - will be returned for artists not accepted
- Mail application and fees to: Noon Whistle Pottery, 328 Main Street, Stanardsville, VA 22973

IMPORTANT DATES

April 22	Deadline for Application
May 6	Artist Notification (acceptance, waitlist, or non-acceptance)
July 1	Last day to cancel participation in the 2026 show and receive a 90% booth fee refund
August 1	Last day to cancel participation in the 2026 show and receive a 50% booth fee refund
August 2	No refunds for any reason beginning 8/2/26
September 18	Friday check-in & set-up from 6:00-10:00 pm
September 19	Saturday check-in & set-up from 6:00-9:00 am; vehicles must be moved to the parking area by 9:00 am

VIRGINIA CLAY FESTIVAL

2026 ARTIST APPLICATION FORM

Artist Name: _____ Studio Name: _____

Address: _____ City: _____ Zip: _____

Cell Phone: _____ Email: _____ Website: _____

Facebook: _____ Instagram: _____

Artist Statement or description of work: _____

Description of 45-minute demo: _____

PLEASE CHOOSE YES OR NO FOR THE FOLLOWING:

If there are any changes, please notify Virginia Clay Festival as soon as possible.

- Request for free housing with local host for artists living more than an hour away: **YES NO**
- Request for spouse/partner to stay with me. **YES NO**
 - If yes, spouse/partner name: _____
- Request for booth sitter during demo: **YES NO**
- Request for electricity (Free): **YES NO**

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 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 have read, understand, and agree to all of the rules and regulations in the application for the Virginia Clay Festival.

ARTIST'S SIGNATURE: _____ **DATE:** _____

ARTIST'S PRINTED NAME: _____

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

CHECK #1:	
Application Fee	\$25.00
TOTAL DUE CHECK #1	\$25.00
CHECK #2:	
Booth Fee	\$350.00
TOTAL DUE CHECK #2	\$350.00

CHECKS PAYABLE TO: County of Greene
MAIL COMPLETED FORM AND BOTH CHECKS TO: Noon Whistle Pottery
328 Main Street
Stanardsville, VA 22973