



The 4 Bridges Arts Festival is produced by the Association for Visual Arts (AVA).

AVA's Mission Statement: to promote, advocate and support original visual art and artists.

Established in 1986, the Association for Visual Arts is a 501(c)(3) organization.

### **2011 TIMELINE**

August 15, 2010 - Application period begins

November 15, 2010 - Final application deadline

December 21, 2010 - Notifications posted

February 15, 2011 – Booth fee checks due

March 15, 2011 - Last day for cancellation and receipt of refund

### **Location**

The 4 Bridges Arts Festival takes place inside the First Tennessee Pavilion. First Tennessee Pavilion is located in the Southside District of downtown Chattanooga. The Pavilion is an enclosed steel, glass and concrete structure. The roof provides basic shelter from the elements, yet still allows a constant breeze to enter the structure from all sides, giving the Pavilion an open yet protected feeling.

### **Festival Hours**

Friday, April 15: 6:30 - 10:00pm (Patron Preview Party)

Saturday, April 16: 10:00-6:00pm

Sunday, April 17: 11:00-5:00pm

### **Awards**

There will be \$10,000 in artist merit awards. The on-site jurying for merit awards will take place on Saturday morning. Awards will be designated at the jurors' discretion.

### **Patron Program**

The 4 Bridges Arts Festival encourages art buyers and collectors to make monetary commitments regarding their level of spending at the Festival through the Patron Program. These special Patrons receive "Bridge Bucks" (in the form of poker chips of various denominations) indicative of their financial commitment. These "Bridge Bucks" are spent with Festival artists and may be redeemed, by the artists, at the close of the Festival on Sunday by 7:00pm or by mail within two weeks.

All accepted artists must attend the 4 Bridges Arts Festival Patron Party on the evening of Friday, April 15, which will be held inside the Pavilion, beginning at 6:30pm. This pre-event gathering provides a unique opportunity for artists to socialize with patrons and to make initial sales of their work in a celebratory nighttime setting. All set-up must be completed prior to the party by 5:00pm.

## **SHOW INFORMATION**

### **Display**

Usage of a tent is optional in the Pavilion, and spaces are strictly 10' x 12'. Double spaces are available. Display surface is concrete. Electricity is limited and available for \$75. All spaces are handicapped accessible. Indoor restroom facilities are available in the Pavilion. Exhibitors should make arrangements for wind or rain, as this is an open-air venue. The Festival happens rain or shine.

### **Attendance**

We anticipate 20,000+ visitors, with middle to high income, consisting not only of existing collectors, but also museum and gallery goers interested in original, affordable, high quality fine art and fine craft. The 4 Bridges Arts Festival appeals to both novice buyers and experienced professionals, in addition to families seeking an interactive, educational and fun arts environment for themselves and their children.

### **Marketing Strategy**

Our goal is to reach local and regional art buyers and enthusiasts through:

- Print Advertising - newspapers, regional consumer & trade magazines/publications in Nashville, Knoxville, Atlanta, Birmingham and surrounding areas
- Extensive regional television and radio news coverage
- Local radio & television advertising
- Direct Mail: Festival postcard invitations sent to extensive and comprehensive regional mailing list
- 24-page Day of the Festival Brochure featuring general event information and sponsor listings
- Festival website and online event listings

## **ARTIST INFORMATION**

### **Fees/Deadlines**

Application - \$40 due November 15

Booth Fees - \$375 AVA members, \$425 non-members due February 15

(Double booth = booth fee x2) (Corner booth = booth fee + \$50)

Application fees are non-refundable. There is a \$20 processing fee for all returned checks. March 15 is the last day for cancellation and receipt of refund.

### **Images**

4 Bridges Arts Festival continues to utilize the digital online application known as Zapplication. Slides and paper applications will not be accepted. Digital images must be submitted via the internet ([www.zapplication.org](http://www.zapplication.org)).

Images #1 - 4: Must represent the complete range of work that you plan to show. Image #5: Must accurately represent how your current body of work will be displayed. Your application will not be considered without a booth/display image. **Name and/or trade name must not be visible.** Objects that indicate scale are acceptable.

### **Jury Process**

The three-member jury consists of qualified artists and art professionals. This selection committee views the five (5) submitted images consecutively in the order that they were uploaded through the online application process. The five images in a single application also appear to each juror consecutively in a horizontal grouping on each individual computer. The monitors will be calibrated to match Zapp(tm) specifications.

Scoring is 1 (low) to 5 (high), no 3. All scores are combined and averaged. Each juror records his/her scores anonymously. The process, materials, dimensions for each image and artist information statements will also be made available to the jury upon request. When a juror opens a particular image, the previously mentioned details will appear.

Exhibitors are asked to submit a statement of twenty-five (25) words or less to be read by the jury during the selection process. Longer statements will not be read. Approximately 150 artists will be selected. The 4 Bridges Arts Festival reserves the right to balance its show through artists on the wait list.

### **2011 Jurors**

TBA

### **Emerging Artist Scholarship**

For the eighth year, the Association for Visual Arts (AVA) will offer the 4 Bridges Arts Festival Emerging Artists scholarship. An emerging artist must have a solid body of work, completed in the last 2 years. An emerging artist scholarship applicant, while having a developed & cohesive body of work (not a beginner), should not currently be earning a living as a professional artist. This scholarship

should be viewed as an opportunity to “jump start” a professional art career. Only regional applicants, living in a 300-mile radius of Chattanooga, will be eligible.

Recipients of the Emerging Artist scholarship will attend a single afternoon, hands-on workshop with professional artists, receive 500 business cards, and be given free booth space and use of display screens during the Festival. Recipients will also receive a booth image photographed by AVA staff members.

**To apply for this scholarship: please submit four (4) images (plus an additional “blank” image, which we will provide as an email attachment – contact: [jdmcfadden@avarts.org](mailto:jdmcfadden@avarts.org)).**

These images must represent your current work, completed within the last two (2) years. *If applying for the scholarship, a booth slide is unnecessary.* Applying artists must also submit a resumé, short bio and an essay of up to 400 words regarding his/her work. These additional materials should be emailed to [jdmcfadden@avarts.org](mailto:jdmcfadden@avarts.org) by the aforesaid deadlines.

Emerging artists must pay the application fees mentioned previously. Scholarship applicants may not apply in any other Festival category.

### **Booth Assignments**

Booth assignments are at the sole discretion of the 4 Bridges Arts Festival and are not interchangeable. The Festival will attempt to honor specific location requests, but can make no guarantees. Corner spaces and electricity may be requested, but are assigned solely on the basis of availability and at the discretion of the Festival.

All booths and their contents must be furnished by the artist, be able to withstand crowds and weather, and fit within an assigned space. Any exhibitor not adhering to display regulations or selling anything other than original art will be asked to leave.

### **Set-Up & Break-down**

Check-in will begin on Friday, April 15 at 8:00am and will end at 4:00pm. Artists must be completely set up by 5:00pm and ready to sell by 6:30pm on Friday, April 15. There is NO set-up allowed during party or show hours.

Exhibitors may begin to break down their displays at the close of the show at 5:00pm on Sunday, April 17. Break down must be completed by 8:00pm.

Spaces are handicapped accessible. Artists may unload from the street or park in the Pavilion parking lots, both of which are in close proximity to booth spaces.

However, artists may not drive inside the Pavilion under any circumstances. **Any vehicles left in handicapped parking spaces during show hours without proper tags will be towed at the owner's expense.** Artists may dolly work to booth spaces. Artists must provide their own dolly. Photo ID is required at check-in.

## **ARTIST REGULATIONS**

Exhibiting artists must be 18 years or older and must be present during show hours. Agents or representatives of the artist do not replace the requirement of the artist to be present during show hours. Assistants are welcome, but not in place of the artist. Any artist leaving prior to the end of the show will be unable to exhibit for two (2) years. Booth sitters will be provided as demand permits.

All work shown must be original work. Work made from commercial molds, kits, patterns or copyrighted designs not owned by the craftsperson are not permitted. Any commercially made embellishments must be subordinate to the handcrafted work. All work must be for sale. **No reproductions (including prints) are allowed.**

### **Sales**

The exhibitor must handle all sales and all proceeds go to the artists. Artists are required by law to pay taxes. Tennessee sales tax is 9.25%. Representatives from the Tennessee Department of Revenue will be on site to check for valid tax identification numbers.

### **Security**

24-hour security is provided throughout the Festival beginning on Friday at 5:00pm. However, all exhibitors work at their own risk. It is understood that the 4 Bridges Arts Festival does not carry insurance to cover personal property of any exhibitor. Exhibitors are considered to be independent contractors, and it is suggested that exhibitors obtain their own insurance.

### **On-Site Artist Amenities**

Hospitalities include continental breakfast and a complimentary lunch on Saturday and Sunday, in addition to discounted hotel rates. A break area with sodas, water and beer are also provided for artists, away from the hectic bustle of the Festival. Boothsitters are available at the artist's request.

### **Media Categories**

Media categories are used by the 4 Bridges Arts Festival as a tool for organizing artists' images into logical, related groups for the jury's review. While a balanced show that equitably showcases both works of fine art and fine craft, as well as

diversity among media, is a principal 4 Bridges Arts Festival objective, the 4 Bridges Arts Festival establishes no quota or entitlement by media category.

**Basketry:** Functional and sculptural works where the material used is woven or plaited

**Ceramics:** Functional and sculptural work where the primary material is clay. All original clay and porcelain work other than jewelry is accepted in this category. No machine-made or mass produced work is permitted. If multiple pieces of the same design are displayed each piece must be signed

**Digital Art:** This category includes any original work for which the original image, or the manipulation of other source material, was executed by the artist using a computer. Work in this category must be in limited editions, signed and numbered on archival quality materials

**Drawing:** Works created using dry media including chalk, charcoal, pencil, wax crayon, etc. or from the fluid medium of inks and washes applied by pen or brush are to be entered in this category

**Fiber Decorative:** Wall hangings, quilts, rugs, etc., where the primary material is fiber

**Fiber Wearable:** Work where the primary intention is to be worn and where the primary material is fiber (not including leather)

**Furniture:** Work where the primary intention is furniture, including lamps. All media are included

**Glass:** Functional and sculptural work where the primary material is glass. No forms of mass production are permitted

**Jewelry/Precious:** Work primarily made from materials including 14K gold, sterling silver and the use of precious stones and enamels. No commercial casts, molds or production studio work is allowed

**Jewelry/Semi-Precious:** Work primarily made from precious and or non-precious metals and other materials such as glass, ceramics, paper, fiber, wood, leather, polymer clay, semi-precious stones, etc. No commercial casts, molds or production studio work is allowed

**Printmaking:** Printed works for which the artist's hand manipulated the plates, stones or screens and which have been properly signed and numbered as a limited edition, may be entered in this category. All photogravure, photocopy and/or offset reproductions will be rejected. Printmakers are required to disclose both their creative and printmaking processes

**Metal:** Functional and sculptural work where the primary material is metal. Includes all non-sculptural, non-jewelry works crafted from metals. No production studio work is allowed

**3-D Mixed Media:** Work that is three-dimensional and the primary intention of the work is the union of two or more media. Soft sculptures are included in this category

**2-D Mixed Media:** Work that is two-dimensional and the primary intention of the work is the union of two or more media

**Acrylic Painting:** Works created with acrylics. Reproductions of all kinds are prohibited

**Oil Painting:** Works created with oils. Reproductions of all kinds are prohibited

**Watercolor/Gouache Painting:** Works created with watercolors and/or gouache. Reproductions of all kinds are prohibited

**Pastels:** Works created with pastels. Reproductions of all kinds are prohibited

**Photography:** Photographic prints made from the artist's original negative or digital image processing, and which have been processed by that artist, or under his or her direct supervision, are included in this category. Photographers are required to disclose both their creative and printing processes. Work in this category must be in limited editions, signed and numbered on archival quality materials

**Wood:** Functional and sculptural work where the primary material is wood. Original works must be hand-tooled, machine-worked, turned or carved.

**Leather:** Work where the primary material is leather, including belts, handbags, wearables and sculptural work

**Paper:** Functional and sculptural work created primarily from paper

**Sculpture:** Three-dimensional artwork created by shaping or combining plastic, sound, text, light, stone, rock, marble, metal, glass, or wood and are created directly by finding or carving, assembled, built together, fired, welded, molded, or cast.

**Emerging Artist:** *Scholarship program applicants may not apply in any other category*

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The 4 Bridges Arts Festival is produced by the Association for Visual Arts (AVA), a non-profit organization whose mission is to promote, advocate and support original visual art and artists.

No person will be excluded from participation in or otherwise subjected to discrimination in regard to services, programs and employment provided by the Association for Visual Arts based on color, national origin, sexual orientation, disability, age or religion.