

## **2021 Requirements for New Applicants to the Pelham Art Festival**

**NB:** After show expenses are covered, a 15% commission of your work sold goes towards fundraising efforts for the Pelham Library System, Annual Pelham Arts Scholarships at E.L. Crossley Secondary School, Notre Dame College School, the Niagara College Art and Design Program, and community arts projects.

### **A. General Information:**

If you are applying to participate in the Pelham Art Festival for the 1st time, please read the following information and follow it carefully. Failure to meet full requirements will void application and result in your work not being juried.

The submission deadline for your on-line application, e-mailed jury submission and single booth payment is February 15th, 2021. All three parts of your entry must be received by this date to be considered by the jury. There will be no exceptions.

1. To complete the on-line application, click on this [link](#).
2. Your jury submission, as outlined below, **must be contained in ONE e-mail** and sent to pelhamartfest@gmail.com
3. NOTE: Please do not make payment until after the 2021 New Artist applications are open on October 1st, 2020, AND after your jury submission is emailed. Beginning October 1st, 2020, payment for an artist booth of \$150.00 may be made online by Interac e-Transfer, or your cheque or money order must be mailed to:  
Registrar Coordinator.  
Pelham Art Festival,  
Box 1191,  
Fonthill, ON, L0S 1E0

### **NB:**

A letter of acceptance/rejection will be emailed to all new applicants after February 28, 2021 using the email that you provide. Please include your mailing address as well; accepted applicants will be receiving mailed materials before the show.

### **B. Jury Submission:**

Your jury submission package **must be sent in one email** with all required information and images contained as attachments.

### **General Guidelines:**

- Select and enter one media category and one subcategory, if applicable. Artists are only permitted to display/sell art of the medium(s) that have been approved by the jury
- work submitted for the jury's consideration must have been produced within the last three years
- jurors reviewing art work are looking for originality, quality and consistency in an artist's ideas, execution and design. For helpful information on how artwork is juried, follow the link to our website pelhamartfestival.com and our [Jury Checklist](#). Additional useful information can be found on the internet at the following link:  
<http://www.artistsnetwork.com/articles/business-of-art/tips-juried-shows>

**Include all the following in the email submission:**

• **5 digital images of your original work**, each as a separate JPEG file, labeled with your initials, 1st & last, numbered 01-05 followed by the image title,

**Example:**

Artist Judy Brown would label her images as follows:

JB 01 FAT CAT

JB 02 THREE STRIPED CATS

etc.

\* see detailed instructions re: image preparation. Any mailed CDs, DVDs, photographs or 35mm. slides are NOT acceptable.

• a separate WORD file, OpenOffice file or Pages file with a **detailed description of each JPEG** including number, title, date created, medium, price point and dimensions

• in a second separate WORD file, OpenOffice file or Pages file, an **Artist Statement**, 300 word maximum, including **Artist Biography** and a short description of your artistic process (use of medium(s), special techniques, artist inspiration, etc.)

• **your artist web address**, if you have one: The Pelham Art Festival provides participating artists with an online presence on the Festival website, [pelhamartfestival.com](http://pelhamartfestival.com), for their submitted images, artist statement/bio and website link.

**The Importance of Including Biographical Information**

Including an artist statement and biography in your profile with your application is **incredibly important** as it provides context and useful information to jurors. It also helps our jurors better understand your practice.

Your bio should include such information as

- Where you were born and raised
- Where you currently live
- Your education
- Prizes and awards you've won
- Exhibitions that you've taken part in
- Collections (both private and public) that include your work

The artist statement is a basic description of your works and your reason for creating them. A successful artist statement clearly explains the reason you've made your work. We recommend that an artist statement be no longer than 3-4 sentences.

Some questions to consider:

- What is the subject matter of my work?
- What is my work about?
- How do I make my work?
- Where do I find the images I use?
- How do I want the audience to respond to my work?
- How does my work compare to historical or contemporary artwork?

**\* Image Preparation:**

- JPEG image files must be sized to a maximum of 1024 x 768 pixels at high resolution (300ppi) and must be compressed to no larger than 2 mb.
- images must be cropped to show only the work. **No frame, watermark, signature, or background is to be included.**
- **images must be high resolution and of professional quality.** Under 300ppi (high resolution) are unacceptable and will not be juried. The applicant email will be returned for revision.

**Tips For Creating Effective Images**

- If your images are too dark, out of focus, or poorly lit, the jurors will not be able to adequately assess your work.
- If you don't have experience making digital images, it's strongly suggested to hire a professional photographer or ask a qualified friend to document your work. If this is not an option, here are a few tips for shooting good images.
- Put your work in a bright, soft, evenly lit room, not direct light.
- Take test shots and review them on your computer prior to upload.
- Upload with the image in the proper direction, horizontal/vertical.
- If your work is framed or has a glossy finish, do not use direct flash on your camera. Put the work flat against a wall at a 45 degree angle to a window with indirect light. Shoot with a polarizer filter. Delete frames from your image before submission.
- Choose the correct white balance. Avoid colour casts.
- Shoot high resolution 300ppi photos.

Thank you for applying to the Pelham Art Festival.