

# City of the Hills

## MAIN STREET ARTS FESTIVAL

### ARTS FESTIVAL 2009

During the past six years CITY OF THE HILLS ARTS FESTIVAL has grown into a premier cultural event in Central New York. This juried arts exhibition and sale features the work of 50 outstanding regional artists, live musical performances, an awards ceremony, artists' demonstrations and free art workshops for families.

CITY OF THE HILLS is a one-day, open-air festival held along downtown Oneonta's historic Main Street. The street is closed to all through traffic for the day, allowing artists to set up canopies for display and sales, and to provide an enjoyable visitor experience.

Now under the auspices of the Upper Catskill Community Council of the Arts, CITY OF THE HILLS will continue to be widely promoted through print, radio and television outlets.

Proceeds from CITY OF THE HILLS benefit arts education and other programs provided by the Arts Council, whose mission is to create a cultural, educational, social and economic environment in which the arts can flourish, to enrich life in the Upper Catskills through the arts, and to preserve the cultural heritage of the Upper Catskills.

For more information visit [www.ucca.com](http://www.ucca.com).

#### FESTIVAL DATE:

**Saturday, August 1, 2009**  
10am to 4pm

#### DEADLINE & NOTIFICATION:

Applications must be postmarked by **May 29, 2009**.

An acceptance notification with festival information and an exhibitor's agreement will be mailed to selected applicants by **June 19, 2009**.

A signed copy of the exhibitor's agreement must be returned to the Arts Council by **July 17, 2009**.

#### 2009 ARTIST AWARDS:

The following awards will be presented on **August 1, 2009**:

**Best of Show / \$1,000**

**Excellence in Painting / \$250**

**Excellence in Sculpture / \$250**

**Excellence in Photography / \$250**

**Excellence in Graphics / \$250**

**Excellence in Fine Craft / \$250**

Presentation of an award within a category is contingent upon a qualified number of entries.

Graphics includes drawing and printmaking. Highly manipulated digital prints will also be categorized as graphics.

## HOW TO APPLY

Artists must submit this application form and three 35mm color slides or a CD with PC compatible JPG or Tiff Files representing current work. Media category must be indicated on the form. There is a \$25 application fee and a \$50 booth fee, both payable at the time of application. The \$50 booth fee will be returned to artists not accepted to the festival.

To apply in two different media categories, please submit two separate and complete applications. If only one application is accepted, only work in that medium may be exhibited.

Slides must be mounted in 2" x 2" cardboard or plastic mounts. CD's must have a list of entries on CD-cover. Glass mounts and photo prints are not acceptable. Bent or damaged slides cannot be viewed through the slide projector, and will not be considered. Only the first 3 images will be viewed.

The City of the Hills Selection Committee will view all three images together as a group, for acceptance into the show. A separate and distinct group of jurors will determine award recipients on August 1, the day of the festival.

Each slide mount must include: artist's name, the slide number as it corresponds with the description on the application form, and an indication of top orientation, printed clearly on the front of the mount.

Include with your application a SASE for the return of your images. Images of accepted exhibitors may be retained for publicity purposes. The Arts Council reserves the right to reproduce the work of accepted artists for publicity purposes. We cannot guarantee that slides sent to publications will be returned.

## ELIGIBILITY:

Work must be original, executed by hand or with the use of appropriate tools and made by individual artists. Artists may sell reproductions and prints of their own original work at the show. A majority of your work must correspond with your media category.

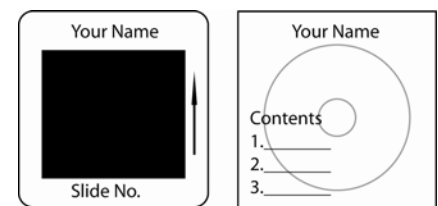
While it is strongly recommended that artists display and sell their own work, personal representatives are permissible. Sales agents for groups of artists or galleries are not allowed.

## MEDIA CATEGORIES:

PAINTING • SCULPTURE • GRAPHICS  
PHOTOGRAPHY • FINE CRAFT

Questions about media categories? Contact  
Kathleen Frascatore  
Phone: 607-432-2070  
Email: [director@uccca.com](mailto:director@uccca.com)

**Applications available  
at [www.uccca.com](http://www.uccca.com)**



Slides must include: artist's name, slide number as it corresponds with the application form, and an indication of top orientation.

**Postmarked deadline: May 29**

# APPLICATION FORM

(PLEASE PRINT CLEARLY)

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MEDIA CATEGORY / PRICE RANGE OF WORK  
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-----  
ARTIST'S NAME  
-----

-----  
ADDRESS  
-----

-----  
CITY / STATE / ZIP  
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-----  
DAYTIME PHONE  
-----

-----  
FAX / EMAIL  
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## SLIDE and CD IDENTIFICATION:

1. -----  
Medium / Retail Price

-----  
Title / Size  
-----

2. -----  
Medium / Retail Price

-----  
Title / Size  
-----

3. -----  
Medium / Retail Price

-----  
Title / Size  
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Please indicate booth size you will need:

10' x 10'     10' x 20'

Artists are invited to provide demonstrations or exhibits related to their artistic process the day of the festival. If you are interested in demonstrating your art or craft, please indicate the nature of the demonstration and any special requirements (i.e. electricity).

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NATURE OF DEMONSTRATION  
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Mail application by May 29, 2009 to: The Arts Council, City of the Hills Arts Festival, Wilber Mansion, 11 Ford Avenue, Oneonta, NY 13820.

## BOOTH SPACE AND FEES:

There is a \$50 charge for booth space at City of the Hills Fine Arts Festival. Commission fees are not charged.

The standard display space is 10' x 10'. 10' x 20' spaces are available for \$100 and must be requested in the application.

Artists are required to bring their own canopies to display and shelter their art.

Volunteers will be available to assist with canopies. Display booths must remain in place for the duration of the event.

## LIABILITY AND INSURANCE:

Volunteer security will be present during the festival. Artists agree to exhibit at their own risk. The Arts Council and the City of Oneonta are not responsible for damage, theft, or loss of an individual's work.

## CHECKLIST:

All applications must include:

- Completed application form
- \$25 application fee and \$50 booth fee (refunded upon application denial), payable to The Arts Council
- Three slides or CD with name, slide number and viewing orientation printed on the front of the mount or CD case
- SASE

## **JURYING**

Jurors will review one select piece of artwork chosen by each artist in their media category. Artists should display their selected piece in a prominent location at their booth, clearly labeled with the artists' name, the title of the work and its media category. The selected work does NOT need to be among the three slides or CD previously submitted with the application.

## **AWARDS CEREMONY:**

Jurying for awards will take place the day of the festival. Winners will receive a check and ribbon at our awards ceremony during the festival. Artists may sell a winning piece at the show, but are asked to display it at the festival for the duration of the event.