

CITY OF THE HILLS ARTS FESTIVAL 2010

During the past seven 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 outstanding regional artists, live musical performances, an awards ceremony, artists' demonstrations and 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.

The Upper Catskill Community Council of the Arts, **CITY OF THE HILLS ARTS FESTIVAL** will continue to be widely promoted through print, radio and other outlets.

Proceeds from **CITY OF THE HILLS** benefit the Upper Catskill Community Council of the Arts, Inc. in carrying out the mission 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 region.

For more information visit www.uccca.com

AWARDS CEREMONY

Jurying for awards will take place during the morning and midday of the festival. Winners will be publicly recognized and receive a check at our awards ceremony during the afternoon of 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.

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 to 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 •
- Fine Craft • Jewelry • Photography •

**Graphics includes drawing, print-making, and highly manipulated digital prints.*

Questions about media categories?

Contact: Corrine Armstrong @ 607.432.2070

BOOTH SPACE & FEES

There is a \$50 charge for a 10'X 10' booth space and a \$100 charge for a 10'X20" booth space at City of the Hills Arts Festival. Booth size must be on application. Commission fees are not charged. Artists are required to bring their own canopies to display and shelter their art.

Volunteers will be available to assist with set up and removal. Display booths must remain in place for the duration of the event 10:00 a.m. to 4:00 p.m.

LIABILITY & INSURANCE

Volunteer assistance will be present during the festival. Artists are encouraged to bring a support person. Artists agree to exhibit at their own risk. UCCCA and the City of Oneonta are not responsible for damage, theft, or loss of an individual's work.



APPLICATION FORM
(PLEASE PRINT CLEARLY)

MEDIA CATEGORY / PRICE RANGE OF WORK

ARTIST'S NAME

ADDRESS

CITY / STATE / ZIP

DAYTIME PHONE

FAX / EMAIL

CD Identification

1. _____
Medium / Retail Price
Title / Size

2. _____
Medium / Retail Price
Title / Size

3. _____
Medium / Retail Price
Title / Size

Detach Here & Mail

Applications must be submitted for more than one media category per artist.

Please check booth size you will need:

10' x 10' is \$50.00 10' x 20' is \$100

Mail Applications by June 1, 2010 to:
Upper Catskill Community Council
Of the Arts, Inc.
City of the Hills Arts Festival
11 Ford Ave.
Oneonta, NY 13820

See Eligibility Requirements

HOW TO APPLY

Artists must submit the application form and a CD with PC compatible JPG or Tiff Files (300 Dpi or better) representing current work. Media category must be indicated on the application form. There is a \$35 application fee and the booth fee, both payable at the time of application. The 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 and two entry fees with only one booth fee. If only one application is accepted, only work in that medium may be exhibited.

CD's must have a list of entries on CD-cover. Glass mounts and photo prints are not acceptable. 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 14, the day of the festival.

Include with your application a SASE for the return of your images. Images of accepted exhibitors may be retained for publicity purposes and use of the Council. UCCCA reserves the right to reproduce the work of accepted artists for publicity purposes.

CHECKLIST

All applications must include:

- Completed application form
- \$35 application fee and appropriate booth fee for booth size requested (refunded upon application denial), payable to UCCCA
- Three images on a CD with name on the front of CD case
- CD with name on CD case
- Self Addressed Stamped Envelope, size and weight appropriate to the dimensions of the CD

FESTIVAL DATE

Saturday, August 14, 2010 • 10am to 4pm

Applications must be postmarked by June 1, 2010.

An acceptance notification with festival information and an exhibitor's agreement will be mailed to selected applicants by **June 25, 2010.**

A signed copy of the exhibitor's agreement must be returned by **July 16, 2010.**

2010 ARTIST AWARDS

The following awards will be presented on August 14, 2010:

- Best of Show / \$1,000**
- Excellence in Painting / \$225**
- Excellence in Sculpture / \$225**
- Excellence in Photography / \$225**
- Excellence in Graphics / \$225**
- Excellence in Fine Craft / \$225**
- Excellence in Jewelry / \$225**

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

AWARD SELECTION

Artists will select one piece of artwork in their media category or categories. Jurors will review that selected item in the respective media categories.

UCCCA will provide a tent card to be displayed by the Artist in a prominent location at their booth, clearly labeled with the artist's name, its media category and the name of the piece. The selected work does NOT need to be among the images on the CD previously submitted with the application.