

# GALLERY STRATFORD

Presents



**ART WEAR: WEAR ART**  
**Regional Artisan Market**  
at Gallery Stratford, 54 Romeo St  
Stratford ON N5A 4S9

**June 9 and 10, 2012**

**Call for Entry - Information Guidelines: Deadline for Applications APRIL 10, 2012**

## **ABOUT THE SHOW**

ART WEAR is a curated market of original wearable art including jewellery, clothing, accessories and headwear, presented for sale at Gallery Stratford. This is an exclusive show with up to 30 juried regional artisans. It will showcase exceptional hand-crafted wearables and raise funds for Gallery Stratford's community projects. We invite you to apply to this juried show.

**LOCATION:** Gallery Stratford, 54 Romeo St, Stratford ON N5A 4S9

**DATES AND TIMES:** Saturday June 9, 2012 10:00 am – 5:00 pm  
Sunday June 10, 2012 10:00 am – 4:00 pm

**BOOTH SPACE:** \$140. or \$120. for Gallery Members

## **APPLICATION DEADLINE: MARCH 1, 2012**

Space is limited. Applications must be received no later than **March 1, 2012**. Early birds who apply by February 15 will receive a 50% discount on the Creative Merchandising Workshop at the Gallery May 6, 2012.

**ELIGIBILITY:** Artisans from Southwestern Ontario who design and make original wearables.

**IMAGES OF WORK:** Submit **5-10** recent images which accurately represent the scope and quality of work which will be exhibited and sold. Please provide good quality images. Poor images make it difficult for the jury to make a selection. Images must be at least 500 x 500 pixels at 100 dpi. Images can be submitted by email to [info@gallerystratford.on.ca](mailto:info@gallerystratford.on.ca). or CD's can be dropped off or mailed to Gallery Stratford, 54 Romeo St., Stratford ON, N5A 4S9

**BOOTH INFORMATION:** A table, chair, and black tablecloth will be provided. At least one electrical outlet will be available for each booth. Wall space is available behind your table with guidelines for hanging items. Booth space is \$140, and for Gallery members, \$120. Gallery

membership can be purchased at the same time. (\$35. for Individual membership)

**BOOTH PAYMENT:** Booth fees are due at the time of application. Your fee will be processed upon your acceptance to the show. Cheques are made payable to **Gallery Stratford**.

**NOTIFICATION OF EXHIBITORS:** Successful applicants will be notified by email along with payment confirmation for booth fees. For applications that are not accepted, fees will not be processed. Gallery Stratford reserves the right to use images submitted by exhibitors and photos taken at the ART WEAR Show for promotional purposes without notice or payment to exhibitors.

**PRICING OF GOODS:** We support the value of hand made work. To maintain this integrity, signs offering pricing discounts, reduced prices, or show specials are not permitted.

**SET UP: Set up is 3 pm to 6 pm Fri. June 8, 2012. You will have access to your booth at 8:30 am Sat. June 9, 2012 before we open at 10.**

All booths are marked and your name will be taped to the floor at the front of your booth. You must have your exhibit intact for both days of the show. You may not close your booth early or take it down during show hours.

**SECURITY:** You may leave your booth set up overnight as the gallery will be closed; however, artisans with precious materials are asked to remove their work. You are responsible for your own liability insurance. Gallery Stratford, its employees, volunteers or representatives are not responsible for any damage, breakage or theft of your work, booth, display props or other personal or business property.

**HOW TO APPLY: To be considered, your application must include:**

- A completed and signed Application Form.
- 5-10 recent images which represent the scope and quality of work which will be exhibited and sold at the show. Include prices for each item represented.
- A cheque for \$140 or credit card info. (\$120 for Gallery Members)
- A stamped, self-addressed CD envelope if you wish a CD returned.

**THE JURY will use the following criteria when making their choices:**

**ARTISTIC and HANDMADE:** All products must be original and made by the exhibitor.

**FUNCTION:** The quality of construction will be examined for excellence.

**MARKET APPEAL:** The jurors will look for originality, fashion forward design with customer appeal, new concepts and exciting artistic ideas.

**WEARABILITY:** All items must be able to be worn.