

BY

*Riverfront
Art Festival*

Columbus, Ohio

September 17, 18 & 19 2010

BY HAND

2010 Art Fair SourceBook Top 40!

Cleveland, Ohio

November 12, 13 & 14 2010



1601 W. Fifth Ave. #201
Columbus, Ohio 43212

info@byhandevents.com
www.byhandevents.com

HAND

ARTISAN GUILD

This year we invite you
not just to apply
to our shows...

we want you to run them.

A handwritten signature in blue ink that reads 'Jay Snyder'.

Jay Snyder - Director

2010

Prospectus
and Application

PRSR STD
US Postage
PAID
Permit no. 8698
Columbus, Ohio

Prospectus & Application

Apply online at www.byhandevents.com

Postmark Deadline May 7, 2010

BY HAND

ARTISAN GUILD 2010

Apply Online at www.byhandevents.com

ABOUT BY HAND

You built it, and now it's yours!

Over the last six years By Hand, Ltd. has served the artist and art patron community. It has built two annual festivals (the first of which now ranks within the top 40 art festivals nationally according to the Art Fair SourceBook) and maintained them through good times and challenges. It pioneered the free admission indoor art festival, and invented a whole new take on digital jury. It is, however, time to say goodbye to By Hand, Ltd. and hello to the By Hand Artisan Guild. By Hand Artisan Guild is a membership nonprofit arts organization, and exhibitors will automatically become voting members - just by exhibiting, there is no additional membership fee! What we become is truly in your hands. So apply, exhibit, get involved, be active. Let's capitalize on the full power of the creative spirit.

Riverfront Art Festival

Genoa Park, Columbus - September 17, 18 & 19 2010

Friday 5p-9p, Saturday 12p-10p, Sunday 12p-5p

The Riverfront Art Festival celebrates its fifth anniversary this year. It features a picturesque setting, winding along the west bank of the Scioto Mile in downtown Columbus. The location is nearly synonymous with festival-going, in a city ranked by American Style Magazine as one of the top 10 big cities for art. While the heartbeat of the festival is its amazing selection of visual artists, the location is also home to a waterfront amphitheater which plays host to Jazz, a free outdoor performance by Opera Columbus, and WaterFire over the course of the weekend. The show features abundant parking, free electricity, a stunning view of the city, free bottled water for artists, and this year a HUGE increase in sponsorship support and media exposure. We look forward to hosting you among the 150 artists presented at this year's Riverfront Art Festival.

BY HAND

2010 Art Fair SourceBook Top 40!

I-X Center, Cleveland - November 12, 13 & 14 2010

Friday 10a-8p, Saturday 10a-8p, Sunday 10a-6p

Celebrating its 6th year, By Hand has maintained an unbroken streak of rising average sales. Buoyed by the 2008 decision to make the show *free admission*, its attendance has skyrocketed. We have successfully kept the booth fee low, while continuing to offer great services, including drive-in setup and teardown, prepaid labor assistance, complimentary electricity in all booths, and an artist party which gives the artists a chance to unwind together. Don't miss the show that the Art Fair Sourcebook has ranked in the 2010 top 40, Sunshine Artist has called, "a real class act," and Cool Cleveland describes as, "Comparable to Boston Mills and Cain Park, just indoors and warmer for this holiday time of year." We look forward to hosting you among the 225 artists presented at this year's Cleveland By Hand.

About By Hand

The mission of By Hand Artisan Guild is to promote the appreciation, understanding, and awareness of handmade fine art and craft, and to support contemporary American working artists through educational and marketing opportunities such as festivals of exceptional quality. These free admission festivals are professionally managed, marketed and directed with the aim of care and attention to the artist and potential for high sales figures.

Membership is not required in order to participate in By Hand Festivals, however artists who exhibit will automatically receive Exhibiting Membership for one year. Find out more about By Hand Artisan Guild Membership at www.byhandevents.com

Exhibitor Eligibility

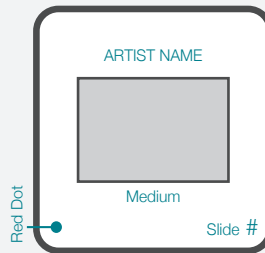
- Applicants must create 100% of the work to be displayed and sold.
- No commercial kits, molds, hand painted commercial items, factory made or imported work of any type will be allowed.
- Artists must be present throughout the entire festival. Representatives may not participate in place of the artist. IDs will be checked on site.
- Artists' body of work and display must be accurately represented in images submitted for jury.
- Collaborating artists may show only their joint work if sharing a booth.
- Exhibitors may only exhibit work in the category (or categories) for which the jury accepted them. If your work spans multiple categories you must apply in each category separately.

Reproductions

- Reproductions must be clearly marked, and the word *reproduction* must appear on each piece. No other word may appear as a substitute for *reproduction*.
- Reproductions must be in limited editions of no more than 750 and be numbered and hand signed by the artist.
- No more than 40% of the artist's booth may be made up of reproductions.
- Hand colored reproductions may not be sold as original works and must follow the reproductions policy.
- Photography and Digital Art are not considered reproductions, but are still required to be signed and numbered in editions of no more than 750.

Images

Applicants must submit five 35mm slides or jpeg images for each category entered; four images of your work, which must represent it accurately, and one of your display. You may either submit digital applications at byhandevents.com, or by mail on CD or DVD. We accept any jpeg digital images, however ZAPP-formatted images are preferred and best supported by our system. Make sure that filenames contain your name and the image number (e.g. yourname4.jpg) and that the CD or DVD is labeled with your name and medium. Label all slides according to the diagram. Do not send extra slides, photos or samples, as they will not be returned. Images submitted may be used for promotional purposes at the discretion of By Hand.



Jury

Your images will be projected simultaneously for review by a professional jury of outstanding working artists and promoters. The top scorers in each medium will be accepted, with limits placed by category to facilitate a balanced show. Up to 20% of available spaces may be filled at the discretion of the promoter based on exceptional quality.

Fees

The application fee is \$20 for one show or \$35 for both. All applications are due by May 7, 2010. Exhibitors will be juried and notified of results by June 1. Contracts and fees are due by July 15, 2010. Contracts and fees received after the deadline are subject to a \$25 per show late fee.

BOOTH FEES <small>(electricity included, corners extra)</small>			
	10x10'	10x15'	10x20'
Columbus	\$299	\$439	\$579
Cleveland	\$399	\$589	\$729

Awards

Three awards will be given at each show by an on-site judge based on artistic merit. Award winners will receive an automatic invitation to return to all By Hand fairs for one full year, and a free booth at the show where the award was won.

Displays - Columbus

Artists are required to bring their own tents and weights and/or stakes for anchoring. Electricity will be provided on-site and lighting is strongly encouraged. Better lighting directly correlates with higher sales.

Displays - Cleveland

The booth fee includes basic electricity and black back drape, along with drive in privileges for set-up and tear down. Side barriers are required and may be rented from the I-X Center. Tables, chairs, and additional electricity will also be available for rental. Artists are responsible for all display equipment and lighting.

APPLICATION CHECK LIST

- Completed application form for each medium you wish to enter.
- Five images per medium entered: four of the work, one of the booth.
- Self-addressed stamped envelope and enough postage to return your slides or CD/DVD.
- \$20 (1 show) or \$35 (2 shows) non-refundable jury fee per medium entered. Be sure the artist's name is on the check. Please make your checks payable to By Hand.

**DO NOT SEND
BOOTH FEES
AT THIS TIME!**

BY HAND ARTISAN GUILD

I AM APPLYING TO

Columbus
September 17, 18 & 19 2010

CLEVELAND
November 12, 13 & 14 2010

MEDIUM

- CLAY, FUNCTIONAL
- CLAY, DECORATIVE
- DIGITAL
- DRAWING/PASTELS
- FIBER NON-WEARABLE
- FURNITURE
- GLASS
- JEWELRY, FINE METAL
- JEWELRY, OTHER
- LEATHER
- METAL
- OIL & ACRYLICS
- PHOTOGRAPHY
- PRINTMAKING
- SCULPTURE
- WATERCOLOR
- WEARABLE ART
- WOOD
- 2-D MIXED MEDIA
- 3-D MIXED MEDIA

Artist Name: _____

Collaborating Artist (if applicable): _____

Studio/Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____

Email: _____

Internet / Website: _____

How did you find out about our shows?

Please describe your work in 30 words or less:

Describe your Images:
Slide 1: _____
Slide 2: _____
Slide 3: _____
Slide 4: _____
Slide 5: Your Booth Image

I have read the entire application and certify that my work qualifies according to the rules of the show. I agree to conform to and abide by all rules outlined herein.

Signature: _____ Date: _____

Send Application to:
BY HAND | 1601 West Fifth Avenue #201 | Columbus, Ohio 43212