
WATERFORD FAIR

October 6, 7 and 8, 2017



Art Mart Prospectus

This year ART is located at Schooley Mill Barn, on the southern end of the village. The new location provides more space to display works and will be hung collectively with the Fine Art exhibit. We are proud of the quality of the art that is offered at the Waterford Fair and expect the Schooley Mill Barn Exhibit to be a big hit with the Fair's approximately 20,000 visitors!

GENERAL INFORMATION

Art Mart: Art Mart is not juried, but entry forms must be completed. Any number of entries may be submitted. Sales prices up to \$450 will be accepted. The most popular price point with our fair-goers is less than \$100, but do not let that hold you back from submitting your more expensive pieces.

Accepted Media: Oil, acrylic, watercolor, pastels, charcoals, block print, pen and ink, pencil drawings, or collage. Framed prints are not accepted.

Entry Fees: \$30; please make check payable: Waterford Foundation and bring it with you when you drop off your submissions and **2 copies** of the entry form. If you prefer, payment can be made via PayPal through the Foundation website.

Art Mart Conditions:

- All work must be matted, framed or gallery-wrapped.
- Each individual piece must be listed on the entry form and numbered as per instructions on form.
- Sales prices up to \$450 accepted.
- Framed work should be no larger than 36 by 36 inches or equivalent.
- Poorly Framed work, pictures with saw-tooth hangers and note cards will not be accepted. Note cards can be consigned at the Old Mill Shop – see website for details.
- Works entered in the Fine Art Exhibit can not be duplicated and sold in the Art Mart.
- Artists who wish to consign matted works or prints must provide neat boxes no larger than 15 by 20 inches. All works must fit in the box and will not be framed or hung.

Entry Instructions: Fill out the writable pdf **Art Mart Entry Form** on your computer, listing as many pieces as you wish. Print two copies and bring both copies and your entry fee when you deliver your work. Two (2) copies of the entry form, identifier labels and your artist statement must be completed before delivering works. Artists exhibiting for the first time will be assigned an Art Mart Exhibitor number when dropping off.

Label your Artwork: Please use the writable pdf called **Labels** to create your labels by typing in your information. Print one set of labels for each work you are entering.

Front Label: Put the price, medium and your exhibitor number on the front label and either tuck into the bottom left corner of the frame or securely tape in place. If you have participated before, please use the same number. If this is your first time to exhibit, you will receive your number at drop off. Please email the office if you do not remember your number:
fairasst@waterfordfoundation.org.

Back Label: Securely affix to the back of your work a label with the title of the work, your name, city /state and phone number or email address.

Only work properly labeled with these cards will be accepted at check-in.

ENTRIES: WHEN AND WHERE

Delivery and Removal: Artwork must be delivered to the Schooley Mill Barn in Waterford on Friday, September 29, or Saturday, September 30, between 10 a.m. and 2 p.m. Unsold artwork must be picked up on Sunday, October 8, between 5 p.m. and 6 p.m. or on Monday, October 9, from 10 a.m. to noon or from 5 p.m. to 7 p.m. If you cannot come at those times, please arrange for someone else to do so for you.

Directions: The entrance to the **Schooley Mill Barn area** is just off the intersection of Janney and Factory Streets. Follow the signs to the barn.

From Leesburg, Virginia: go west on Rt. 7, 2 miles to Rt. 9. Go right at the end of the ramp, drive ¼ mile to the signal and turn right on Rt. 662 (Clark's Gap Rd.) As you enter Waterford turn left on Factory Street. At Janney turn left, follow road, curving to the left. Schooley Mill Barn (red, 'L' shaped) will be on the left.

Commission: 25% is charged on all work sold; payment will be mailed no later than November 28, 2017.

Liability: The utmost care will be taken of all work submitted, however the Waterford Foundation, Inc. is not responsible for loss or damage and assumes no liability for works not collected on the specified dates. All work is entered at the owner's risk. *The Waterford Foundation reserves the right to reject any entry.*

Artist Statement: When you deliver your artwork, bring an 8.5 x 11 copy of your artist statement and/or bio. You may include your contact information and up to 20 business cards, which will be kept at the sales desk and provided to fairgoers upon request.

Volunteering: Entrants are encouraged to volunteer during the Fair (4 hr. shifts). As thanks, volunteers will receive free admission on the volunteer day and a free one-day pass to the Fair.

Art Mart Chairpersons: Ben and Melissa Winder

For more information, please contact the Fair office at 540-882-3018, ext. 4 or email ArtMartWFVA@gmail.com.

The Waterford Fair is presented by the Waterford Foundation. Funds raised are used to preserve and protect the Landmark Historic District and to educate future generations about early life in rural America.



PO Box 142, Waterford, VA 20197
waterfordfoundation.org