

# NorthStar Artists' Market - 2019

Fine Arts Building, Minnesota State Fairgrounds - Cosgrove Street

Thursday, May 30, 7 - 9 pm - MEMBERS' RECEPTION

Friday, May 31, 2019 - 9:00 am - 7:00 pm & Saturday, June 1, 2019 - 9:00 am - 6:00 pm

## Things to Know Before the Show

### Artwork

- **Artwork must be Original Two-Dimensional Art Only. NO PRINTS.**
- **Aqua-Media based medium only, EXCLUDING:** pastels, water-soluble oils, alcohol inks, over 25% collage, prints/reproductions, and calligraphy.
- **Unframed paintings, with or without a mat,** must be mounted on a backing board and protected in plastic.
- **For Paintings on canvas**—a backing board may be used, if desired.
- The Sales Management Committee reserves the right to withhold objectionable art and items not ready for sale. All frames, mats and glass must be in good, salable condition.
- **All artwork must be signed.**

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### Assigned Space

- Your reserved wall space will be: 4'x10', 8'x10', 12'x10', or 16'x10', as requested.
- You will be assigned an **Artist Number** for your space. A banner with your Name and Artist Number will identify your space.
- You may bring print racks (1 per 4 feet reserved) and one small table (2'x2') per assigned space.
- Paintings **framed in glass** and **heavier canvas paintings** must be hung with **metal hooks** only. Other works may be hung with **3M hooks**. Both types of hooks are provided on-site.
- You may replace sold paintings during the show. Be sure to add them to your inventory list at the cashier/computer area.
- A limit of 50 cards and/or bookmarks will be allowed per artist. These must be **original artwork only—no prints.**
- There is a "MINI AREA" for no more than 5 "Mini paintings" per artist (no larger than 8x10, including mat and frame). These may be hung in the designated "MINI AREA" near the cashier's desk. Additional small works may be hung on your wall.

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**Publicity** is your responsibility, too.

- **Postcards** announcing the event are included in your artist packet. Additional postcards will be available at the March and April meetings. Please mail the cards to friends and potential customers 3 weeks before the show. Our surveys indicate these cards are our best publicity!
- **Posters** may be downloaded and printed from the NSWS website for use in displaying at area business, etc. **Go to:** <http://northstarwatermedia.com/artists-market/>.
- **Press Releases/Contacting your local newspapers**—information and instructions are included in your artist packet.

### Plan Your Display Space

- Consider the space you have reserved and **make a plan** for displaying your paintings before set-up day. This will save you time when hanging your artwork.

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### Inventory Record

- **Record** your paintings on the enclosed **INVENTORY RECORD**. Make copies if more pages are needed. Or, **go to:** <http://northstarwatermedia.com/artists-market/>.
- Assign a **Number** to each piece of art. Include the following: **Size** -The dimensions of the piece you are selling. If matted, use outside of the mat; if framed, the outside of the frame. Use closest whole number, not fractions. **Title** - Keep it simple. (Examples: Roses, Paris, Farmland, Red Abstract, etc.) **Price** is a very personal decision. We are requesting that you price artwork in whole dollar amounts, i.e., \$25, \$49, \$65, \$347, for ease in calculating tax and the 25% commission.
- **Important: Make a copy for your own records.**

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### Labeling Your Artwork

- Labels are included in your packet. Each label is printed with your **Artist Number**.
- The labels provided are **removable labels** so that they can be safely and easily removed. **Please ONLY use these labels!!** Also, **please remove any old stickers before attaching the new one.**
- Write the **painting number** and **price** of your artwork on the label.
- Place the label on the plastic covering or glass in the **FRONT upper left-hand corner** of your artwork. **Do not** put the label directly on the painting, mat, or frame. Plastic wrap over the corner of a canvas may be used for the label.
- **Every painting and/or card must have a label that corresponds to the artwork listed in the INVENTORY RECORD.**

NOTE: Please contact Patti Coverston (612-961-5075) if you need additional labels.

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## Hanging Your Artwork

***Thursday, May 30 - 11:00 am to 6:30 pm***

- Bring your completed **INVENTORY RECORD** and all artwork properly labeled.
- Someone at the check-in table at the main entrance will direct you to your assigned wall.
- Each artist is responsible for hanging their own paintings. Assistance is available, if necessary. **Hanging supplies will be provided.**
- Your signed **INVENTORY RECORD** will be handed in to the check-in staff when you are finished hanging your wall. **Again, be sure you have made a copy for yourself. You can print additional pages if needed from the link on the Northstar website.**  
**www.northstarwatermedia.com**

## **Members' Reception**

***Thursday, May 30, from 7-9 pm***

This Opening Preview/Reception is for Members and their guests.

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## **Artists' Market Show/Sale**

***Friday, May 31 (9 am - 7 pm) & Saturday, June 1 (9 am - 6 pm)***

- **Five hours** of work time at Artists' Market are required from each participant. When you register, you will be asked to sign up for a 5-hour shift. You will receive a final Work Schedule in your artist packet.
  - We hope you will spend additional hours at the Artists' Market meeting other artists and showing your guests around.
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## **After the Sale - Take-Down/Clean-up Hours**

***Sat., June 1, 6 – 8:00 pm -- NO SOONER***

- **All artwork must be left on your wall until the sale ends at 6:00 pm.** (Time is needed to tally your sales and to complete computer entrees.)
  - It is your responsibility to remove paintings and all hooks from the walls. There will be helpers and ladders available, if needed.
  - **After collecting your unsold artwork, you will receive your INVENTORY RECORD and a Sales Sheet showing your sold artwork.**
  - **For any artwork not picked up by 8:00 pm, you will incur a \$100 fee.**
  - **Checks for sold artwork** will be mailed to you approximately **six weeks after** the sale, along with a listing of all paintings sold for your tax records.
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## **Other Important Information**

- All **sales tax** will be collected at the time of sale and will be the responsibility of the NorthStar Watermedia Society.
- When you completed the official application, you signed an **insurance statement** indicating that the NorthStar Watermedia Society is not liable for any damage to your work while it is at the sale. Every precaution will be made to assure the safety of your work. Further, **if you feel the need for insurance, please make those arrangements.**
- **If a sale is made after June 1** as a result of the customer seeing that artwork at the Artists' Market, the NSWS requests the same 25% commission as if it had been sold at the Artists' Market sale.

## **IMPORTANT DATES FOR YOUR CALENDAR**

**Registration Deadline:** Thursday, April 18, 2019

**Hanging your Artwork:** Thursday, May 30, 2019 -- 11:00 am to 6:30 pm

**Members' Reception:** Thursday, May 30, 2019 -- 7:00 to 9:00 pm

**Artists' Market Show/Sale:** Friday, May 31, 2019 -- 9:00 am to 7:00 pm

Saturday, June 1, 2019 -- 9:00 am to 6:00 pm

**Take-Down/Clean-Up Hours:** Saturday, June 1, 2019 -- 6:00 pm to 8:00 pm

### **MY TO DO CHECKLIST**

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|--|---|
| <input type="checkbox"/> Fill out Registration Form  | <input type="checkbox"/> Decide Wall Space                      |
| <input type="checkbox"/> Fill out Work Schedule      | <input type="checkbox"/> Mark Calendar with all pertinent dates |
| <input type="checkbox"/> Complete Inventory Record   | <input type="checkbox"/> Make a copy for my File                |
| <input type="checkbox"/> Make a Plan for Wall Space  | <input type="checkbox"/> Check to see if you have enough labels |
| <input type="checkbox"/> Make sure Artwork is signed | <input type="checkbox"/> Label Artwork                          |
| <input type="checkbox"/> Hand out Postcards          | <input type="checkbox"/> Invite family, relatives and friends   |
| <input type="checkbox"/> _____                       | <input type="checkbox"/> _____                                  |
| <input type="checkbox"/> _____                       | <input type="checkbox"/> _____                                  |