

# THE ARTIST PROJECT.

200  
ARTISTS.  
4 DAYS.  
1 VENUE.

## ARTIST APPLICATION

Please submit this application by  
Friday, September 14th, 2012, 11:59pm

Please read the following carefully to ensure that your application portfolio is complete. Incomplete portfolios will not be reviewed.

IMAGE DETAIL: SALLY MILNE, WATERCOLOUR, 2012 ARTIST

Now in its 6<sup>th</sup> year, The Artist Project looks forward to another exciting show featuring original works from 250 carefully juried, independent contemporary artists. Artists will have the chance to connect with over 12,000 visitors, from seasoned collectors and first time art buyers, to gallerists and interior designers.

### DATES & LOCATION

FEBRUARY 21-24, 2013; BETTER LIVING CENTRE, EXHIBITION PLACE, TORONTO

### SELECTION CRITERIA

All applications will be juried by a panel of independent jurors. Before applying please note the following:

- > The Artist Project (TAP) only accepts original fine art and does not display craft, decorative arts, furniture or functional glass / ceramics.
- > Reproductions of any kind (including postcards, cards, calendars, posters, and t-shirts) are not permitted in the show.
- > Photomechanical reproductions such as offset lithographs, prints run off a commercial printing press, embellished commercial reproductions or giclée (with the exception of photography / digital media categories) are not permitted.
- > Booths may not be shared by artists with the exception of Artist-Run Centres and Artist Collectives (must have an established history of exhibiting or creating work collectively). **Collectives are eligible to apply for 10X20 booths only.**

### SHOW EXCLUSIVITY

Upon acceptance into the show, you will receive a contract that contains a comprehensive exclusivity clause. We heavily market and promote the fact that TAP is an exclusive art fair. Therefore, we embrace artists who understand and believe in our philosophy and whose work is not available in other shows (featuring more than 30 artists) 30 days before and 30 days after the dates of our event within a 50 kilometre radius of the show.

### TRAVEL SCHOLARSHIP

Artists who reside outside of Ontario are eligible to apply for a \$500 Travel Scholarship designed to offset the added costs of shipping and travelling to exhibit at the show. Scholarship applicants should include a brief document outlining why financial assistance is required.

### EXHIBITOR PACKAGE

All booths include a gallery-style hard wall system. This will make set-up a breeze and will ensure a high-end looking show. All you need to do is hang your artwork!

#### The exhibitor package includes:

- > Hard wall booth (8' high, hard white walls)
- > Booth signage
- > Complimentary opening night and regular admission tickets
- > E-Flyer and discount tickets for your mailing list
- > Artist profile page on TAP website and mobile app
- > Listing in the official TAP show guide
- > Art storage (limited)

#### The following items are not included in the booth fee and are the responsibility of the exhibitor:

- > Electricity (to be rented from the Direct Energy Centre Exhibition Place). **\*mandatory\***
- > Lights (exhibitors may bring their own lights or rent gallery grade lights from The Artist Project). **\*mandatory\***
- > Optional items include extra walls, internet, phone lines, packaging materials, insurance, parking, point-of-purchase machines, furniture, and material handling.

## BOOTH PRICING (does not include HST)

5 x 10	\$1,700	5 x 20	\$3,052	10 x 15	\$3,288
5 x 10 corner*	\$1,930	5 x 20 corner*	\$3,282	10 x 15 corner*	\$3,578
5 x 15	\$2,376	10 x 10	\$2,190	10 x 20	\$4,367
5 x 15 corner*	\$2,606	10 x 10 corner*	\$2,480	10 x 20 corner*	\$4,657

\* Corner booths allows artist to hang on outside wall or to configure booth as an open corner.

## HOW TO APPLY

Applications are due on or before **Friday, September 14, 2012** (postmarked applications will be accepted).

Please submit the following materials to The Artist Project:

- Completed application form (pg. 3).
- Images of your work.
  - > Submit 5 -10 digital images of your work.
  - > Submit 1 artist headshot (to be used for promotional purposes).
  - > Images may be submitted via email or on a CD/DVD (please print your name clearly on the disc). All images must be in JPG format, 300 dpi, no smaller than 1500 pixels and no larger than 4000 pixels on any side. Slides, websites, links or PDFs will not be accepted.
- TIPS ON A SUCCESSFUL APPLICATION:**
  - > Your images are important!! Please ensure that your images are of high quality, clear, in-focus and well-lit so that the jury may properly assess your work.
  - > Ensure that you have a cohesive portfolio by sending us 1 body of work.
  - > If possible, please send us work that you intend to bring to the show if accepted.
  - > Make sure that the filename of your digital images correspond to your image list.
- Image List that includes: Title of work, medium, dimensions in inches, and year of creation.
- CV (Résumé)
- Brief Biography (maximum 150 words) to be used on the TAP website, if accepted.
- Application Fee
  - > \$25 jury fee: This fee is non-refundable.
  - > \$300 deposit: The deposit **will not** be processed unless you are accepted into the show. All successful applicants will be notified and following this, the \$300 deposit will be processed and credited towards the booth fee. **Please note: All payments are non-refundable and non-transferable.**
  - > The jury fee and deposit may be paid by credit card (Visa, Mastercard) or by cheque. All credit card payments will appear on your statements as MMPI.
  - > If paying by cheque, please provide separate cheques for the jury fee and deposit. Please make all cheques payable to **Merchandise Mart Properties Inc.**
- SASE (optional)
  - > Please enclose a self-addressed, stamped envelope with sufficient postage if you would like us to return your application material.

## SUBMIT YOUR APPLICATION

Applicants will be notified of their status via email at the earliest possible date.

Please do not call the office for jury results. All applications will be considered and reviewed.

Send your application by mail or email to:

### MAIL:

The Artist Project  
Attn: Exhibitor Applications  
10 Alcorn Avenue, Suite 100  
Toronto, ON M4V 3A9

### EMAIL:

[claire@mmpicanada.com](mailto:claire@mmpicanada.com)

# THE ARTIST PROJECT.

200  
ARTISTS.  
4 DAYS.  
1 VENUE.

## ARTIST APPLICATION

Please submit this application by  
Friday, September 14th, 2012, 11:59pm

Please read the following carefully to ensure that your application portfolio is complete. Incomplete portfolios will not be reviewed.

IMAGE DETAIL: SALLY MILNE, WATERCOLOUR, 2012 ARTIST

### ARTIST INFORMATION

Name: \_\_\_\_\_ Collective Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_  
City Province/State Postal Code/ZIP

Home No.: \_\_\_\_\_ Cell No.: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Facebook Page: \_\_\_\_\_ Twitter Handle: \_\_\_\_\_

### CATEGORY

- |   |   |  |                                      |
|---|---|--|--------------------------------------|
| <input type="checkbox"/> Artist Collective / School | <input type="checkbox"/> Glass          | <input type="checkbox"/> Pastel                    | <input type="checkbox"/> Textile     |
| <input type="checkbox"/> Collage                    | <input type="checkbox"/> Installation   | <input type="checkbox"/> Photography / Photo-Based | <input type="checkbox"/> Video       |
| <input type="checkbox"/> Digital Media              | <input type="checkbox"/> Mixed Media    | <input type="checkbox"/> Printmaking               | <input type="checkbox"/> Watercolour |
| <input type="checkbox"/> Drawing / Illustration     | <input type="checkbox"/> Oils & Acrylic | <input type="checkbox"/> Sculpture                 | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Encaustic                  |   |  |                                      |

Are you applying for a Travel Scholarship?  No  Yes *(Please include a brief document outlining why financial assistance is required)*

Which shows do you plan to participate in 2013? \_\_\_\_\_

Please list your first 3 booth size choices if accepted: 1<sup>st</sup> choice: \_\_\_\_\_ 2<sup>nd</sup> choice: \_\_\_\_\_ 3<sup>rd</sup> choice: \_\_\_\_\_

### PAYMENT

Paying by:  Visa  Mastercard  Cheque\*\*\*

Card Holder's Name (printed as it appears on the card): \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

\*All transactions are non-refundable and non-transferable.

\*\*All credit card payments will appear on your statements as MMPI.

\*\*\*The Artist Project cannot accept foreign cheques. **Please make cheques payable to Merchandise Mart Properties Inc.**

### SUBMIT YOUR APPLICATION

Applications are due **Friday, September 14, 2012**. Applications may be submitted via mail or email to the following:

**MAIL:**  
The Artist Project  
Attn: Exhibitor Applications  
10 Alcorn Avenue, Suite 100  
Toronto, ON M4V 3A9

**EMAIL:**  
[claire@mpicanada.com](mailto:claire@mpicanada.com)