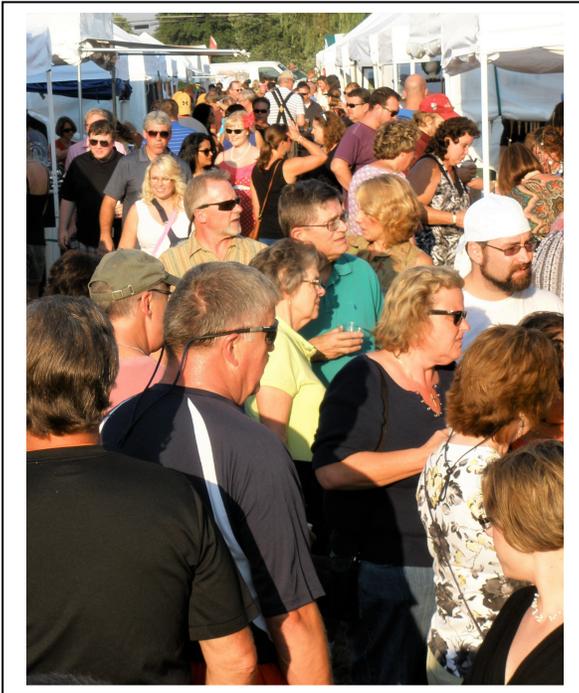


19th Annual 2017 Vinoklet Art & Wine Festival

Saturday Sept 9, 12-10 pm and Sunday Sept 10, 1-7 pm

11069 Colerain Ave., Cincinnati, Ohio 45252



The Vinoklet Art & Wine Festival is a popular autumn celebration held outdoors at the vineyard and restaurant of Vinoklet Winery in northwestern Cincinnati, Ohio. 15,000 visitors enjoy award-winning wine, great art, live music, real food, and free admission to one of the most picturesque venues in the region.

60-65 artists exhibit and sell their work each year, and enjoy the show as much as the shoppers do. The atmosphere is laid back, the weather is almost always beautiful in the vineyards up on the hill, the booth price is affordable, and the winery consistently delivers enthusiastic crowds who like to spend while they play. Many successful artists say this is a good revenue-producing show for them and also say it's their most enjoyable show of the year. Visit vinokletwines.com to see a sampling of the artists who participated last year.

Convenient artist amenities make this a hassle-free show. Flexible, extended set-up hours. Easy load-in and tear-down with vehicle access right to your booth space. Free electrical access throughout. Breathing room on each side of your tent. And some

of the nicest staff and fellow artists you'll find anywhere.

Extensive advertising with a city-wide reach includes newspaper features and ads, radio spots, retail take-ones, signage, mail and social media promotion to thousands of winery customers and a substantial web presence.

Important Dates

April 10	Artist application deadline; email or postmark on this date
May 8	Acceptance notifications emailed
June 2	Accepted artists confirm or decline their participation in the 2017 show
June 19	Booth payment due
August 1	Last day for cancellations with refund
Sept 1ish	Booth locations emailed to artists
September 8	Registration 10 am - 6 pm; booth set-up 10 am - dark
September 9	Set-up 8 - 11:30 am; show hours 12 noon - 10 pm
September 10	Show hours 1 - 7 pm; tear-down 7 pm until finished

If there are booth spaces still available after jurying and the artist confirmations of participation, late applications will continue to be accepted and juried. Qualifying artists will be accepted in still-open categories or may be placed on a category-specific wait list for already full categories. In spite of this ongoing jurying, please be sure to meet the April 10th application deadline, as many categories and often the entire show become full during the initial jury session.

Eligibility

The Vinoklet Art & Wine Festival is open to professional artists and fine-craft artisans who are 18 years and older. All work must be original in concept and must have been created by the accepted exhibitor. No work from commercially provided kits, molds, patterns, plans, prefabricated forms or other mass-production methods may be exhibited. Absolutely no buy/sell is permitted.

Accepted artists must be present throughout the show and must be open for business until the closing time each day. Artists are responsible for staffing their booths, conducting all sales transactions and paying all sales taxes.

If you teach and would like to include student work in your booth as an additional learning experience, please submit the name(s) of students who will be represented and the percentage of booth space allocated for their work. Exhibiting students should be present and interacting with the public during the majority of the show hours and are expected to demonstrate professional appearance and behavior.

Categories of Work

Artists should apply under one Primary category of work, and an additional Secondary category may be selected for additional, lower-volume work (such as a potter who creates functional pottery with a small amount of clay jewelry pendants on the side). If a secondary category is chosen, *the artist must provide the percentage of booth space that will be devoted to the secondary category*. The show will present work in these categories:

Digital art – two-dimensional images created and/or manipulated using computer technology and printed/mounted on a variety of materials including paper, fiber, wood, etc. Original photography which has been digitally enhanced should be entered in the photography category.

Drawing and printmaking – original works created using dry or fluid media.

Ceramics – original thrown or handbuilt objects in clay and porcelain, both functional and decorative.

Fiber and leather – all work handcrafted from fiber or leather, both wearable and decorative, including clothing, basketry, weaving, tapestry, paper-based products and soft sculpture.

Furniture – original functional furniture, of any material, fabricated with machine tools and/or hand tools.

Glass – original and handmade blown glass, fused glass and stained glass work, both functional and decorative. Lampworked beads should be placed in the jewelry category.

Jewelry – this category includes fine jewelry made from precious metals and gems, assembled jewelry created from purchased components, and handcrafted beads or other components made of metal, glass, paper, clay, fiber or other natural materials.

Metals & stone – original work formed by bending, cutting, forging, welding, casting or wiring together metal pieces, sheets and tubing, or work produced by carving, chiseling or otherwise manipulating stone; the finished piece may be functional or decorative.

Mixed media – both 2-D and 3-D works that incorporate more than one type of physical material.

Painting – original works created in oils, acrylics, watercolor and pastels; original framed works should occupy the majority of your booth walls, with signed and numbered reproductions available in browse bins or slings.

Photography – both traditional and digital photography printed from the artist's original image; framed works should occupy the majority of your booth walls with matted prints available in browse bins or slings.

Wood – original works in wood that are hand-tooled, machine-worked or turned.

Other – please describe.

If you have questions about the appropriate category for your work, please feel free to contact Karen at vinokletwineryartists@gmail.com for assistance.

Jurying

All applicants are juried each year, meaning that acceptance one year will not guarantee acceptance in following years. This results in the highest possible quality of work being exhibited in each category in any given year. If you're a returning artist, you're encouraged to include your new work, as an evolving body of work makes your application most competitive and ensures that the buying public will find exciting new art each year.

Please note that show organizers are strongly committed to maintaining a balance between media categories, with each category receiving no more than 12.5% of the total booth spaces. In addition, jurors will seek to achieve a balance *within* each category to prevent redundancies in how each artist interprets and uses his or her medium. The highest-scoring applicants within each category are invited to exhibit, and additional qualifying artists will be placed on a wait list within their specific category.

The jury is composed of knowledgeable working artists who are conversant in a variety of media. Every effort is made to have each eligible medium category represented by at least one juror on the panel. Images will be reviewed individually by the jurors, with particular attention paid to the originality, artistic skill and quality of the work.

Artists who choose a category as their sole or primary category are given preference when selecting those who will be accepted for the category. If an artist chooses two categories and one of those categories becomes full, the artist can still be included in this year's show if he or she has noted in the Comments section a willingness to exhibit only work from the still-open category. Decisions of the jurors are final.

Image Guidelines

Please be certain to send *only four* work images per category entered. If you send six images printed out on a single page it still counts as six images, not one. Only four work images will be shown to the jury, and show staff cannot be responsible for choosing from among multiple images to arrive at the final four.

Please photograph your work against a clean, single-color backdrop with no additional items in the photo. Review last year's photos on vinokletwines.com for guidance.

Booth shots will be evaluated for professional and neat appearance. Be certain your booth shot contains no people (and absolutely not the artist) and no visible business names. Use a photo of your outdoor booth set-up if possible. Each participating artist's booth will be juried during the show to verify consistency with the artist's submitted images and to evaluate overall product quality and booth appearance. Artists may be asked to remove work which fails to meet the quality and standards represented in the juried images or which doesn't meet eligibility requirements. Incomplete applications will not be juried, so please provide all information requested.

Booth Placement, Fees and Payment

The fee for a single 10 x 10 booth space is \$110; very limited double spaces are available for \$200. Electricity is provided at every space free of charge.

Payment is due on June 19 if you're accepted in May. If accepted after the initial May 8 notifications, please make your booth payment as soon as possible (within a week or two), as your payment locks in your booth space. If you're called from the wait list, you must pay your booth fee before setting up your booth on September 8 or 9.

Booths are arranged in back-to-back rows, with electrical outlets mounted approximately every 10' on the fence rails directly behind the booths. Please take advantage of the free electricity and plan on adequately lighting your display area *even during daylight hours* as it significantly improves the appearance of your artwork and display. Bring your own lights, extension cords and power strips with a ground fault. Please use energy efficient bulbs to keep your total

wattage as low as possible to help prevent power outages. Note that additional space behind your booth may be very limited or non-existent so please plan for your storage needs accordingly.

Approximately 3' of additional space is given between each booth to allow for easier access to your booth when setting up and adjusting sidewalls. Feel free to place your chair in this space during the show, as long as your neighbor still has sufficient use of the space as well. Please refrain from storing piles of extra inventory and packaging supplies in this area in order to keep the show area looking neat and professional.

More About Booth Locations

Because booth spaces are arranged along four straight rows with no cross aisles, and because customers enter the show area from both the east and west ends, every booth location is equally accessible and visible to your customers. It's impossible to have an out-of-the-way location at this show!

We do our best to honor your location preferences. At the same time, we're adamant about creating a layout that looks fresh and exciting every year while dispersing the categories throughout the site. We want returning customers to be drawn into the aisles because they see something irresistible or new. Therefore, booth locations for returning artists are shifted from year to year to enhance your customers' shopping experience and entice them to walk the aisles.

Please include your booth location requests on your application and *be as specific as possible*. "Same spot as last year" is insufficient because your location *will* be moved. Instead, if you liked your spot, include what you liked about it so that your new spot will meet most or all of your requirements. If you want a corner, say so but be sure to include other preferences as well, since corners are in short supply. If you have more than one request, please note which is most important to increase the likelihood you'll be satisfied with your spot. For example, you could say "in order of importance: next to J. Smith, second aisle, toward the middle of the row." If you'd be happy anywhere, just leave that section of your application blank. If you're a new artist to the show and are unfamiliar with the layout, feel free to email your questions if you'd like to specify a location.

Set-Up

Registration and set-up begins at 9 am on Friday, September 8. Registration closes at 6 pm, however you're welcome to continue setting up until dark. Registration and set-up resumes on Saturday morning at 8 am, and you'll want to be ready for opening by 11:30 when customers start trickling in.

Please check-in at the registration location on the east end of the show site **before proceeding** to your booth location. You'll receive your information packet, confirm your booth location (on rare occasions the location changes at the last minute), sign up for booth sitting if needed, and learn if there's any coffee and pastries left. After registration, drive your vehicle directly to your booth space for easy unloading. Please unload completely, then move your vehicle to the parking lot before returning to your booth to set up.

White tents are much preferred. Be certain your tent is securely staked into the ground and weighted. Booth locations are in an area where grapevines used to grow, and while the winery has worked each year to level the area as much as possible there are some remaining bumps and gravel to work around as well as uneven terrain in some areas. Bring your shims. Sidewalls are highly recommended, both for closing up your space at night and for protection against the weather. The event is held rain or shine.

During the show you'll be parking in one of two designated artist parking areas, both a quick and easy distance from the show site (measured in yards, not city blocks). The closest parking for artists is adjacent to the last row of artist booths, and you can request this nearest parking location on your application. Please include your reason for requesting a nearby location, as first preference will be given to those who have physical limitations or who make

frequent trips to their vehicles to re-stock particularly heavy or large items. Requests for nearby parking will be considered in the order received.

Aisle space is fairly tight once all booths are in place, so driving your vehicle to your booth during the weekend can be problematic. If you'll need to move items to or from your booth Saturday night or Sunday morning, we highly recommend stopping your vehicle in the winery parking lot and dollying your items to your booth before proceeding to your normal parking location.

Security is provided Saturday overnight in the artist areas, and the tented area is well-lit throughout the night on both Friday and Saturday nights.

After the show you will tear down your booth completely, then get a loading pass from the coordinator in order to bring your vehicle to your tent space. Complete details will be provided on Sunday.

Completing Your Application

You may submit your application and images in either electronic or hard copy form. You must provide 4 images of your work and 1 outdoor booth image for your sole- or primary-medium category. If you choose a secondary category as well, please also provide 4 product images for your second category.

The preferred format for submitting your images is **electronic**, either via email to vinokletwineryartists@gmail.com or on CD/DVD if sending through the mail. Use JPEG format, 1920 dpi at the largest dimension, and title each image with your name and the item description (i.e. Johnson, Ted - vase). If electronic options aren't available to you, printed photographs may be included with your mailed application. Images will be used for jurying and, with your permission, in social media and website promotion.

- If submitting electronically, please scan your completed and signed application form and email it with your images to vinokletwineryartists@gmail.com, then mail your \$20 jury fee and business card to Vinoklet Winery Art & Wine Festival, c/o Karen Holtkamp, 832 Banklick St, # 303, Covington, KY 41011.
- If submitting a paper application, please print out the application and mail the completed, signed form with your images, \$20 jury fee and business card to Vinoklet Winery Art & Wine Festival, c/o Karen Holtkamp, 832 Banklick St, # 303, Covington, KY 41011.

Questions?

If you have questions about the festival or the application process, please contact Karen Holtkamp, Artist Coordinator, at vinokletwineryartists@gmail.com. Thank you for considering the Vinoklet Art & Wine Festival as a venue for exhibiting your work!

Artist feedback from the 2016 show

"Good mix of artists."

"Very flexible and accommodating."

"Good crowd. Friendly people."

"Great constant flow of customers."

"Good time and great art vibe."

"Always one of my best, even with the rain!"

"Overall great staff and professional show! Well planned!"

"Our favorite show."