

Norton Commons Application Information

To apply, search “Norton Commons” on Zapplication.org and fill out the information.

ABOUT THE SHOW

Artists around the country know this city for the St. James Art Fair. Now this artist-friendly community has a new art show in the middle of its wealthiest zip code. With a total marketing budget of more than \$50,000, the Norton Commons Art Fair will coincide with the neighborhood’s annual Tour of Homes. A trolley will bus people around the neighborhood to show off the gorgeous new homes and send them to your booth! In addition to bringing thousands to the fair, the Norton Commons neighborhood is home to many affluent professionals who love art, including doctors, lawyers and executives for major international companies such as UPS, Papa Johns, UBS and many others. In its first year, the Norton Commons council will commit weekly newspaper, television and Web advertising to bring people to your booth.

During the Norton Commons Tour of Homes, artists can compete for a contest with a grand prize of \$2,000. Jurors will select 20 entries to be showcased in a Tour of Homes featured home and the public will vote. To be considered for this contest, the art must be at the below address by May 7 at 5 p.m. through May 16. The artist must make arrangements to pick up. Separate rules and regulations, not included on this application, apply to this contest. This contest is open to any artist and is not limited to show contestants.

PROMOTION

To go along with a marketing budget of more than \$50,000, the Norton Commons marketing staff has a great reputation with the Louisville media. In addition to buying ad space in the Louisville Courier Journal and other local papers, its marketing staff will execute a grassroots campaign via email and on the streets. In addition, the 600 residents living here will proactively tell their two friends who will tell two friends and so on.

JURY DETAILS

JURYING INFORMATION:

This is a first-time show, but we have high expectations. For this first year, we are limiting it to approximately 60 exhibitors chosen by a jury of highly qualified artists and dealers. All participants will be chosen by this jury.

EXHIBITOR STANDARDS:

All work must be of original design and produced by the artist or a two-person collaboration. The work exhibited and booth must match the quality and style of work as represented in the submitted digital images. All exhibitors participating in the show must provide a valid state Sales Tax number at the time of booth acceptance.

ARTIST ATTENDANCE:

The accepted artist must be in attendance for the duration of the show to meet with potential customers.

BOOTHS:

UPDATED: Artists are responsible for bringing a four-sided tent with a roof. All tables and racks brought by the artist and must be covered by a black table cloth. Propanels or similar material preferred.

BOOTH FEES:

Single Booth (10' x 10') - \$100

Double Booth (limited) - \$150

Triple Booth - \$200

Cancellation Policy:

There are no refunds for canceled shows.

DIGITAL IMAGES:

Applicants must submit four color digital images, via the ZAPP application. Three images must show individual pieces representative of current work. One will show booth.

EXHIBITOR RULES AND POLICIES:

- 1) All work must be original, handcrafted, created and exhibited by the approved artist themselves. Kits, imports, and mass produced items will not be tolerated. This rule is strictly enforced.
- 2) All categories shall be reviewed, juried and screened prior to your acceptance. Any media NOT approved during the application process that appears in your booth at an event will be removed.
- 3) All applications require 3 photos or slides of your work plus 1 photo or slide of your outdoor display.
- 4) Displays must be professional and aesthetically pleasing.
◇ Exhibitors will leave their exhibit space clean after packing up at break down. If your space is not clean after an event this could result in expulsion from future shows.
- 5) The \$30 Application fee (APF) must be paid at the time of applying.
- 6) The approved exhibitor will occupy his or her booth at all times. NO subletting or sharing of space is permitted. No representatives are allowed.
- 7) Bank Fees – A \$25 bank fee will be charged on all return checks. The check amount plus the \$25 fee is payable with a money order, cashier's check or cash. The fee may be higher with international checks. Credit cards are preferred.
- 8) Exhibitors will receive an ample amount of booth space, which varies depending on the venue. Exhibitors will NOT take up any additional space without first consulting with a show coordinator. ALL WORK, DISPLAY and STORAGE WILL NOT GO BEYOND THE ASSIGNED EXHIBITOR SPACE.

9) Management reserves the right to make final interpretations of all rules and regulations. Please read the general release on front of application before signing!