

## **“Litchfield Art Festival”**

### **Part II: Goshen Fairgrounds**

The Voice of Art is thrilled to announce its very first outdoor juried fine art show, **“Litchfield Art Festival Part II”** that will be a highlight for collectors and residents from the Tri-State region, New England and beyond. The Litchfield Hills has a history and reputation for featuring top fine artists from across the country, and also many well-known and beloved New England and CT artists widely admired by art enthusiasts. Attracting thousands of visitors, the festival will provide an exciting platform for artists to engage with attendees and sell their work.

The festival will provide each exhibitor the opportunity to show his or her work to its best advantage, support the purchase of original fine art and handmade functional art, and foster art appreciation. All work will be juried on originality, workmanship, and professional presentation; with the expectation that all work displayed at the Festival will reflect the high caliber indicated in the applicant's initially submitted images for jury.

With DOUBLED visibility and accessibility, TVOA is committed to offering its best promotional efforts to present featuring artists' high-quality work for maximum results. To responsibly meet this time of challenge, TVOA will organize this live art event in a hybrid venue – both in-person and virtual through multiple digital channels – to reach a broader audience and ensure the public health and safety. TVOA will encourage optimal participation by delivering interactive, digital excursions for viewers. TVOA's highlighted key efforts will include:

- the event **press release**, sent to many local newspapers and community digital platforms (civic, cultural, and tourism organizations)
- Festival Signs & Posters
- printed **show invitation postcards** and **brochures**, distributed to thousands of residents and businesses in the Litchfield Hills communities
- **TVOA E-Newsletter** featuring the festival and sent to its thousands of subscribers multiple times
- a high-quality **VIRTUAL FESTIVAL CATALOG** featuring all artists' profile pages, linked to their websites and social media accounts to reach broader audiences, from Aug. 20 to Sept. 20, for maximum exposure
- a YouTube video: **“LAF Artists' Virtual Presentation”** to promote featured artists and their creative work
- Local business leaders already affiliated with TVOA, promoting the event together, distributing event brochures, and sharing our promo video through their social media platforms.

### **Goshen Fairgrounds, the Town of Goshen in the Litchfield Hills**

Incorporated in 1739, the Town of Goshen in Litchfield County is a scenic country town, nestled in the beautiful rolling green hills of Northwestern Connecticut. This quaint New England town is home to farms, churches, theaters, restaurants, farmers markets, chocolatiers, dairies, vineyards, orchards,

B&Bs and much more. The beautiful rural setting offers the perfect place to spend a day, weekend, or to settle down for much longer with many outdoor activities including swimming, hiking and skiing. Truly an historical town, but at the same time, proximity to Manhattan keeps this corner of Connecticut contemporary. The Litchfield Hills are a popular escape for city folk, who in turn have helped raise the bar for restaurants and accommodations in the area — turning what has long been a destination for antiquers into a haven for foodies, as well. Its shops and restaurants, set around the historic green and immediate area, contribute to the 18th century New England town atmosphere.

**Goshen Fairgrounds**, well known for *Goshen Fair* and many other festivals by the surrounding communities, will attract thousands of audiences and offer easy access to the Festival site, right off the main road (Rt. 63) with high visibility. In addition to its beautiful views overlooking Mohawk Mountain and a sense of historic and classic New England charm, it provides a spacious, open field that will allow exhibitor tents to be spaced at a safe distance and control the flow of the crowd to relieve congestion as well as participants' on-site parking.

## APPLICATION GUIDELINES

**EXHIBITOR ELIGIBILITY:** The show is open to all persons, regardless of race, color, creed, sexual orientation, or national origin. The exhibiting artist must be present during show hours. No dealers, agents, artist representatives or sit-ins are allowed.

**ELIGIBLE WORK FOR DISPLAY:** All fine art and handmade functional artwork displayed must be one-of-a-kind, original work created by the artist. Exhibitors may not exhibit commercial suppliers or art crafts. **The Show Committee** reserves the right to require an exhibitor to remove artwork or objects on display that **(a)** do not conform to the rules of the show or **(b)** that are, in the opinion of the Committee, detrimental to the good public image of the show. In an effort to maintain the high quality of fine artwork at the festival, the Committee will be actively checking booths. Exhibitors will be asked to remove any artwork, prints, excess browse bins that do not meet our show specifications.

**Prints, Reproductions** including **Giclees** that have received handmade enhancements by the artist may not be framed or hung on the walls of the exhibitor's tent. All reproductions must be clearly labeled as reproductions. They must be signed, numbered, wrapped, and displayed in print racks or bins. No more than 20% of an exhibitor's display may be devoted to reproductions. Sale of note cards is allowed provided that they constitute no more than 10% of an exhibitor's display.

### Fine Non-Functional Art:

- Painting (oil, watercolor, pastel, encaustic, gouache, acrylic, etc.)
- Sculpture (wood, metal, clay, glass)
- Mixed Media (2D/3D)
- Digital Art
- Graphics/Drawing

- Printmaking
- Photography: Archival prints with acid-free mats. Prints may be paper or metal. Framed/matted and/or unframed/matted paper prints. Metal prints do not need to be framed. No unframed photography on canvas prints. Exhibited framed images cannot be duplicated. Numbered and signed reproductions (unframed/matted) may be stored in a browse bin.

#### **Fine Functional Art:**

- Ceramics (Multiple pieces of the same design must be signed by the artist)
- Glass
- Leather
- Fiber/Paper Arts (handmade, wearable, hangable or otherwise usable)
- Wood Works (hand-tooled or machine-worked)
- Metal
- Jewelry (must include some elements that are handcrafted by the artist; excludes the assemblage of mass-produced items from third parties)

#### **APPLICATION DEADLINE & NOTIFICATION:**

- A maximum of **100 artists** will be selected to form a balanced exhibit.
- Applicants are juried **on a rolling basis** and notified of acceptance within 10 days of receipt of their applications.
- Applications that are incomplete will not be juried until all materials and fees are received.

#### **PAYMENT:**

**Jury Fee:** A non-refundable application and processing fee of \$25 is required to complete before sending your application via email for the jury process. Artists who were accepted to the LAF June-event or TVOA Members will be waived from the Jury Fee. Please note that any submission without the Jury Fee won't be considered reviewing the artwork. Online payment only.

**Booth Fees:** Once your work is accepted, you will be required to pay the booth fee via PayPal or send us a check.

**Single Booth space (10'x10'):** Non-TVOA Member: **\$250**; TVOA Member: **\$220**.

**Double Booth space (20'x10'):** Non-TVOA Member: **\$450**; TVOA Member: **\$420**.

**CANCELLATION POLICY:** If you are accepted to the show and then cancel on or before June 30, 2021, we will return your booth fee less a \$70 administrative charge. There will be no refunds for cancellations made after June 30, 2021.

## EXHIBITOR SPACE ASSIGNMENTS:

Each exhibitor booth space is single (10' x 10') or a double (20'x10') booth spaces. All booths are corner spaces.

- The Litchfield Art Festival is an outdoor art festival. Displays must be able to withstand crowds, wind, rain, and weather conditions. The show goes on — rain or shine!
- **White tents** are required. Exhibitors must supply their own tents and display racks and are solely responsible for setting up and securing all exhibit equipment.
- Your entire booth set-up, including overhangs and display units, must remain within your booth space perimeter – no exceptions.
- There can be **NO STAKING DOWN**. Please bring your own weights.
- **NO SMOKING** on the green or near booths.
- Placement is assigned, and is based on first come/first served. Exhibitors may not relocate or move their assigned space without the permission of the Show Committee.
- We do not provide overnight security.
- Electricity is not available at the show site. Gas generators are not allowed.
- Do not display ribbons from other shows.
- Please be a good neighbor and keep your space clean and tidy.
- Do not bring pets to the show
- Details on set-up, parking, and break down will be sent to artists once their work is selected.

**SALES TAX:** Exhibitors must have a valid **Connecticut Sales Tax Identification Number**.

If you do not have a CT Sales Tax ID Number, apply to the **Department of Revenue Services, 450 Columbus Blvd, Hartford, CT 06103, (860) 297-5962**. In the meantime, submit your Show application noting that your CT Sales Tax ID application is **pending**. **Apply on-line for CT Sales Tax ID Number:**  
<https://portal.ct.gov/DRS/Sales-Tax/Applying-for-a-Sales-Tax-Permit-Resale-Number>

## SET-UP AND BREAKDOWN TIMES:

Exhibitors may set up **between 3-6 pm, Friday, August 27th, or after 6 am, Saturday, August 28th**. **Exhibitors must be set up by 9:30 am**. The Show Committee will inspect all tents prior to opening. Exhibitors may not break down their booth displays during show hours without permission from the Show Committee.

## APPLICATION PROCEDURES AND SCHEDULE

**Step 1:** Pay the Jury Fee (\$25) online: <https://www.thevoiceofart.org/online-payment>

(Artists who were accepted to the LAF June-event or TVOA Members will be waived from the Jury Fee)

**Step 2:** Download, save, and type in the **Application Form** (Word format)

**Step 3: Please email your Application Form and five (5) digital images to us at [TheVoiceofArtOrg@gmail.com](mailto:TheVoiceofArtOrg@gmail.com).**

- **Subject Line** of your email: **“Litchfield Art Festival Part II: YOUR NAME”**
- **FOUR (4)** professional quality digital images that represent your current work
- **ONE (1)** image of your booth setup. Applications will not be accepted without an image of the booth.
- The images should be **1-1.5 MB in size, JPEG format.**
- Label each image with: **(Artist’s LAST NAME)\_(Number)\_(Title).jpg**  
(i.e. Smith\_1\_Lilies)

**QUESTIONS:** If you have any questions, please email **TheVoiceofArtOrg@gmail.com**

#### **TERMS & REGULATIONS:**

**LIABILITY:** Neither THE VOICE OF ART nor any participating party is responsible for loss or damage to any Artwork before, during, and after the exhibition. All accepted artists will be required to sign the Hold Harmless Agreement provided by TVOA. We recommend that artists should carry their own insurance.

**ARTIST’S CONSENT:** By submitting your work to this exhibition, all artists agree to allow reproductions of their digital files and/or photographs taken of their art for any educational, marketing, archival, publicity and public relations purposes by THE VOICE OF ART management.

**RESTRICTIONS:** By submitting your artwork, you acknowledge that you are at least 18 years of age and the original creator of the artwork. You may NOT submit any artwork that is currently under exclusive representation agreement or contract by any other gallery or entity.

**IMAGE CONTENT:** THE VOICE OF ART VIRTUAL GALLERY is open to visitors of all ages. As such, we ask that submitted artwork be suitable for viewing by all ages. Fine art implied nude artwork will be subject to review and approval. Fine art nude artwork cannot be accepted for THE VOICE OF ART contests or exhibits. It is not our intention to censure any artwork but THE VOICE OF ART management reserves the right to determine suitability of any artwork submitted. We ask artists to respect this limitation regarding image content.