

The Voice of Art's Second Annual Festival

## “Litchfield Art Festival 2022”

Free and Open to the Public  
Fine Art & Functional Art  
Live Event & Virtual Presentation

**LAF Spring: May 14–15, 2022**

@ Litchfield Community Field, Litchfield, CT

**LAF Fall: Sept. 24–25, 2022**

@ Litchfield Community Field, Litchfield, CT

**LAF Holiday Show: Nov. 12–13, 2022 (TBA)**

@ Litchfield High School Gym, Litchfield, CT

The Voice of Art is thrilled to invite you to its second annual outdoor juried fine art show, “**Litchfield Art Festival 2022.**” This show will be a highlight for collectors and residents from the Tri-State region, New England and beyond. The Litchfield Hills have a history and reputation of featuring top fine artists from across the country, and also many well-known and beloved New England and CT artists who are widely admired by art enthusiasts. Attracting thousands of visitors, the festival will provide each exhibitor the opportunity to show his or her work to its best advantage, to support the purchase of original fine art and handmade functional art, and to 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 images the applicant initially submitted for jury.

The Voice of Art is committed to offering its best promotional efforts in order to present featured artists' high-quality work for maximum results. To responsibly meet this time of challenge, TVOA will encourage optimal participation in this live art event by delivering multiple digital channels for viewers, reaching a broader audience while ensuring public health and safety.

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 lawn signs** displayed on major roads all over the Greater Litchfield County (subject to the permit from the town authority)
- printed **show invitation postcards and brochures**, distributed to hundreds of businesses in the Litchfield Hills communities
- **Social media platforms:** shared through **multiple social media groups** in Litchfield and the surrounding communities
- **TVOA E-Newsletters** featuring the festival and sent to its thousands of subscribers multiple times

- **LAF ONLINE CATALOG** featuring all artists' profile pages, linked to their websites and social media accounts to reach broader audiences for a month for maximum exposure
- YouTube promo videos: **"LAF Artists' Virtual Presentation"**

### **Town of Litchfield in the Litchfield Hills**

The Town of Litchfield in Litchfield County is a scenic country town, nestled in the rolling green hills of Northwestern Connecticut. Truly an historical town, recently celebrating its tri-centennial, it is where George Washington met with Colonel Tallmadge during the Revolutionary War. History is treasured here, as evidenced by the meticulously restored homes and the classic village greens. 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. And, of course, the beautiful rural setting that includes Bantam Lake and the White Memorial Conservation Center, offers many outdoor activities.

## **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 **LAF 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 (Exclusion: Photography)** 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:**

- Applicants are juried **on a rolling basis** until filled and notified of acceptance within 10 days of receipt of their applications (**Final Calls: April 15<sup>th</sup>, Aug. 25<sup>th</sup>, and Oct. 10<sup>th</sup>**)
- Applications that are incomplete will not be juried until all materials and fees are received.

### **PAYMENT:**

**Application Fee: A non-refundable processing fee of \$25 is required** to complete your application process. Please note that any submission without the Application Fee won't be considered reviewing the artwork. TVOA Members will be waived from the Application Fee. Online payment only.

### **Booth Fees:**

- Once accepted, you will receive an invoice for your first event, with the payment due within 30 days.
- **A Late fee of \$25** will be applied AFTER 30 days of the invoice being issued.
- If you have applied and been accepted for one event, you are automatically accepted to all events you applied for. (ON A FIRST-COME, FIRST-SERVED BASIS. **Holiday Show: Limit 35 artists**)

- You will receive separate invoices for each event.
- **LAF Spring:** Once accepted, you will receive an invoice within a week.
- **LAF Fall:** The invoice will be sent to you after **March 1<sup>st</sup>**.
- **LAF Holiday:** The invoice will be sent to you after **May 1<sup>st</sup>**.

**LAF Spring & Fall: By March 15<sup>th</sup> (Spring) / July 25<sup>th</sup> (Fall)**

- **Single Booth** space (10'x10'): **\$235.**
- **Single Booth Corner** space (10'x10'): **\$285.**
- **Double Booth** space (10'x20'): **\$455.**
- **Double Booth Corner** space (10'x20'): **\$505.**

**LAF Spring & Fall: AFTER March 15th (Spring) / July 25th (Fall)**

- **Single Booth** space (10'x10'): **\$265.**
- **Single Booth Corner** space (10'x10'): **\$315.**
- **Double Booth** space (10'x20'): **\$495.**
- **Double Booth Corner** space (10'x20'): **\$545.**

**LAF Holiday Show: By Sept. 15<sup>th</sup>**

- **Single Booth** space (10'x10') without electricity: **\$235.**
- **Single Booth** space (10'x10') with electricity: **\$285.**
- **Double Booth** space (10'x20') without electricity: **\$455.**
- **Double Booth** space (10'x20') with electricity: **\$505.**

**LAF Holiday Show: AFTER Sept. 15<sup>th</sup>**

- **Single Booth** space (10'x10') without electricity: **\$265.**
- **Single Booth** space (10'x10') with electricity: **\$315.**
- **Double Booth** space (10'x20') without electricity: **\$495.**
- **Double Booth** space (10'x20') with electricity: **\$545.**

**CANCELLATION POLICY:** If you are accepted to the show and then cancel on or before April 1<sup>st</sup> / Aug. 10<sup>th</sup> / Sept. 20<sup>th</sup>, 2022, we will return your booth fee less a \$100 administrative charge. There will be no refunds for cancellations made AFTER April 1<sup>st</sup> / Aug. 10<sup>th</sup>, Sept. 20<sup>th</sup>, 2022.

## EXHIBITOR SPACE ASSIGNMENTS\*:

**\*Guidelines for LAF Holiday Show will become available in May.**

Each exhibitor booth space is single (10'x10') or a double (10'x20') booth spaces.

- **SET-UP TIME:** Exhibitors may set up **3-6 pm, Friday, May 13<sup>th</sup> (Spring) / Sept. 23<sup>rd</sup> (Fall) or 7-9:30 am, Saturday, May 14<sup>th</sup> (Spring) / Sept 24<sup>th</sup> (Fall).** Exhibitors must be set up by 9:30 am. The Show Committee will inspect all tents prior to opening.
- **BREAKDOWN TIMES:** Exhibitors may not break down their booth displays during show hours without permission from the Show Committee.
- 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.
- All booths must be enclosed on three sides (except corners) with a minimum height of 6ft.
- Exhibitors are responsible for their own property in the event of loss, damage, or personal injury
- Placement is assigned, and is based on first come/first served. Exhibitors may not relocate or move their assigned space.
- There can be **NO STAKING DOWN. Please bring your own weights.**
- **NO SMOKING** on the green or near booths.
- We do not provide overnight security (however, the Litchfield community is one of the safest areas in CT).
- Electricity is not available at the show site. Gas generators are not allowed.
- Do not display ribbons from other shows, even from our previous 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>

**QUESTIONS:** If you have any questions, please email [TheVoiceofArtOrg@gmail.com](mailto: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.
- **Application and Booth Fees:** Booth fees is due upon acceptance to confirm participation.
- **Credit Card failure: Subject to a \$50.00 fee**
- Any willful violation or misrepresentation regarding the work as defined in our rules will result in forfeiture of space.
- **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.