

Application Directions

Accepting Digital Images Only!

1. Complete the application in full and include **four** digital images of work per medium on a disc, jump drive or other external method. Emailed images may be sent to ArtOnTheMall@utoledo.edu.
2. Images should be 1920 pixel dimension along longest edge of image. Baseline JPEGs are preferred.
3. Transmitted file should be no larger than 1-2 MB per image. Please send as attachments, not in the text of the email.
4. Manipulation of images, except basic tone correction, is prohibited and will not be accepted for jury process.
5. Send images, completed application form and a check **payable to UT Alumni Association** for jury fee (\$25 per medium).
6. To be considered for Jury, you must submit **application, four images AND payment by April 30. Partial applications will not be accepted.**
7. Questions? Call the Office of Alumni and Annual Engagement at 419.530.ALUM or 800.235.6766.
8. No application fees will be refunded.
All artwork must be for sale.

Application Policy

Complete the enclosed application and return it along with four digital images of your artwork and payment by April 30. The work in all four photos must be representative of the work to be sold at the art fair. Clear, good-quality images are essential to a fair review. It is suggested that artists who have previously participated send photos of their recent work. Names of applicants will not be revealed during the review process. Artists may show work only in categories approved by the jury. This also applies to the jewelry category. All work must be executed by the accepted artists, should not be craft-like and must reflect high quality in workmanship. Late applicants will not be juried; therefore, they will not be eligible for Art on the Mall awards. In addition, late applicants will be added to Art on the Mall based upon the discretion of the show, and decisions of the show are final.

A Celebration of Art

Art on the Mall, now in its 25th year, has become one of the area's best-known and most eagerly anticipated annual art events. With regular attendance numbering upwards of 12,000, Art on the Mall draws art lovers, families, music fans and summertime browsers looking for an afternoon that's enjoyable, affordable and even educational.

The scores of artists who exhibit in every medium know that Art on the Mall showcases their creative work in a jewel of a setting – The University of Toledo's Centennial Mall – and ensures access to an audience primed for an encounter with art.

Schedule

April 30

Application forms, digital images and jury fees must be postmarked by this date.

Mid-May

Results of image jurying and booth fee statements mailed.

Early June

Booth fees due to UT Alumni Association.

July 30

Art on the Mall, Centennial Mall, in the heart of the UT campus.

Return completed applications by mail to:

The Office of Alumni and Annual Engagement
Mail Stop 301
The University of Toledo
2801 W. Bancroft St.
Toledo, OH 43606-3390

Digital images can be emailed to
ArtOnTheMall@utoledo.edu

The UT Alumni Association website
www.toledoalumni.org



Alumni Association - MS 301
The University of Toledo
2801 W. Bancroft St.
Toledo, OH 43606-3390



The University of Toledo



25th Art on the Mall



2017
Artist Application



ART ON THE MALL

The 25th Annual UT Alumni Association
Art on the Mall
 The University of Toledo Centennial Mall
 Sunday, July 30, 2017 • 10 a.m. – 5 p.m.

Art on the Mall

The University of Toledo Alumni Association invites you to be part of our one-of-a-kind outdoor juried art fair – Art on the Mall.

Eligibility

Art on the Mall will be juried and will feature artists who have a University of Toledo connection as an alum, former student, faculty, staff or other related affiliation; they will be eligible for all awards, including the UT Best of Show. The art fair will include non-affiliated artists who qualify for all other awards.

In addition, the show may include a selection of non-juried artists. These artists will not be eligible for the art fair’s awards, as they have not been juried into the show.

Awards

UT Best of Show: \$500*
 Two Firsts: \$300
 Two Seconds: \$200
 Two Thirds: \$100
 Purchase Award

*UT Best of Show award must be a UT affiliated artist for consideration

Centennial Mall information

Each year many of our returning artists request the same booth location or to be moved to a specific location. We strive to accommodate these requests, however, we cannot guarantee that each appeal can be fulfilled. We regularly receive requests for locations with shade, but mature trees in Centennial Mall are extremely limited. We encourage you to take steps to provide covering for your artwork as well as yourself. A maximum of a 10’ x 10’ canopy is encouraged.

Booths and Fees

- Jury fee: \$25 for application in each category.
- Jury fees are non-refundable and decisions of the jury are final.
- Participation fee: \$100. Each participating artist must pay this fee upon acceptance.
- A minimum area of 10’ x 10’ will be provided for each artist.
- Table Rental: Contact Meredith Party Rental at 419.531.9977. \$18.75 for one 2 ½’ x 8’ table, \$8.75 for additional tables. Orders due by June 16.
- Genuine artistic collaborations between two or more individual artists are viewed as a single-price application for booth space. This must be indicated on the application form, with all artists’ names and part in the collaboration noted. Two artists who are not collaborators may also share a booth, but each artist must apply separately, each must be accepted in order to participate and each will be required to pay a \$100 participation fee.

Late Applicants

Artists who miss the Art on the Mall application deadline may still apply to be in the 2017 show.

- Artists applying for late admission will pay a \$200 participation fee to be a part of the 2017 show.
- Artists must submit the completed application, four (4) digital images of their work per medium, plus one (1) booth shot, for a total of at least five (5) digital images.
- Artists applying for late admission will not be eligible for juried awards.
- Artists applying for late admission will be accepted based upon the complete discretion of the show.
- Do not submit a \$25 jury fee with the completed application.

2017 Application/Registration Form

Due by April 30, 2017

Name(s) _____

Address _____ City _____

State _____ Zip _____ Daytime Phone _____

Email _____

Art Medium

- | | |
|--|---|
| <input type="checkbox"/> Acrylic | <input type="checkbox"/> Pottery (Indicate below: type of ceramic, porcelain, etc.) |
| <input type="checkbox"/> Glass | <input type="checkbox"/> Oil |
| <input type="checkbox"/> Jewelry* (Describe below) | <input type="checkbox"/> Textiles, Fibers, Basketry |
| <input type="checkbox"/> Mixed Media* (Describe below) | <input type="checkbox"/> Watercolors |
| <input type="checkbox"/> Pen & Ink | <input type="checkbox"/> Wood |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Other* (Describe below) _____ |

Medium or collaboration description: _____

*If working in mixed media or jewelry (combining different forms of pigment, metal and beads, paint and sculpture, “found” items and other media, etc.), please specify which components are created by you, and which by others. Assembled jewelry cannot be craft-like in nature. If it is not clear what components make up your artwork, please provide a description.

Please submit form with digital images and jury fee payable to UT Alumni Association.

- I have emailed four images per medium I have enclosed four images per medium

How many promotional postcards would you like to send to your customers? (up to 50) _____

- I would be interested in participating in TV/Print interviews.

Best way to contact me _____

Art on the Mall – UT Affiliation

- | | |
|---|---|
| <input type="checkbox"/> UT or MUO alum | <input type="checkbox"/> Current or former faculty/staff |
| <input type="checkbox"/> UT or MUO affiliated artists | <input type="checkbox"/> Parent or spouse of grad/student |
| <input type="checkbox"/> Current student | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Former student | <input type="checkbox"/> Non-affiliated artist |