



EMERGING ARTIST SCHOLARSHIP PROGRAM 2012

In 2002, the Three Rivers Arts Festival Artists Market introduced the Emerging Artists Program. This program offers artists with little to no experience in exhibiting in festivals the opportunity to use the Three Rivers Arts Festival as a stepping stone to a future in fine art and craft shows. This program has been started to support the growth and longevity of fine arts in Pittsburgh with a special devotion to bringing new art forms to the Festival.

Emerging artist scholarships are limited and highly competitive.

ELIGIBILITY

The goal of the Three Rivers Arts Festival is to provide the best quality fine arts and fine crafts available today. To ensure that we maintain the integrity of the show we establish high standards that each artist must meet in order to be accepted.

The Festival is open to all emerging artists from within accepted medium categories (see p. 2). All work must be original and designed and crafted by the artist. A panel of jurors selected by the Festival will evaluate the Emerging Artist Scholarship application. Since interaction between artists and the public is fundamental to the Three Rivers Arts Festival, the artist must be present on site the entire duration of their booth period.

Eligible applicants:

- Live within 100 miles of Pittsburgh.
- Have never before participated in an outdoor, festival-style show
- Meet the requirements of a fine art/fine craft show. See "Conditions of the Festival," page 6.

APPLICATION INSTRUCTIONS

Your complete application packet includes:

- Entry form (p. 4)
- CD with images and descriptions (see p. 5 for instructions)
- Signed Conditions of the Festival (p. 6)
- Written essay (p. 7)

Applications submitted without all four pieces will not be considered.

Deadline for Emerging Artist Applications: February 3, 2012

Scholarship winners will be notified no later than March 30, 2012.

Return completed applications to:

Three Rivers Arts Festival
c/o The Pittsburgh Cultural Trust
803 Liberty Avenue
Pittsburgh, PA 15222

For questions, email Sonja at Sweterlitsch@pgharts.org.

How the Festival Works

LOCATION / HOURS / DATES

The Artists Market is located in the heart of Downtown Pittsburgh. The Three Rivers Arts Festival will be introducing an enhanced layout for 2012 in order to better accommodate artists and crowds for a more enjoyable experience. The market is staged at the discretion of the Festival.

The hours of the Festival are 12 noon - 8 p.m. daily

The market is divided into 4 periods:

- 1) Friday, June 1 – Sunday, June 3 (3 days)
- 2) Friday, June 1 – Tuesday, June 5 (5 days) - (includes selected emerging artists' booths)**
- 3) Wednesday, June 6 – Sunday, June 10 (5 days) - (includes selected emerging artists' booths)**
- 4) Friday, June 8 – Sunday, June 10 (3 days)

Artists must be on site for the duration of their booth period. **Emerging artist scholarship winners participate in either of the two 5-day sessions.**

MEDIUM CATEGORIES: The following are accepted categories of artwork. You must submit a separate application for each medium. Only works that qualify as the media for which you are accepted may be sold in your booth – i.e., ceramic artists may not sell jewelry unless they are also accepted in the jewelry category.

- **Ceramic** – original clay work other than jewelry
- **Drawing** – two-dimensional works in pencil, chalk, pastel, charcoal, pen & ink, etc.
- **Computer Graphics & Digital Art** - original computer generated art, photographs that are artistically manipulated using a computer
- **Wearable Fiber** – any wearable work crafted from fiber, excluding leather and jewelry
- **Non-wearable Fiber** – non-wearable work crafted from fiber including fabric and paper
- **Glass** – works of glass that have been crafted by glass blowing, molding, casting or kiln-forming
- **Precious Jewelry** – any jewelry crafted from precious materials (gold, silver, gemstones, etc.)
- **Non-precious Jewelry** – any jewelry crafted from non-precious materials (wood, clay, glass, etc.)
- **Leather** – any work crafted from leather other than jewelry
- **Metal** – any work crafted from metal other than jewelry
- **Mixed Media** – two- and three-dimensional works that incorporate more than one type of physical material in their production (ceramic/fiber; wood/metal; assemblage, collage, etc.) Do not enter in this category if the range of your work includes more than one medium such as watercolor paintings and pen and ink drawings. You must apply in both of those categories separately. If work submitted is created in more than one medium please choose a category that represents the majority of the medium you use.
- **Musical Instruments** – original, hand-crafted, functional musical instruments
- **Painting** – two-dimensional works in paint including acrylic, oil, watercolor, etc.
- **Photography** – photographic prints created from the artist's original negative that have been processed by the artist or under direct supervision of the artist
- **Printmaking/Graphics** – original works created using traditional printmaking methods including lithograph, block, serigraph, etc.
- **Sculpture** – non-functional, three-dimensional original work created in any medium
- **Wood** – original works in wood that are hand-tooled, machine-worked, turned or carved

STANDARDS & PROCEDURES

Members of the standards committee will circulate through the Festival to review the artwork within the booths and compare the booth with application images for verification. If the work you show at the Festival is not consistent with the images submitted you will be asked to remove that work. The work shown and sold in the market must be of the same nature and quality as the images submitted for jurying. All work shown in the images must be representative of the work presented in your booth and for sale or available for order. The Festival reserves the right to request the removal of any work that differs from the images submitted and accepted, as well as any inappropriate work or display.

DISPLAY UNITS

Artists accepted for the Emerging Artists Program are provided a 10 x 10 booth to use for the period that they are in attendance at the festival. Any damage to the booth incurred by the artist will result the cost of repair being absorbed by the artist. Emerging artists are encouraged to bring in their own inside display units (grids to hang pictures on, cases for jewelry, chairs, tables) that can fit inside of the 10 x 10 space. The festival does have access to limited display materials and will be allocated on a first come first served basis.

CANCELLATIONS / REFUNDS

A signed entry form is a commitment to show. Cancellations are discouraged. Notification must be received in writing to the Three Rivers Arts Festival Offices by April 1, 2012. Failure to comply with the cancellation policy may result in denial from future festivals.

NOT ACCEPTABLE

Any commercially-produced works; works made from commercially-produced patterns, molds or castings; items made from kits; embellished items such as decorated or painted commercially-produced boxes, furniture, frames, etc.; decoupage; T-shirts or sweatshirts; candles; manufactured belts or handbags or any ready-made clothing regardless of enhancements. When it is necessary to use commercially produced materials to complete the function of the work, the manufactured components must be subordinate to the original artistic interpretation and technique of the finished product and cannot be sold separately. Photomechanical or other reproductions of your artwork may not exceed 25% of the work offered for sale and must be clearly labeled as a reproduction. Your booth must consist of at least 75% originals at all times.

Musical Instrument artists may sell recordings only if they feature the artist performing on an instrument that the artist has crafted. Reproductions (tapes, CD's, books, etc.) can only make up 25% of the booth layout. The musical instruments must be clearly displayed in the front of the booth; displays of tapes and CDs must be subordinate to the instruments and must not be the featured product. The *primary* vehicle for demonstrating the sound quality of the instrument must be through the live demonstration by the artist, not through recordings.

DONATION OF AN ART PIECE

All artists chosen to participate in the Emerging Artists Program will be asked to donate one art piece to the program sponsor's raffle. The donated piece will be tastefully and prominently displayed at the Festival for the duration of the show. The raffle promotes the Emerging Artists Program. You may include a card with your name, media and booth number to be displayed with your piece.

Three Rivers Arts Festival Emerging Artists Scholarship Application

Deadline: February 3, 2012

Please print

1st Artist: last _____ first _____

2nd Artist: last _____ first _____

Please list any assistants who will accompany you at the Festival:

Name of studio/company (if applicable):

Street

City _____ State _____ Zip _____

Telephone Day _____ Night/Mobile _____

SSN (for award purposes) _____ Email address _____

Please place an "X" next to the media you will be selling in your booth. Check only one, additional media requires an additional entry form.

Ceramic	Non-wearable Fiber	Mixed Media 2-D	Printmaking/Graphics
Drawing	Glass	Mixed Media 3-D	Sculpture
Computer Graphics & Digital Art	Precious Jewelry	Musical Instruments	Wood
Wearable Fiber	Non-precious Jewelry	Painting	
	Leather	Photography	

Indicate your first and second choices by marking the number 1 and 2 on the line next to the period. If you absolutely cannot attend during one of the two 5 day periods, write the word "NO" in the blank.

Friday, June 1 - Tuesday, June 5 (5 days) _____

Wednesday, June 6 - Sunday, June 10 (5 days) _____

IMAGE REQUIREMENTS

Submit a CD-ROM with five images of your work: four images representing each category of work and a fifth image of the work as it will be displayed in the booth or as group. Also include a headshot of yourself.

Dimensions: 1920 pixels horizontal by 1920 pixels vertical.

If your image is not square, please mask your image with black to bring it to this size. If your image is vertical, please format with black bands on the left and right. If your image is horizontal, please format with black bands at top and bottom.

Name your images Image 1, Image 2, etc. Name the headshot "Headshot." This image is not used in jurying.

In addition, include on your CD a word processing file with the title, processes and materials, dimensions and anticipated price of each work represented. Be sure we can tell which title and description goes with each image.

File format: .JPEG

Media: CD only. Do **not** email your images.

If you are selected, the Three Rivers Arts Festival retains the right to use your likeness and images of your work to promote the Festival and the Emerging Artists Program. Your headshot will only be used for promotional purposes and is not included in jurying.

CONDITIONS OF THE FESTIVAL

1. The artist must be present on site during the entire Festival. No commercial agents, dealers or salespeople may operate the artist's booth. Collaborations/partnerships are permitted, however all artists must be listed on the application. If artists other than those listed arrive at the festival we reserve the right to cancel your booth without refund. If you operate a multi-artist production studio you must represent this to the public and to the Three Rivers Arts Festival in your application. Commercial studios involved in multiple or volume production will not be considered for inclusion. Artists may not display or sell work by apprentices or employees.
2. The artist's booth must be set up and "open for business" from the required opening time to closing time each day of the Festival. Failure to comply may result in expulsion from this year's Festival and/or future Festivals.
3. The work shown and sold in the market must be of the same nature and quality as the images submitted for jurying. All work shown in the images must be representative of the work presented in your booth for sale or available for order. The Festival reserves the right to request the removal of any work that differs from the images submitted and accepted, as well as any inappropriate work or display.
4. The completed and signed application is a commitment to show and abide by all rules and regulations in the application. Cancellation notification is received at the Festival in writing by April 1, 2012.
5. All work must be original and designed and crafted by the applicant. We do not accept any commercially-produced works; works made from commercially-produced patterns, molds or castings; items made from kits; embellished items such as decorated or painted commercially-produced boxes, furniture, frames, etc.; decoupage; T-shirts or sweatshirts; candles; manufactured belts or handbags; or ready-made clothing regardless of enhancements. Absolutely no buy and sell items.
6. Musical Instrument Artists may sell recordings only if they feature the artist performing on an instrument that the artist has crafted. The musical instruments must be clearly displayed in the front of the booth; displays of tapes and CDs must be subordinate to the instruments and must not overwhelm the booth. The *primary* vehicle for demonstrating the sound quality of the instrument must be through the live demonstration of the artist, not through recordings. Reproductions (tapes, CD's, books, etc.) can only make up 25% of the booth layout.
7. Photomechanical reproductions may not exceed 25% of the work offered for sale and must be clearly marked as reproductions.
8. No pets are permitted on Artists Market grounds.
9. The Three Rivers Arts Festival assumes no responsibility for the loss or damage of any artwork or display in the Artists Market.
10. No booth sharing will be permitted.
11. Each selected artist will donate one art piece for the Program Sponsor's Raffle.

The undersigned does hereby release, forever discharge, and hold harmless the Three Rivers Arts Festival, a project of The Pittsburgh Cultural Trust, of and from all actions, suits, damages, or claims whatsoever arising from any loss or damage to any property of the undersigned while in the possession or supervision of the Festival, its agents, representatives or employees and hereby consents to enforcement of all Festival Rules and conditions of the Festival.

The undersigned understands that failure to comply with guidelines and policies established by the Three Rivers Arts Festival may result in expulsion from this year's Festival and/or future Three Rivers Arts Festivals. The undersigned considers this application a commitment to show and understands and agrees to abide by the refund policy outlined in this prospectus. The undersigned agrees that images submitted for jurying are representative of work to be included in the booth and that the Three Rivers Arts Festival reserves the right, in its sole discretion, to advise the artist of any work that does not meet the standards set forth and that such work will be immediately removed upon request by Festival officials.

The undersigned gives permission for photos or depictions of his/her work accepted from the artist's market during the Three Rivers Arts Festival to be used for Festival promotional purposes.

Signature _____ Date _____

Partner's signature _____

Written Summary – Three Rivers Arts Festival Emerging Artist Scholarship Program

Below are a few questions about your prior experience and interest in the world of fine art and fine craft markets. Please respond to each question. Please keep your responses to about 250 words or less. This section of the application will be carefully reviewed by our panel of jurors so please keep all responses concise and to the point.

Name:

Media:

1. Why are you interested in participating in the Three Rivers Arts Festival?
2. Why do you need assistance in participating in the Three Rivers Arts Festival and what do you hope to gain from the experience?
3. How many years have you been in production and what are your sales or market experience?
4. What makes your request to be in the Three Rivers Arts Festival special or unique? Please share any other information that you feel we should know or you feel is important about your application.