



JOANN MARTIN
PROFESSIONAL FRAMER
HWY 63, 410 N. RIVER STREET
SPOONER, WI 54801
715-635-4548
JOANN@BLACKIRISFRAMING.COM
WWW.BLACKIRISFRAMING.COM

4th Annual Black Iris Fine Arts Show (formerly Heartwood Fine Arts Show) Sat, October 17, 2009

Dear Fine Artist:

You are invited! You are cordially invited to showcase your current work in the **4th Annual Black Iris Fine Arts Show** (formerly Heartwood Fine Arts Show). This show is juried and only the highest quality fine art will be accepted.

As owner of Black Iris Gallery & Custom Framing and sponsor of this show, I am seeking fine artists like you (all mediums welcome). Please consider showcasing your work at this centrally located, indoor venue found in vibrant downtown Spooner.

Scheduled for **October 17, 2009**, the **Black Iris Fine Arts Show** is now two weeks earlier to attract not only fall leaf lovers and Great Pumpkin Train passengers but also attendees of Jack O' Lantern Fest, Spooner's new annual fall festival. Jack O' Lantern Fest is held the third Saturday of October each year, the same weekend that all Minnesota K-12 students are excused from school for teacher in-services (known as "MEA weekend"). This means that our Minnesota neighbors who own second homes and cabins in northern Wisconsin will be in the Spooner area looking for things to do!

Parking is free and plentiful, and foot traffic will be excellent on October 17, since this show is right next to Jack O' Lantern Fest's main events tent. Let's do it!

The Black Iris Fine Arts Show: Where Art Lovers Go

**Saturday, October 17, 2009
10 AM – 4 PM
(set up starts at 7:00 am on Sat)**

Registration deadline: Tuesday, September 1, 2009, or until filled

Continued on next page...

Application Requirements – PLEASE READ

1. **Please complete the registration form on page 4 and mail it with your registration fee (\$50 per booth) to Black Iris Gallery & Custom Framing, Attn: Fine Arts Show, 410 North River Street, Spooner, WI 54801.** The application deadline (Tuesday, September 1, 2009) allows the jury time to review your work and advertise the event. Late registrations will be accepted on a first-come, first-served basis. If you are not accepted into the show, your registration fee will be returned to you, minus a \$10 application fee. If you have questions, please contact JoAnn Martin at 715-635-4548 or use e-mail (preferred) at JoAnn@blackirisframing.com.
2. **Photographs of your work are required to ensure variety and quality.** Once the jury receives your application and determines there is room for your work, we will contact you via e-mail to request photos of your work (no letters will be mailed; no phone calls please). We will ask you to send via e-mail five (5) JPEG files of your work, at 500 KB each or smaller, in one e-mail message to JoAnn@blackirisframing.com. Your subject line should read “Attention Jurors.” In your e-mail message, you must include your name, medium, address, and a one-paragraph artist’s statement about your work. No hard copy submissions (prints or slides) will be accepted unless first approved by the jury—please inquire.
3. Upon acceptance into the show, we will deposit your non-refundable registration fee. We expect that you will attend the show and staff your booth from 10:00 AM to 4:00 PM on Saturday, October 17, 2009; **no early take-downs**. Booths must be cleared by 5:00 PM as there is an event in the ballroom immediately after.
4. **The Black Iris Fine Arts Show is open to any artist in any medium who produces original, handmade, works of fine art.** Limited and open edition prints of original paintings are acceptable but must be marked as such. We are seeking handmade, fine art and fine craft items only. Imports, commercial kits, handicrafts, and resale items are not acceptable. Only artists accepted into the jewelry category can sell jewelry from their booths. If you arrive at the show with items other than original works of art, you will be asked either to remove them from your booth or to leave the show. You are not allowed to sell items from your booth not declared during the application process. Finally, you must staff your booth in person (no reps); booth-sitters may be available but are not guaranteed. Bring someone to assist you if you need help setting up and taking down your booth.

Show Info & Policies

5. **Space is limited to 40 booths (double last year’s space); please sign up early!** FYI: The 2006, 2007, & 2008 shows did well considering the show’s youth and rural venue. With our new location in downtown Spooner in 2009, we expect our best turnout yet. Thanks to the foot traffic generated by Jack O’ Lantern Fest, you will gain excellent exposure for your work, have the opportunity to collect names and addresses for your marketing database, and gain access to a high-quality demographic: art lovers with discretionary income. Bring your business cards and/or brochures.

6. **We strongly encourage artists to demonstrate their work during the show.** If you are willing to offer demonstrations in your booth, please circle the appropriate choice on the registration form (see page 4). We will then space booths accordingly.
7. Mediums at past Black Iris Fine Arts Shows have included but are not limited to pottery, paintings (all mediums), fiber arts, photography, mixed media, sculpture, wood/lino cuts, stained glass, fine art jewelry, metal arts, stonework, and artisan woodworking. Promotional items such as mouse pads, mugs, and t-shirts are not allowed. This year's show may also include a local quilt show (to be determined).
8. Since Jack O' Lantern Fest is a family-focused event and because children will attend this art show, we do request that the show's works avoid gratuitous nudity and violence. However, the human form and, for instance, political statements, done well and in good taste, are welcome.
9. The jury reserves the right to limit the number of artists per medium. Set-up time starts at 7:00 AM on Saturday morning in the Upper Ballroom of Spooner's NW Sports Complex at 301 Walnut Street. Doors open to the public at 10:00 AM. Your booth must be ready for inspection by 9:45 AM. There are both stairs and an elevator for your use. After unloading your vehicle, please relocate it to Summit or High Streets. "Front row" parking on Walnut Street is reserved for customers.
10. The Black Iris Fine Arts Show is held indoors, rain or shine. **Booth spaces are 10' x 10', and EZ-Up tents are welcome (no staking allowed).** Two tables and one or two chairs per space (please specify) are included. Your own tablecloths and display panels will create a quality, gallery-like space. Please be sure you have enough inventory to fill your space.
11. There will be absolutely **NO pounding holes** into the walls. **In addition, please remember to bring your own display fixtures, power strips, extension cords, and lighting if you have specific lighting or electrical needs.**
12. Legal: Personal property insurance is the responsibility of each artist. Each artist is required to collect and pay WI State sales tax of 5.5%.
13. Food is available for purchase at Jersey's Sports Bar & Grill, located on the main level. Jersey's is one of Spooner's few non-smoking establishments.
14. Consignment fee: The show's consignment fee is 10% of total retail sales, payable to Black Iris Gallery & Custom Framing at the end of the day.
15. Event Promotion: The Spooner Area Chamber of Commerce will promote the Black Iris Fine Arts Show in its event advertising and electronically. Black Iris Gallery will promote the show through its Blog, Web site, e-mail blasts, posters, and dedicated display (print) or radio ads. Artists are expected to promote the show as well, particularly on their Web site's "Show Schedule" page, to their own e-mail lists, and/or via postcard mailings to their customers. The more we all promote the Black Iris Fine Arts Show, the more we all benefit. Let's really work together! ☺

Black Iris Fine Arts Show: Sat, October 17, 2009

Artist Registration Form

Note: Please complete the form entirely and legibly.

Registration deadline is Tuesday, September 1, 2009

Artist's First & Last Name

Medium(s)

E-mail address (**required**)

Phone #

Street address, City, State, & Zip

Please reserve _____ booth(s) x \$50 ea = _____

Number of tables I need per booth (circle) 0 1 2

Number of chairs I need per booth (circle) 0 1 2

I need electricity (circle) Yes No

Fees pay for rental space, staff, and advertising costs. Make your check payable to Black Iris Gallery & Custom Framing. Do not send cash. Once accepted into the show, your registration fee is non-refundable.

DEMONSTRATIONS: (Circle One) **Yes**, I will demonstrate my work. **No**, thanks.

Artist Signature

Date

Disclaimer: by signing this form, I (the artist) confirm that I understand and will comply with all policies, fees, and disclaimers. I agree that it is my responsibility to buy property and liability insurance. I agree to hold harmless from all liability the Black Iris Gallery, its parent company L & M Enterprises, and all affiliates.

Please mail your completed registration form and both payment checks to

BLACK IRIS GALLERY & CUSTOM FRAMING

Attn: Fine Arts Show

410 North River Street

Spoooner, WI 54801

Questions? Contact JoAnn at JoAnn@blackirisframing.com (preferred) or call 715-635-4548. For lodging, visit www.spoonerchamber.org.

The Black Iris Fine Arts Show: Where Art Lovers Go