

Woodlands Waterway Arts Festival 2021

Location:

The Woodlands Town Center, Woodlands Waterway and Town Green Park
(2099 Lake Robbins Dr., The Woodlands, TX 77380)
The Woodlands, Texas (South)

Event Dates: **4/10/21 - 4/11/21**

Application Deadline: **11/28/2020 midnight**

Accept Applications: 10/28/2020

Application Deadline: 11/28/2020

Jury Start: 12/3/2020

Jury End: 12/06/2020

REQUIREMENTS:

Images: **4** (a booth shot is required)

Fee (Jury fee): **\$40.00**

You can submit up to **3** applications for this show.

EVENT SUMMARY:

- Our calendar dates are shortened. PAY CLOSE ATTENTION TO IMPORTANT DATES.
- Ensure your email and address are current in your ZAPApplication profile.
- EARLY BIRD DISCOUNT of \$35 through November 21, 2020. Jury fee is \$40 the last week.
- Applications close November 28 at midnight.
- Approximately 100 artists juried in, with plans for 200 total artists.
- Coupon Codes will be emailed to Award Artists and 2020 Re-Invited Artists.
- We will follow CDC guidelines and IFEA recommendations for health and safety protocol.
- All plans subject to change in the event circumstances become beyond our control.

2020-2021 Important Dates to Remember

October 28, 2020:	Call to Artists - application available on www.zapplication.org
November 21, 2020:	EARLY BIRD DISCOUNT ends at midnight.
November 28, 2020:	Application deadline at midnight (CST)
December 3 – 6, 2020:	Artist Image Jury
December 11, 2020:	Artist Notification of jury results via email in ZAPApplication profile
January 16, 2021:	Invited Artist Payment deadline -Contracts and booth fees due
February 14, 2021:	Deadline at midnight CST for Refund.
April 8 & 9, 2021:	Artist Load-in beginning at 9 AM on Thursday (subject to change)
April 10 & 11, 2021:	The Woodlands Waterway Arts Festival (Sat. & Sun. 10AM-6PM)

GENERAL INFORMATION:



Celebrating our 16th year, The Woodlands Waterway Arts Festival is a jewel of the Texas fine arts tour and is ranked among the top arts venues in the country. This is a festival that appreciates its artists and art patrons! Set along the Waterway that runs through The Woodlands Town Center from The Marriott Waterway Hotel and Convention Center past The Cynthia Woods Mitchell Pavilion and Town Green Park, 200 national and regional artists sell their original creations. Artists benefit from the location 27 miles north of the greater Houston area with over 4 million residents and 1 million along the Montgomery County/North Houston corridor. <http://www.thewoodlandsartscouncil.org/festival/>

The Woodlands Waterway Arts Festival is presented by The Woodlands Arts Council, Inc., a non-profit organization with Board of Directors, Advisory Committee and more than 500 community volunteers.

The **mission** of The Woodlands Waterway Arts Council, Inc. is to provide regional cultural enrichment opportunities that encourage, support and promote the performing and visual arts.

Our strategic priorities are:

- Present The Woodlands Waterway Arts Festival and other community art events
- Offer scholarships to aspiring young artists
- Support performing and visual art programs in the schools
- Develop partnerships with others to create a strong arts presence in the area

The Woodlands is a master-planned community, home to over 100,000 people and over 5,000 businesses. The Woodlands Town Center is a regional draw for more than 1 million people located north of Houston in South Montgomery County. The Woodlands has over 460 world-class shops, including world renowned department stores, specialty shops, unique boutiques, and nearly 150 area restaurants. To see more go to: <https://visitthewoodlands.com/>

Refund / Cancellation Policy:

- Cancellation notification must be received in writing February 14, 2021 by midnight CST
- Jury fee is NON-REFUNDABLE.
- "Total of Purchases" minus \$75 processing fee will be refunded.
- Refunds are issued by check and are mailed to the artist's address listed in ZAPPLication.
- **Submit notification by email to sally@thewoodlandsartscouncil.org.**

APPLICATION REQUIREMENTS:

Apply online at www.zapplication.org. *We use ZAPPLication for communication and marketing information. BE SURE YOUR PROFILE INFORMATION IS CURRENT AND CORRECT IN ZAPPLICATION. Please use proper capitalization.*

Each Artist is required to submit a total of four (4) images (three images of work and one booth image), and **one complete application per entry** along with a **\$35 NON-REFUNDABLE Early Bird jury fee per application/ \$40 NON-REFUNDABLE jury fee after November 21 midnight.**

If an artist has work in different media categories or distinctly separate bodies of work within one category, they may apply with multiple applications (up to three). NO ADVANTAGED IS GAINED BY

SUBMITTING MULTIPLE APPLICATIONS FOR THE SAME BODY OF WORK IN MULTIPLE CATEGORIES.

All work must be original work made by the applying artist.

Work to be exhibited must be represented in the jury images. Types of work not reflected in your submitted images will be noted by the judges at the festival and future festival participation may be denied.

For each medium entered, include three (3) images of artwork completed **within the last three years** that accurately represent the current body of work to be exhibited. The Booth Slide (fourth image), preferably taken at an outdoor venue, must illustrate the artist's presentation of their work and display. The purpose of the booth image is to ensure the artist has a complete body of work and helps identify the scale of the artist's work.

Note: This is a blind jury process, please do not submit booth images that include identifiable signs or a photo of the artist.

The recommended image size is 1920 pixels on the longest side, with an approximate file size of 2.0 MB. For more information, please access www.zapplication.org/imaging_tips.phtml

JURY PROCESS:

A Jury, consisting of judges who have been selected based on their specific interests, professional knowledge and/or background with our festival, will jury the applications. Prior participation in The Woodlands Waterway Arts Festival does not guarantee automatic selection to the festival. *Festival staff members are not voting members of the panel and their opinions are not reflected in final jury scores.*

- Applications are juried in media category.
- Images will be sent to each juror and they will view them in high res, one artist at a time using their own computer monitor.
- The artist statement is available to the jurors.
- Each application is juried anonymously and given a numerical score from 1 – 7, with 4 not being used.
- Scores are tabulated and acceptance awarded to the highest scoring applicants within each category. The jury will select a balanced show composition, but there are no quotas.
- Artists will be notified of status by email listed in ZAPApplication profile by December 11, 2020.

The Executive Director, acting on the Board of Directors' behalf, has final authority to make such adjustments as deemed necessary and the right to invite up to 5 artists.

*The 2019 & 2020 Best of Show Award Winners and Featured Artists are jury exempt.** **All award winners must register through <https://www.zapplication.org> by November 28, 2020.**

**Special instructions with a coupon code will be emailed to enable Best of Show & Featured Artists to register for their complimentary booth and exempt jury status.*

WAIT LIST: A wait list will be maintained. Selected wait listed artists may be contacted when the Wait List is released through one day prior to the event date.

GENERAL GUIDELINES

Participating artists agree to follow and abide by safety protocol as communicated by festival management.

No mass-produced reproductions allowed.

Only artists juried into the JEWELRY Category may display and sell jewelry.

2-D is any work that is by design intended to be displayed on walls (or vertical orientation) with a one-sided orientation.

2-Dimensional Reproductions:

- Limited edition reproductions are allowed.
- A reproduction is any work that is reproduced by machine (instead of the hand of the artist). This includes, giclees, photocopies, off-set lithographs, prints, etc. The method of reproduction must be listed on each one.
- Reproductions must be consistent with the style and quality of the juried work.
- **All reproductions must be clearly labeled "reproduction" on the front of the piece** or clearly labeled on front of bin.
- Reproductions should not be labeled "prints." The word "Print" cannot be used unless it is a hand-pulled print.
- A reproduction of an original that has been altered by adding paint, or other media is considered an "altered reproduction" and may not be sold as an original.

75% of all two-dimensional work displayed must be originals.

Postcards, note cards, calendars, mouse pads, magnets, etc. are not permitted.

MEDIA CATEGORIES:

Media categories are used by the Arts Festival as a tool for organizing artists' images into logical, related groups for the jury's review. While a balanced show that equitably showcases both works of fine art and fine contemporary craft as well as diversity among media is a principle objective, there is no quota or entitlement by media category.

Ceramics: All original clay and porcelain work other than jewelry is accepted in this category. No machine-made or mass-produced work is permitted. If multiple pieces of the same design are displayed, each piece must be signed. No factory-produced work, no RAM pressed work allowed. Clay work from commercial molds is prohibited. Painted commercial slip-cast work is prohibited.

Digital Art: This category includes any original work for which the original image, or the manipulation of other source material, was executed by the artist using a computer. Work in this category must be in limited editions, signed and numbered on archival quality materials. *Traditional photographs taken through a digital media should apply in the photography category.*

Drawing/Pastels: Works created using dry media including chalk, charcoal, pastels, pencil, wax crayon, etc. or from the fluid medium of inks and washes applied by pen or brush are to be entered in this category.

Fiber: All work crafted from fibers including basketry, embroidery, weaving, leatherwork, tapestry and papermaking. No machine tooling, machine-screened patterns or other forms of mass production are permitted. No factory produced wearable items, regardless of additional modification or enhancement by the artist, may be exhibited.

Glass: Functional or decorative glass works that are kiln-formed or have been crafted by glass blowing, molding or casting may be entered. No forms of mass production are permitted.

Jewelry: All jewelry, whether the work is produced from metal, glass, clay, fiber, paper, plastic, or other materials, must be entered in this category. No commercial casts, molds or production studio work is allowed. PMC/precious metal clay must be labeled as such. Any jewelry where the majority of the components are purchased or not made directly by the participating artist is not allowed. No commercial casts or molds are allowed. Work which has been designed by the artist, but with no subsequent hands-on work by the artist is prohibited. No more than 15% of a piece may consist of commercial findings.

Metal Works: Includes all **non-jewelry, non-sculpture** small-scale works crafted from metals through forging, twisting, and fabricating. No production studio work is allowed.

Mixed Media: This category includes two-dimensional and three-dimensional works that incorporate more than one type of physical material to produce. All images must be original in composition. No copies or derivative work allowed.

Painting: Original compositions created in oils, acrylics, or watercolor. Painting over prints/giclees or pre-existing images is not considered an original. These are considered "altered reproductions" and must go in browse bins and be labeled as outlined above.

Photography: Photographic prints made from the artist's original image, which have been processed by that artist, or under their direct supervision, are included in this category. Photographers are required to disclose both their creative and printing processes. All pieces must be signed, numbered and dated, in a limited edition. Prints must meet "archival quality" standards.

Printmaking: Printed works for which the artist hand-manipulated the plates, stones or screens, and which have been properly signed and numbered as a limited edition. All photogravure, photocopy and/or offset reproductions will be rejected. Printmakers are required to disclose both their creative and printmaking processes. Prints must be matted and displayed in a suitable portfolio or stand.

Sculpture: Three-dimensional original work done in any medium. If recycled materials are used, they must be altered or used in a way that is different from their original purpose.

Wood: Original works in wood that are hand-tooled, machine-worked, turned or carved are accepted in the wood category.

Emerging Artist: This category is designed specifically for artists who have little or no experience exhibiting and selling their artwork at any venue. Artists who are just beginning their careers in the art world are encouraged to apply.

- The application procedure and fee are the same as the regular show.
- Upon acceptance Emerging Artists will pay a lower booth fee of \$275, may rent a tent for \$150 (half price).
- Receive mentoring through the Arts Festival
- Artists may only apply to the Emerging Artist Program or for the general show, but they may not apply to both.
- The Arts Festival reserves the right to pre-screen and research emerging artists to make sure they are a fit for this category and that they do not have extensive experience exhibiting and selling their work.
- **Emerging Artists are asked to apply with a 4th image of their work in place of a booth image. When uploading the images, upload the 4th image of artwork by selecting 'YES' this is the booth shot, even though it is not. Then select 'Emerging Artist' as the medium category and complete the application.**

ARTIST AMENITIES:

- Promotion of the event to the art-buying public in sources including but not limited to, newspapers, radio, direct mail, press releases, billboards, magazines and other advertising sources.
- Artist information and thumbnail photo of your work in the full color festival program
- Website and Social Media promotion and cross promotion opportunities provided
- Security 24-hours a day during the load-in and load-out process and during the festival event
- Artist Relief—booth sitting, water and snacks provided by Artist Relations Volunteers
- Artist rate at partner hotels

ARTIST AWARDS:

During the opening day of the festival, a team of judges who have been selected based on their specific interests, professional knowledge and/or background with our festival, representing The Woodlands Arts Council will walk the venue to select **2022's Featured Artist**, and our six **Best of Show Artists**. Judges will score the quality of the artwork and the booth presentation.

The **2022 Featured Artist** will receive a complimentary 3-night stay at selected Woodlands hotel, a free double 4-booth for the 2022 Festival, and their art featured on all promotional materials for 2022.

The **Best of Show Artists** receive a free single booth space the following year with priority booth placement, and an enhanced presence on our website.

ALL AWARD WINNERS will be jury exempt for two years: no jury fee--no jury process.

FRIDAY NIGHT PREVIEW PARTY:

Information about the opportunity to donate a piece of art to our fundraising effort to support TWAC education and outreach programs, will be sent to all artists who have been invited and accepted into the 2021 Festival.

BOOTH INFORMATION:

Single	\$ 500 (10' x 10')
Corner	\$ 750 (booth open on 2 sides; not an intersection of pathways)
Double2	\$ 1000 (2 singles side by side)
Double3	\$ 1250 (single plus single with corner)
Double 4	\$ 1500 (2 corners)

RENTALS

10'x 10' Tent Canopy:	\$300
10' x 20' Tent Canopy:	\$425
Folding Chair:	\$5.00
Table (6'):	\$20.00
Table (8'):	\$25.00
Electricity:	\$175 at time of booth purchase; \$200 Requests during load in. Booth location may be determined by electricity availability. There is no guarantee electricity will be available if requested after booth assignment.

Tents, Tables and Chairs must be ordered by March 10, 2021.

BOOTH PAYMENT OPTIONS:

OPTION 1: Mail checks to:
The Woodlands Arts Council, P. O. Box 8184, The Woodlands, TX 77387

OPTION 2: For credit card payment: Link will be provided in invitation

A \$32 bank fee will be charged on all return checks.

BOOTH ASSIGNMENTS:

Priority for Booth Assignments are as follows:

- 1) Featured Artist and Best of Show Artists;
- 2) Invited Returning Artists;
- 3) Invited New Artists;
- 4) Invited Wait Listed Artists.

Individual booth assignments are made to create an appealing mix of media. Assignments are at the sole discretion of The Woodlands Waterway Arts Festival and the Executive Director and are not interchangeable or transferable.

- All artist tent structures must be white and commercial or professional quality.

- Due to high wind concerns light-weight accordion style pop-up tents are **not acceptable**.
- Tents must be weighted properly to ensure safety for you the artist, the artists next to you, and our patrons.
- The artist(s) assumes liability if their tent is not properly weighted.
- Tent rentals are available.
- No outside rentals or staking of tents. Weights and water barrels only. *Please be prepared with extra weights which may be necessary due to possible strong winds.*

RULES / REGULATIONS: By applying to The Woodlands Waterway Arts Festival, the artist agrees to adhere and abide by all the following rules listed here and the terms in the legal agreement.

1. Image Usage: Accepted artist agrees that The Woodlands Waterway Arts Festival may use submitted jury images for website, promotional or publicity purposes.
2. Artists must be present with their work for the entire two (2) days of The Woodlands Waterway Arts Festival. Representatives may not attend in place of the artist. ***Please do not apply to this show unless BOTH the Artist and the Collaborator, as listed in your ZAPplication profile, can and will attend all days of the Festival.*** The Woodlands Waterway Arts Festival requires photo identification (including collaborator) at check-in to ensure compliance. The Festival reserves the right to check ID each day of the Festival.
3. Accepted artists may not exhibit in other art festivals during the dates of The Woodlands Waterway Arts Festival, (April 10 & 11, 2021).
4. All work must be original, handcrafted work. Artist guarantees the accuracy of the description of the works presented and the authenticity of the work as the creation of their own hands.
5. It is the artist's responsibility to identify the category for which they would like to be juried. Please choose the category which best describes your work. If you do not choose a category (medium) your application will not be processed.
6. Artists may show only work in categories and body of work selected by the Jury. All work exhibited must be of the quality, category, and body of work of that shown in the images juried.
7. Work done by a production studio is not acceptable. All work must be designed and executed by the accepted artist. Your exhibited art must be original and your own creation. No use of commercial kits or molds.
8. Exhibiting artists are required to display their booth number sign (distributed at check-in) in a prominent place on front of booth in accordance with our Emergency Response Plan.
9. 75% of all two-dimensional work displayed must be original. Artists must define reproduction or limited edition throughout their artist's statement and disclose this information on the individual piece. T-shirts, postcards, note cards, mouse pads or other personal promotional items are not permitted.
10. Artists who break down displays, who are "no-show" before the opening of the Festival or who depart before closing time on any day of the Festival will not be allowed to return the following day or to future shows unless proof of an emergency is presented.
11. All Artists are responsible for collecting and paying State of Texas sales tax. (8.25%)
<https://comptroller.texas.gov/taxes/sales/forms/index.php>
12. No commission on sales will be paid to The Woodlands Waterway Arts Festival.
13. All artist tent structures must be white and commercial or professional quality. Due to high wind concerns light-weight accordion style pop-up tents are **not acceptable**. Tents must be weighted properly to ensure safety for you the artist, the artists next to you, and our patrons. The artist(s) assumes liability if their tent is not properly weighted. Tent rentals are available. No outside rentals or

staking of tents. Weights and water barrels only. *Please be prepared with extra weights which may be necessary due to possible strong winds.*

14. No driving on the grass or landscaping beds. All vehicles must stay on pathway.
- 15. Artist is responsible for insurance and protection of work during setup and the show. The festival will not be responsible for damage to work or setup due to weather or unrelated incidents.**
16. Any breach of the rules forfeits all rights of the artist and will result in immediate removal from the show without a refund.
17. Booth Fee Refund Policy: With documented reasons for cancellation, The Woodlands Waterway Arts Festival will offer refunds if cancellation is received by midnight CST of February 14, 2021. Refunds will be equal to "Total of Purchases" minus \$75 processing fee. Refunds are issued by check and will be mailed to the artist's address provided in ZAPplication. All refund requests must be submitted by email to sally@thewoodlandsartscouncil.org, with brief explanation for cancellation.
18. No Show Policy: Artists who have not checked-in and/or called Artists Relations emergency phone number and/or emailed sally@thewoodlandsartscouncil.org (*Emergency Phone will be provided in Artist confirmation materials*) will be considered a "no-show," by Friday, April 9, 2020 at 5:00 p.m. CST. No Show artists are not eligible for refunds. Assigned space(s) will be forfeited to a wait-list artist.
19. Best of Show artists invited to return without being juried must apply by deadline (November 28, 2020) with the coupon code. Code will be emailed to award winners.
20. If WWAF is required for reasons beyond its control to postpone, shorten or cancel, no artist shall have any right or claim for any damages whether direct, indirect or consequential, or any other kind, arising or alleged to arise by reason of postponement or cancellation of the event. No refunds or preferred treatment can be made for inclement weather or any other causes not in the control of WWAF.

If you have any questions, please feel free to contact Artist Management Coordinator, Sally Richard, sally@thewoodlandsartscouncil.org or leave a message for call back at 936-827-3435 (M-F 8:00 a.m. – 5:00 p.m.)

We look forward to seeing your wonderful creations! Thank you for applying to The Woodlands Waterway Arts Festival!

Jenny C. Wright, Executive Director
Sally Richard, Artist Management

LEGAL AGREEMENT

Exhibitor Contract and Release

For and in consideration of the privilege of being an exhibitor in The Woodlands Waterway Arts Festival (the "Festival"), the undersigned applicant ("Applicant") does hereby acknowledge and agree that the Jury Selection is final. Applicant agrees to comply with and obey all Festival rules and regulations, written or otherwise, including any personal direction from Festival personnel if accepted into the Festival. Festival rules and regulations include without limitation those set out in the Festival Prospectus agreement, load-in and load-out instructions, security procedures, and any rule promulgated by the Event Director under the direction of The Woodlands Arts Council (TWAC). Applicant acknowledges that failure to abide by regulations and/or repeated non-compliance may result in expulsion and ineligibility for judging, awards, and participation in future Festivals. Expulsion of a participant from the Festival is without the necessity of any written notice and without legal recourse or right to a refund of any portion of the fees paid. Applicant understands that all booths will be visited by the viewing committee at intervals throughout the Festival to ensure that all exhibitors comply with all Festival rules.

Applicant certifies that they are the artist who creates the work sold by Applicant and are not an artist representative or wholesaler. Applicant hereby represents that the work entered and exhibited in the Festival has been created by Applicant. Applicant agrees that reproductions will not comprise more than 25% of Applicant's Festival presentation, and that prints made from originals and embellished prints MAY NOT be sold as original works. Applicant and collaborator (if applicable) further agrees to be present at all times during all two (2) days of the Festival, operating hours of the Festival (April 10 & 11, 2021), and to assume all responsibility for Applicant's property during the Festival.

Applicant, on behalf of themselves, and their heirs, executors, and assigns, hereby releases, indemnifies and holds harmless The Woodlands Arts Council, Inc., The Woodlands Township, and The Woodlands Land Development Company, L.P., and their respective boards of directors, partners, officers, employees, contractors, agents, staff, sponsors and the Festival charity partners, volunteers, and each of their respective heirs, successors, and assigns (collectively, the "Festival Benefited Parties") from any and all claims, damages, causes of action of any kind whatsoever, statutory or otherwise, personal injury including death, property damage and lawsuits and judgments, including court costs, expenses and attorney's fees, and all other expenses resulting therefrom, that Applicant has, or might have, whether known or unknown, now existing or that might arise hereafter, directly or indirectly arising out of, resulting from or related to Applicant's participation in the Festival, and the participation by any of Applicant's agents, contractors, employees, family members or friends in the Festival, including any acts or omissions of the Festival Benefited Parties in connection with the Festival, and including but not limited to Applicant's preparation and set-up, and break down for the Festival. Applicant agrees to assume any and all risk associated with participation in the Festival.

Applicant further agrees to waive any and all rights without limitation of liability for the use of the Festival space and services described in printed materials. Applicant grants permission to The Woodlands Arts Council, Inc. to reprint an image for promotional use in connection with the Festival. This includes the use in press releases, print, television, social media, and on the TWAC website. In printed use, Applicant will be acknowledged with credit.

If there is a suspension or cancellation of the Festival for any reason (including but not limited to weather, virus, disease, bacteria, local sickness, actions of governmental entities at any level of government -- local,

county, state or federal, actions of the landowner, or actions of TWAC board of directors), no refunds will be issued if such action occurs on or after February 28, 2021.

Applicant warrants that they have read this Agreement and fully understands it and that they are of legal age and competent to execute this Agreement and that Applicant does so of their own free will and accord without reliance on any representation of any kind or character not expressly set forth herein.

Please Note: Please read the prospectus in its entirety. Artists applying are deemed to know and understand the information contained herein and agree to the terms. The show reserves the right to refuse any application and rescind an extended invitation should the artist misrepresent themselves.