

MCBA's 10th Annual



Dear Artist,

Minnesota Center for Book Arts and The Shop at MCBA invite you to apply to participate in the tenth annual Book Arts Festival on Saturday, November 19th from 10am to 5pm.

The Book Arts Fest celebrates the art of the book in Minnesota and beyond.

This event is dedicated to the promotion and sale of artists' work and an appreciation of the book as an embodiment of artistic expression. The Fest is free and open to the public.

This year MCBA staff will be reviewing applications based on the quality of work as well as overall variety of work and mix of the old and new. If you have participated in the past, please be prepared for this application process to be more competitive; not all who apply will be accepted. In addition to the application, new vendors are also required to submit digital images representative of the work intended for the sale. Email these images to fmarden@mnbookarts.org.

Within the studios, we will have room for up to 40 book, paper and print artists to exhibit and sell their work. We encourage you to engage our audience by bringing your own project to work on during the sale and create your own "artist demonstration." We see this event as an excellent opportunity to educate the public on the vast possibilities of book arts.

Marketing efforts for the Festival include a direct mail postcard, extra postcards for artists to send to their own mailing lists, local holiday gift guides, press releases to all local news outlets, hand distributed flyers, postings on the MCBA website and announcements in MCBA e-Newsletters.

To Apply:

Download an application from our website <www.mnbookarts.org> and return it by e-mail, fax or mail (info below), or drop off in person at The Shop at MCBA.

Minnesota Center for Book Arts/Book Arts Fest

1011 Washington Ave S, Suite 100

Minneapolis MN 55415

fmarden@mnbookarts.org

fax 612-215-2545

To Participate:

All applications must be received by November 10th. Payment must be made to reserve your table.

We accept cash, checks, VISA and Mastercard. Please make sure to mark on the form the table size desired and pay the appropriate amount.

We will review applications as they come in, and will let you know the status of your placement quickly. If you already have work in the shop, we kindly ask that you do not remove it for the Festival.

Sincerely,

Flora Marden

Visitor Services and Retail Manager

MCBA Book Arts Festival Application Form

Name:

Business Name:

Address:

Day Phone: Eve Phone:

E-mail: Website:

Description of work in 20 words or less:

.....

.....

May we include your name/email information in our Book Arts Festival Guide?

Placement: Tables come with 2 chairs, Linens are not provided. please bring your own.

- 3' x 4' tall table \$15.00
- 3' x 8' table half \$20 full \$35.00 (circle one)
- 4' x 10' bindery tall table half \$25.00 full \$55.00 (circle one)

- I will be bringing a project to demonstrate while manning my table

Your placement within the space will be assigned on a first come, first served basis.
Tables are also limited in quantity, so it is important to make your reservation early.
If you currently have work in The Shop, we kindly ask that you do not remove it for the Festival.

All artists will be responsible for their own sales and for collecting 7.775% sales tax
If you are reserving a half table and have a specific artist you'd like to be paired with,
please list his or her name:

Payment:

Payment must be made to reserve your table. We accept cash on-site, checks, VISA and Mastercard.
All registrations must be received by November 10th 2011.

- Check enclosed for \$ (make check payable to Minnesota Center for Book Arts)
- Credit Card Total \$
- VISA Mastercard
- Cardholder Name
- Card Number Expiration Date

To register by mail:
Book Arts Festival
Minnesota Center for Book Arts
1011 Washington Ave S, Suite 100
Minneapolis, MN 55415

To register by phone / fax / e-mail:
Phone: 612.215.2546
Fax: 612.215.2545
E-mail: fmarden@mnbookarts.org

Questions?

Contact Flora Marden at 612.215.2533 or e-mail fmarden@mnbookarts.org