



**2016 is TLC's
25th Anniversary!**

Friday, September 23
6:30pm-10:00pm
Saturday, September 24
6:30pm-10:00pm

ART SHOW GUIDELINES

The Land Conservancy of McHenry County (TLC) is a not-for-profit organization dedicated to the conservation and preservation of our most valuable and threatened heritage-our McHenry County landscape. TLC's mission is to preserve natural, agricultural and scenic land in perpetuity in and around McHenry County by working with individuals, communities and other partners. TLC has preserved over 2,100 acres within McHenry County.

PURPOSE OF THE EVENT

The purpose of Art of the Land is to raise awareness of TLC and the work we do. Art of the Land is our major fundraising event each year, and monies raised help support land conservation right here in McHenry County. All art considered for this event must be consistent with the theme of the event:

"Art that reflects or is inspired by the local landscape and all it provides."

NEW FORMAT this year:

- Friday attendees will pay a premium admission this year, which will include special presentations by three artists, heavy hors d'oeuvres, 1 free drink ticket, admission to Saturday's show, and first chance to buy artwork.
- Art of the Land will be held in the first floor gallery only. Due to the new space constraints, we are limiting the number of accepted artists to 25 and artisans to 9. For practical purposes, we define an artist as a person whose artwork is for aesthetic purposes (i.e. paintings, sculpture, photography), and an artisan as a person who creates unique pieces that serve a function (i.e. baskets, jewelry, hand-made cards). If you are unsure which to apply as, please call our office to discuss. 815-337-9502

ELIGIBILITY

- Acceptable types of work: Original artwork & photography, limited edition prints, ceramics, glass, sculptural pieces, basketry, fiber, paper, wood, metal and jewelry.
- Work must be original.
- Entries may not include works accepted in previous Art of the Land art shows. (Exception: Artisans)
- Artwork cannot be copied from copyrighted materials. Any work that is judged to be plagiaristic in regard to known persons will not be accepted.
- Art of the Land is a juried event. TLC reserves the right to disallow the exhibition or sale of any item, which in the opinion of TLC is considered detrimental to the show's image or does not comply with Art of the Land rules.

ARTIST AWARDS (Artisans not eligible)

- Best of Show Award: \$250
- Second Place Award: \$100
- Third Place Award: \$100

The Land Conservancy may use images of Best of Show, Second Place and Third Place winning pieces to promote the 2017 Art of the Land Art Show & Sale.



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JURY PROCESS AND FEES (*Read Carefully*)

- The Jury will consider whether or not artwork fits the theme of the show.
NOTE: Artwork does not have to be representational; it can be conceptual provided it fits the theme.
- Artists may submit up to **six** entries for a non-refundable jury fee of **\$25**. There will be a \$5 fee for each additional entry. (Only accepted submissions will be displayed at Art of the Land.)
- Artisans should submit five images which are characteristic of current work. Artisans will be selected based on these images, but will not be limited to those exact images at the show.
There is no artisan jury fee this year.
- Accepted artisans will be encouraged to create a special item in celebration of The Land Conservancy's 25th Anniversary. This item may be in multiple copies for sale at your table.
- Due to limited space at the Starline, you will not be allowed to submit as both artist and artisan.
- All entries will be juried from digital images for acceptance into the show. Image quality is very important.
- All artwork accepted by the jury process must be for sale.
- Entrants must submit the application online. (www.artoftheland.org)
- Fee(s) may be paid in one of three ways:
 1. Pay with a credit card through the online application process. (www.artoftheland.org)
 2. Pay using cash, check or credit card in person, 4622 Dean Street, Woodstock, IL. (Mon-Fri, 9:30-4)
 3. Mail a check or money order with "Jury Fee" in memo to TLC, P.O. Box 352, Woodstock, IL 60098.
- Images of your work must be uploaded via the online application.
NOTE: Use the following format to submit your images:
 - File size: 1200 pixels on the longest side of the image
 - File resolution: 300 ppi
 - File format: jpeg
 - Each piece (uploaded file) **MUST** be labeled/named with Title, Price, Medium and Size (not including matte/frame)
- TLC will retain submitted images of accepted artwork and reserves the right to use the images in event publicity.
- Submitting the application form indicates that you agree with the conditions of this event as outlined, that you will pay the entry fee (if applicable), and that you agree to deliver to the gallery should you be selected for exhibit. **DO NOT** submit an entry form if you cannot follow through.
- ***Application, images and fee (if applicable) deadline: Friday, August 5, 2016***
Entries time stamped after August 5th will be marked late and may not be accepted.
- Artists & artisans will be notified of the jury's decision via email by Friday, August 19, 2016.
- Accepted artists & artisans will be issued a free pass to attend Art of the Land 2016. Discounted passes will be available for guests: \$50 for special Friday program (which includes Saturday admission) or \$20 for Saturday night only.



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DROP OFF AND PICK UP TIMES OF ARTWORK ONCE ACCEPTED

- **Drop off** of artwork is Sunday, September 18, 2016, from 2:00 p.m. to 5:30 p.m. at the Starline Factory, 400 N. Front St., Harvard, IL 60033. Artwork may NOT be shipped for this show.
 - Artisan set up will take place Thursday, Sept. 22 from 5pm-7pm or Friday, Sept. 23 from 10 am-12pm. Please plan to bring your own table & display items **that will fit in an 8'x8' area**. We also suggest that you bring adequate lighting, extension cords and power strips.
 - No substitutions** of juried artwork will be accepted and no changes to title or sales price will be allowed.
 - Artwork needs to be exhibit-ready, and labeled on back with name of artist, artist phone number, title, medium and price.
 - *Wall or suspended art must be equipped with suitable means for hanging.
 - ***NO saw-toothed hangers. Artwork with saw-toothed hangers will be rejected.**
 - *Standing art must be stable.
 - *Set-up diagram must accompany multiple pieces or installation art.
 - *Any special stands, cases or covers for sculpture must be provided by the artist.
 - *Art remains in place for duration of show.
 - TLC will allow each accepted artist submitting wall art to add unframed, *matted prints* (no canvas) to a general bin, limit ten (10) per artist. These must be marked with the artist's name, title and price.
- **Pick up** of unsold artwork is Saturday, September 24, at 10:00 p.m. or Sunday, September 25, 2016, from 10:00 a.m. to 2:00 p.m. at the Starline Factory, 400 N. Front St., Harvard, IL 60033.
 - Artists who cannot pick up during the scheduled time must make arrangements for someone else to do so.
 - Works not claimed within 10 days of the end of the exhibit will become the property of TLC.***

SALES

- All artwork must be for sale and should be priced to sell. TLC will process all sales and will accept cash, check or credit card payments. Artists receive 70% of the price of the artwork with 30% kept by TLC.
- Artists determine their sales price. Keep in mind, however, that only four items priced above \$250 sold last year. The majority of items sold were priced under \$200, with an average sale price of \$115. This information may help you to decide how many higher priced pieces to submit. It should not dissuade you from submitting.
- If you are an artisan, you or someone you designate must be at your table during the show at all times. TLC cannot provide anyone to do this. The artisan will be provided with a sales book & must write up a ticket for the customer to bring to Check Out. Once paid, the customer will return to retrieve the item(s).



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CALL FOR DONATED ARTWORK

The Land Conservancy of McHenry County is seeking donations of art *for the silent auction at its Annual Celebration Brunch on January 29, 2017*. Pieces will be accepted through Sunday, September 18, 2016. Please consider your gift of original artwork including jewelry, glass, paintings, sculpture or other art. For more information, contact Jackie Eberle: jeberle@conservemc.org. Donors will receive one (1) free pass for a guest to attend Saturday's Art of the Land 2016, upon acceptance & receipt of the donation.

INSURANCE

TLC will have insurance for the event and the artwork while it is on site at the Starline Factory until the conclusion of pick up on Sunday. TLC will not be liable for artwork not picked up on time.

COPYRIGHTS

Artists are responsible for understanding and following any copyright laws and international trade laws that may apply to their work. The Land Conservancy of McHenry County assumes no responsibility for checking copyright permission.

LOCATION

Once the home to Hunt-Helm-Ferris & Co., The Starline Factory is now a beautifully renovated space which houses over 20 artist studios, a banquet hall, radio station, newspaper, small businesses and a beautiful art gallery. Owners Orrin and Karen Kinney continue to add new and unique spaces inside this massive building.

The Starline Factory
306 Front Street (Art of the Land main entrance)
Harvard, IL 60033
www.starlinefactory.com

Thank you again for your interest. We look forward to working with you. Please keep a copy of these guidelines for your reference. Deadlines and guidelines will be strictly enforced for all participating artists.

The Land Conservancy of McHenry County
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