



**New This Year....  
Honorable Mention Category Awards!  
Emerging Artist Award!**

# 40th Anniversary



**100 American Craftsmen**

*Celebrating the art of craft*

**June 4, 5 & 6, 2010**

**2010 ARTIST APPLICATION**

**Deadline January 8, 2010**

Be a 40th Anniversary Show Patron! (See back for details.)

*The Craft's Report*  
Buffalo Niagara's "most popular craft show"

June 4, 5 & 6, 2010

*Celebrating the art of craft*

**100 American Craftsmen**



40th Anniversary

**Artisan Application**



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# 40th Anniversary

## 100 American Craftsmen

*Celebrating the art of craft*



# June 4, 5 & 6, 2010

**It's our 40th year of presenting WNY's favorite juried craft show!**

**100 AMERICAN CRAFTSMEN is presented annually by the Kenan Center, the largest non-profit center for arts, education and recreation in eastern Niagara County.**

The Kenan Center is a 25-acre campus located in one of the most popular and picturesque tourist regions in New York State. Our patrons come from a wide circle within one day's driving distance of Buffalo-Niagara including Rochester, the Finger Lakes, Eastern Ohio, Northern Pennsylvania and Southern Ontario, Canada.

### A Weekend Filled with Artful (and Tasteful) Fun!

- Live music from some of the areas' favorite light jazz, latin fusion, and new age instrumental artists
- Wine tent featuring Niagara Wine Trail wines
- Gourmet food café on site
- Fine art exhibit in the historic Kenan House
- Herbal Plant Sale
- 25-acre campus featuring beautifully landscaped gardens

### Taking Care of Artisans is Our Specialty!

- Gracious and helpful floor aides
- Friday night post-show party
- Sunday morning continental breakfast
- Complimentary beverages throughout the weekend
- Promotional tools including pre-printed postcard labels, \$1.00 off discount extended to *your* customers, downloadable coupons, free link to your website, and show postcards (available for a nominal fee)
- On-site photographic services

## EXHIBIT SPECIFICS

- ▶ 10' x 10' indoor booth space
- ▶ Free electricity
- ▶ No commission taken on sales
- ▶ Free parking—overnight RV parking allowed
- ▶ On-site security Friday & Saturday night

**January 8:** Last postmark date for applications

**Late February:** Jurying

**March 12-31:** Notification of status

**June 3, 5-9 p.m. & June 4, 9 a.m.-3 p.m.:**

Registration and set-up

**June 4, 9-11 p.m.:** Artisans party

**June 6, 9:30 a.m.:** Artisans breakfast

### SHOW HOURS

**June 4, 5-6 p.m.:** Preview for invited guests

**June 4, 6-9 p.m.:** Public Hours

**June 5, 10 a.m. - 6 p.m.:** Public Hours

**June 6, 11 a.m. - 5 p.m.:** Public Hours

## Awards: Increased This Year!

**Master Craftsman , \$800**

**Best of Show First Place, \$550**

**Best of Show Second Place, \$350**

**John T. Whitmore Memorial**

**Best New Exhibitor, \$250**

**Best Booth Display, \$150**

**New! Honorable Mention Category Awards\***

**New! Emerging Artist Award\***

\*See information on the back.



Left to right: Dan & Martha Rogala, Bryan Hopkins, Raphaela McCormack, Tim See, Judith Foster

## 2009 Award Recipients

**Master Craftsman**

Bryan Hopkins, clay

**Best of Show First Place**

Raphaela McCormack,  
paper

**Best of Show**

**Second Place**

Tim See, clay

**Best New Exhibitor/**

**John Whitmore Memorial**

Judith Foster, jewelry

**Best Booth Display**

Dan & Martha Rogala,  
mixed media

# Application and Submission Information

## ► Eligibility:

1. Only original craft art, made by hand, or with the appropriate tools, **by the artist who is submitting the application**, is eligible.
2. Work must comply with the defined categories in this application and with the standards statement of the American Craft Enterprises, Inc. as a guide:  
*"Whether produced in quantity or as an individual piece, the ideal work reflects excellence. The work should be well conceived, expertly executed without technical faults, and should show an identity of design."*
3. **Artisans who are submitting work under a medium category (i.e., glass, wood, paper, metal, etc.), must restrict their booth display only to the product stated in the application.** If you plan to sell jewelry made from your media, you must state this in the application and indicate the percentage of your product that will be jewelry. The Kenan Center reserves the right to request a limitation or total restriction of jewelry that has not been juried under the jewelry category in fairness to those jewelry makers who are exhibiting in the show.
4. **The artisan whose work is represented in the slides must be present at the show. No exceptions!**
5. Kenan Center reserves the right to determine the eligibility of all work submitted for jurying as well as the right to ask an artisan to leave the show, without expectation of refund of any fees, if it is determined any of the above requirements have not been met.

**Absolutely no buy and sell items OR work that is commercially manufactured will be accepted. Commercial manufacturing is defined as any process by which the artist him or herself is not handcrafting each piece for sale or is mass producing work by consigning the majority of the artists' designs to others to produce. Misrepresentation will exclude your work from future consideration.**

## ► How to Apply:

1. Complete the enclosed application form.
2. With the application, submit **four slides or high resolution digital images on CD (no DVD's, please) of work plus a fifth slide/image of your booth display**, shown as closely as possible the way it will appear at the show. Any major changes planned for your display should be described in your application. **DO NOT SEND IMAGES EMBEDDED IN POWERPOINT. Be sure to keep a copy of all digital images that can be emailed upon request if we are unable to open your disk files.**
3. On the application form, include a brief description of each slide/image.
4. Identify each slide with your name and the title of the piece plus #1-5 as they also appear on the image description list. Label CD with your name and each image with number or partial title to correspond with application.
5. Briefly describe your process for creating your work on the application form, specifically explaining the hands-on process.

## ► Note About Fees

**Checks are deposited upon receipt.** Booth fee refunds are made at the time you are notified if you have not been accepted. The Kenan Center makes every effort to refund fees in a timely manner following the tallying process and final determination of accepted artists.

## ► New York State Tax Number

All exhibiting artists must apply for and have a NYS State Tax ID number on file with the Kenan Center prior to set-up. You are also expected to have a copy of the certificate with you when you set up. Failure to provide a tax ID number will result in forfeiting your space.

## ► Required for New Submissions:

If you have not been accepted into a previous 100 American Craftsmen show, you must include at least one of the following to substantiate that your work is original and crafted by you:

- (1) Description/illustration of your process printed directly from your webpage (web address must be shown)
- (2) Article about your work in a craft/art, academic or trade publication (being listed as an exhibiting artist in another craft show is not sufficient)
- (3) Curriculum vitae (not resume)
- (4) Photo of you in your studio

## ► Jurors' Comments:

Jurors are asked at the time of jurying to rate and comment *specifically* on your booth display. If the jurors believe your display needs improvement, it will be stated in your notification letter. Due to staff and time limitations, we are unable to provide extensive reports for each artist.

## ► Unaccepted Submissions:

**Past acceptance is not a guarantee of acceptance to future shows.** As with all juries, each one is different, and how you are scored by one jury may differ from how you are scored by the next. Any comments/disagreements regarding your status must be made in writing to insure proper documentation. No phone calls, please.

## Definition of Categories

For jurying purposes, work submitted must fit one of the following categories. If it is determined that the artisan has not appropriately submitted to the appropriate category, the Kenan Center reserves the right to designate the appropriate category.

**Basketry:** Functional & sculptural works where material used is woven or plaited.

**Ceramics:** Functional & sculptural work where the primary material is clay.

**Fiber Decorative:** Wall hangings, quilts, rugs, etc. where the primary material is fiber.

**Fiber Wearable:** Work where the primary intention is to be worn and where the primary material is fiber.

**Glass:** Functional and sculptural work where the primary material is glass that has been handformed, handworked, handblown and/or handcast. (Not including jewelry.)

**Wood:** Functional and sculptural work where the primary material is wood.

**Paper:** Functional and sculptural work where the primary material is paper.

**Leather:** Functional and/or wearable work (handbags, belts, datebooks, footwear, etc.) where the primary material is leather.

**Metal:** Functional and sculptural work where the primary material is metal. (Not including jewelry.)

**Jewelry/Precious Metal:** Work made primarily from materials including 14k gold, 14k gold & precious stones, sterling silver, sterling silver & precious stones, and enamel on 14k gold or sterling silver.

**Jewelry/Glass:** Work made primarily from glass that is handformed, handworked, handblown and/or handcast.

**Jewelry Other:** Work primarily made from non-precious metals and/or other materials such as wood, glass, clay, paper, fiber, wood, leather, polymer clay, or a combination of materials.

**Mixed Media/Other:** Functional, sculptural or wearable work that is a union of two or more media, or is not primarily made of any media already defined. Soft sculpture, handmade brooms, kaleidoscopes, gourd art, or polymer sculpted figurines are included in this category.

**CONTINUED ON THE REVERSE SIDE!**

## New! Honorable Mention Category Awards

In response to last year's Artisans Breakfast/Feedback session, we have instituted Honorable Mention awards. These will be ribbon awards selected by the jurors and will be announced during the awards presentation on Saturday, June 5 at 3:00 p.m. Recipients also receive a Kenan Center Artist Membership. Honorable Mention Categories are slightly different than jurying categories, and will be presented to one artist in each of the following media groups: Ceramics, Glass, Fiber & Leather, Wood, Metal, Jewelry (all media), Mixed Media/Other, Paper and Basketry.

## New! Emerging Artist Award

In order to encourage new craft artisans who are just beginning their careers, the Kenan Center will present a new Emerging Artist Award. To be considered for the award, you must have been practicing your craft for six (6) years or less. Artists who have been previously accepted into 100 American Craftsmen and meet this requirement are eligible. There is no age restriction. The award waives the booth fee for the artist's next application to 100 American Craftsmen. **To be considered, please be sure to check the Emerging Artist box on the application form and note the number of years you have been practicing.**

## Celebrate Forty Years With Us!

### Program Advertising & Patron Ads

All artisans are invited to place an ad in the 40th Anniversary show program which is tabloid style, printed on high quality newsprint in 4-color. Program advertising forms are provided in your acceptance packets or can be downloaded online for the special 100 American Craftsmen page.

**Be a Patron!** This year, we're adding a special **Patron Listing page** where individuals or businesses can be listed as supporters of the Kenan Center's forty year role in exhibiting and encouraging the work of craft artisans for just \$25! **We invite all craft artisans—even those who do not apply for the show or are veterans of past 100 American Craftsmen shows—to take out a patron listing, and join in recognizing the Kenan Center for its on-going contribution to the field of craft art!** If you wish to be a Patron, please check the box on the application form and return with \$25 Patron Listing fee.

### Coming Soon—40th Anniversary Merchandise!

This year, the Kenan Center is working with our award-winning creative team at Travers Collins & Company to create logo merchandise that will be available exclusively online, with a percentage of sales benefiting the Kenan Center. Artisans will be notified when this merchandise becomes available and information will also be posted on the 100 American Craftsmen page at [www.kenancenter.org/arts/craftsmen.asp](http://www.kenancenter.org/arts/craftsmen.asp)

### Follow us on Facebook!

By becoming a fan of the Kenan Center, you help us to spread the word about this tremendous show and increase our attendance through the power of social media! You'll also have immediate notice of special contests and promotional activities we're initiating for 100 American Craftsmen that will include ticket and merchandise giveaways, discount coupons, and more! You must be a Facebook member to join. Simply search for "Kenan Center," and you'll come to our fan page.

### A Special Page Just for Artisans

Go to [www.kenancenter.org/artisans2010.htm](http://www.kenancenter.org/artisans2010.htm), an information page designed just for artisans that will be a resource for downloadable forms, NYS state tax requirements, and more.

## Booth Design Tips & Requirements

**Booths must have a minimum eight-foot high, opaque backdrop and sidewalls the entire width of your booth.** The exterior of the sides of your booth must be finished as a courtesy to those next to you. Unfinished structural walls must not be open to public view. Corner booths only require two finished sides. Backdrops are required even if your booth is against a wall.

Display booths designed specifically for indoor use and drape and pipe sidewalls are strongly preferred. If you use an outdoor tent please follow these guidelines: No lighting, garland or other decorative materials are permitted on the outside walls or top (except display lighting)

**Note: Artists are prohibited from displaying sale signs including markdowns or special offers.**

Example of outdoor tent designed for an indoor display space for a jewelry artisan.



Booth shot courtesy Cynthia Hand

Example of appropriate drape and pipe set up with overhead lighting, custom-built display pedestals, tiered display and small area rug.



Booth shot courtesy James Sankowski

Examples of unacceptable booth slide (must show the entire booth) and display that does not meet requirements.

