



The Arts & Greens Holiday Market at Bogie Lake Greenhouses (BLGH) 1525 Bogie Lake Road, White Lake, MI 48383, offers artists an inviting venue to reach new audiences and to sell their one-of-a-kind works of art and fine craft prior to the holidays. BLGH is an extraordinary 28,000 square foot facility, complete with natural lighting, plants, flowers, and lovely holiday greens, **held on Friday, November 18 (5-8 PM), Saturday, November 19 (9 AM-5 PM) and Sunday, November 20 (10 AM - 5 PM.)**

PROMOTION BLGH and HVCA's board, staff, and volunteers will partner with artists to make the *Arts & Greens Market* a success using a wide range of tools:

- Press releases to media outlets across the state and region; submission to online and print calendars, promotion in the BLGH newsletter and ads placed in area newspapers and magazines.
- e-Blasts & postcards to HVCA & BLGH friends, patrons, members, volunteers, area businesses, and community members.
- Each artist will receive an e-postcard prior to the event which may be forwarded to e-mail contacts.
- Signs strategically placed in various locations around the community to direct visitors to the Greenhouse.

Special attention will be given throughout the weekend to creating a festive mood to encourage holiday shopping. The Friday evening opening will feature a luminary stroll through the greenhouse and artisan booths, along with music and refreshments. Throughout the weekend, there will be music, activities for children, book-signings, and unique concurrent events. New this year: *artists will handle their own sales and Michigan Sales Tax!*

HOURS: Set-up, Friday, November 18 between 10am – 4:30pm
Opening Night: Early Bird Shopping & Party 5pm - 8pm
Saturday: 9am-5pm
Sunday: 10am-5pm
Take Down: Sunday, 5-6pm

DEADLINES: Signed application/agreement, fees, required images for jury, and self-addressed stamped envelope on or before October 1, 2011; notification of applicant's jury approval by email or telephone by October 15.

GOOD SALES, GOOD FRIENDS, GOOD FUN, GREAT LOCATION, EXCELLENT HOLIDAY AMBIENCE
We sincerely hope you will join us for Huron Valley Council for the Arts Holiday ARTS & GREENS Artist Market.

Questions? Contact: 248-889-8660 or artsgreens2011@gmail.com



APPLICATION & AGREEMENT

Deadline: October 1, 2011

Participants are responsible for:

- Booth set up by 4:30pm on Fri, Nov 18.
- Monitoring, staffing, and securing their property at all times: Fri., Nov. 18 (5-8PM) Sat., Nov. 19 (9-5) Sun., Nov. 20 (10-5)
- Breaking down booth Sunday no earlier than 5pm, and vacating BLGH no later than 6pm
- Providing their own displays*, including chairs.
- Electricity available *if requested in advance*. Participants are responsible for supplying heavy duty extension cord (24' or more) labeled with name. Use low-voltage lighting. There is a lot of natural light during daytime hours, but artists are encouraged to boost up their lighting for the opening event, Friday night.
- Picking up entry photos, which will be available when checking in at the show.

EXCEPTION, by advanced request:* the greenhouse allows use of their fiberglass tables in 2 sizes: 96"Lx24"Wx24"H and 48"Lx24"Wx12"H. These may be stacked, or upended to hook art into their grid surfaces. Extra tops convert 2 upended tables into 4-sided towers. If you use these, plan to provide some method of draping as they have been used for plant materials and may contain residue, even though they are clean. If hanging work, you will also need to bring wire, hooks, or other fastening device. A-FRAMES: imagine a 12 foot-long swing set that has 3 crossbars parallel to the top bar on both sides. The greenhouse uses these for hanging plants in tiers. Again, you may want to cover bars or drape this apparatus to protect your work. They are in a fixed location on the perimeter of the room. **PLEASE REQUEST IN ADVANCE if you want to use Bogie's tables or A-frames, and they will be allocated fairly by application date on a first-come, first-served basis.

Conditions of participation:

HVCA's ARTS & GREENS Market is a juried event. Past participation is not a guarantee of acceptance. Only fine arts and quality crafts of *original design* and execution will be accepted. **A \$20 non-refundable jury fee is required with each artist's entry form, along with the \$100 booth fee, to be submitted with application. If artists wish to share a booth, separate application materials are required, with a separate jury fee for each artist** unless art to be sold is clearly collaborative work.

- Neither Huron Valley Council for the Arts (HVCA) nor Bogie Lake Greenhouse (BLGH) shall be liable for any injuries or damages sustained by any participants, his/her heirs, or any person or organization arising out of the event. By signing the application, participants hereby fully and forever release HVCA, BLGH, and volunteers from any and all causes of action, claims, and demands of any nature that arise out of the event.
- Applicants will be juried and will receive notification by email or telephone on or before October 15, 2011. If not accepted, your \$100 Booth fee will be returned in your Self-addressed stamped envelope.
- All work exhibited must be original and handcrafted by the artist. HVCA reserves the right to decline any applicant.
- An application is a commitment to the show, and failure to comply with all rules may result in expulsion from the show and loss of fees paid, at the discretion of HVCA.

- Applicants will be assessed a \$50.00 fee for returned checks.
- Booth spaces are approximately 8' x 10' or larger amidst beautiful greenery.
- The heat will be on, but this is a greenhouse in a late fall Michigan environment. Please dress in layers and wear warm shoes for your own comfort
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- HVCA WILL NO LONGER PROCESS ARTISTS' SALES. Artists are responsible for the collection and payment of Michigan Sales Taxes and all credit card fees.
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- GALLERY OPTION:
 - Arts & Greens artists are eligible to exhibit work in the HVCA Gallery during the month of December. As Guest artists of The Art Shop, the following conditions apply:
 - Space will be fairly allocated based on number of participants and assigned by Arts & Greens Committee
 - Setup of art will occur on or before Dec 1, final dates, times, and information to be distributed during the weekend of Arts & Greens.
 - Participating artists at the gallery must commit to 4-8 hours of Sales time during the month of December, acting as agents for all participants
 - In the gallery, all work sold will be processed through the central register with 25% commission going to HVCA's Art Shop

SEND

- this application/ signed agreement along with
- a CD of your work labeled with your name. Alternately, images may be emailed to artsgreens2011@gmail.com. *Images submitted must be representative of the work to be sold at the Arts and Greens Market.*
- Jury Fee \$20 plus \$100 Booth Fee, separate checks payable to Huron Valley Council for the Arts or Visa/Mastercard# _____ Expiration _____
- If not accepted to the show, your \$100 booth fee will be returned to you.
- A Self-addressed stamped envelope.

TO: ARTS & GREENS Market, c/o HVCA Art Shop, P.O. Box 999, Highland, MI 48357

Artist/Studio _____

Address _____ City _____ State _____ ZIP _____

Telephone: _____ E-mail _____ Web _____

Medium _____

What forms of payment do you accept: _____

Special Accommodations Requested: _____

(Tables or electricity required? We will do our best to fulfill requests to be near another market participants but no guarantees can be made)

I give permission to use my name and/or my image(s) of any artwork produced by me for promotion: YES or NO (circle one)

I wish to continue sales in the HVCA Gallery during the month of December: YES or NO (circle one)

I agree to the conditions and responsibilities above:

Signature _____ Date: _____