

Wauwatosa Historical Society
29th Annual Firefly Art Fair

FAQ Sheet

Saturday and Sunday, August 1 and 2, 2015

10 a.m. to 5 p.m.

Kneeland-Walker House Grounds

7406 Hillcrest Drive, Wauwatosa, WI

ELIGIBILITY

Artists exhibit both days (no rain date). We welcome applications from artists who exhibit **fine art** (painting, sculpture, photography, ceramics, jewelry, fiber, printmaking, glass, paper, leather, wood). All work must be your original design, and executed by you, the applicant. Jewelers: note materials used in your work on the application. Artist demonstrations are encouraged.

JURY FEE & APPLICATION

Begin the process by filling out the application at www.wauwatosahistoricalsociety.org. Links to four (4) images of your artwork for jurying should be included in the application. Images must be representative of the pieces you intend to sell.* (Alternatively, you may print the application and send with a clearly identified CD or flash drive with images of your artwork to Wauwatosa Historical Society. CD/flash drive will not be returned.)

Submit a **nonrefundable \$15 jury fee** via Paypal or a check made out to Wauwatosa Historical Society with your application.

Application deadline is March 13, 2015.

BOOTH FEE & ARTIST SELECTION

Selected artists will be notified via email by **April 17, 2015**. Payment of a **nonrefundable \$140 booth fee** is required via Paypal or a check made out to Wauwatosa Historical Society by **May 1, 2015**. The fee includes two-day participation and exhibition space of approximately 10' x 10'.

SALES

All proceeds from the sale of artwork go to you, the artist. Artists are responsible for collecting and reporting all applicable tax (5.6%).

EXHIBITOR SET UP

Set up begins Saturday at 7:30 a.m., via any of four entrances to the grounds. Boy Scout helpers will be available Saturday at 7:30 a.m. and Sunday at 5 p.m. to assist you. After unloading, **vehicles must be moved** to a designated parking area.

Friday set up is available, on your own and at your own risk. An email will be sent when booths are marked and ready for setup.

Security will be provided from **Saturday evening through Sunday morning only**, so that display materials may be left in place. All art must be removed overnight.

HOSPITALITY

An artist's reception is held on **Saturday at 5:30 p.m.** and a complimentary continental breakfast is available **Sunday at 8:30 a.m.** for participating artists. Food and beverage are available for purchase on the grounds throughout each day.

SILENT AUCTION

Please consider donating a piece of your artwork to the Silent Auction to help WHS raise funds for education and preservation programs. Contributing artists are acknowledged on fair signage.

PUBLICITY

The fair is publicized through paid advertising, news releases, public service announcements, posters, personal mailings and social media. WHS offers a link to your website (see application). The Firefly committee works diligently to ensure an event that is successful for you and WHS.

To advertise your participation, we will provide you with an electronic version of our Firefly Art Fair promotional materials to send to your patrons.

QUESTIONS?

Wauwatosa Historical Society

7406 Hillcrest Drive

Wauwatosa, WI 53213

(414) 774-8672 staff@wauwatosahistoricalsociety.org

www.wauwatosahistoricalsociety.org

*The fair committee reserves the right to refuse exhibition of work not in the same medium or of the same quality as that submitted to the jury.