

The Wauwatosa Historical Society Invites You to Participate in the
24th Annual *Firefly* ART FAIR

DATES

Saturday and Sunday, August 7 and 8, 2010, 10 a.m. to 5 p.m. both days.
No rain date. Accepted artists **must** exhibit both days.

LOCATION

The fair is held on the beautifully landscaped grounds of the Kneeland-Walker House **7406 Hillcrest Drive, Wauwatosa, Wisconsin**.

ELIGIBILITY

Applications are welcomed from artists who exhibit *fine art* (painting, sculpture, photography, ceramics, jewelry, fiber, printmaking, glass, paper, leather, wood). All work must be the original design of, and executed by, the entrant. Jewelers are asked to note materials used in their work on the application. Demonstrations by artists are encouraged.

SELECTION OF EXHIBITORS

All artists' work is juried, through submission of 4 images (single piece of art on each image) representative of the pieces you intend to sell. You may submit either: four slides (2" x 2") **or** a CD with four TIF or JPEG files. Please clearly identify the name of the artist and medium on your submission. Slides and CDs will be returned to accepted artists during the Fair. Notification will be sent in April to artists who have not been accepted, along with their slides; however CDs will not be returned. **(In 2011, slides will no longer be accepted by the jury.)**

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.

*Application deadline is **March 15, 2010.***

ENTRY FEE

The fee --\$140 plus a \$10 non-refundable jury fee, *in separate checks payable to Wauwatosa Historical Society*--includes two-day participation for an exhibition space of approximately 10' x 10'. You will be notified of acceptance by postcard by April 15, 2010. **Once accepted, the booth fee will not be refunded.** Send all application materials to:

FIREFLY ART FAIR

c/o Wauwatosa Historical Society
7406 Hillcrest Drive
Wauwatosa, WI 53213

SALES

All proceeds from the sale of art work goes to the artists. Each artist is responsible for collecting and reporting all applicable taxes (5.6%).

EXHIBITOR SET UP

You may set up Saturday, beginning at 7:30 a.m., using one of four entrances to the grounds. Boy Scout helpers will be available. After unloading, vehicles **must** be moved to a designated parking area. You may set up display material Friday evening, on your own and at your own risk.

Security services 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

A complimentary continental breakfast will be available **Sunday** morning for participating artists, and an artist's reception will be held on Saturday, at 5:30 p.m. Food and beverages will be available for purchase on the grounds throughout each day.

SILENT AUCTION

To help the Wauwatosa Historical Society raise funds for education and preservation programs, all artists are encouraged to donate an item for the Silent Auction. Contributing artists will be acknowledged through signs on their booths.

PUBLICITY

The Firefly Art Fair is widely publicized through paid advertising, news releases, public service announcements, posters, and personal mailings. The Firefly committee works diligently to ensure an event that is successful for the artists and the sponsoring organization.

You can help promote this fair by distributing promotional postcards to your patrons. Please enter the quantity you will need at the bottom of the application.

QUESTIONS?

Call the Wauwatosa Historical Society (414) 774-8672

Or e-mail: staff@wauwatosahistoricalociety.org

Visit our website at: www.wauwatosahistoricalociety.org

FIREFLY ART FAIR 2010 APPLICATION

Please print **clearly**:

Artist's Name _____

Street _____

City _____ State _____ Zip _____

Phone _____

E-mail: _____

(required for 2011 application)

Wisconsin Seller's Permit Number _____

Your medium _____

Please select from one of these categories: watercolor, oil, acrylic, sculpture, photography, ceramics, jewelry, fiber, pen & ink, printmaking, glass, paper, leather, wood. **Jewelers, please list materials used :**

I agree not to hold the Wauwatosa Historical Society, its officers, or its _____ agents responsible for accidental loss or damage of any kind. I have read _____ and understand the terms given in this brochure and agree to observe them.

Signature _____

Yes, I will donate one of my works to the Silent Auction

of promotional postcards (see PUBLICITY)

I will bring a tent in which to display my work (to assist

WHS in booth placement)

I have enclosed:

Signed and completed application form

Jury Fee - \$10 **payable to Wauwatosa Historical Society**

Booth fee - \$140 **payable to Wauwatosa Historical Society**

Four labeled **SLIDES**

-OR-

CD with four TIF or JPEG images

Self-addressed, stamped (1st class postage), #10 envelope

All materials must be received by March 15, 2010.

24th Annual



Saturday & Sunday
AUGUST 7 & 8, 2010

**Please Note:
Application Deadline is
March 15!**

TO RECEIVE AN APPLICATION TO NEXT YEAR'S FIREFLY ART FAIR:

You must have submitted an application to the 2009 or 2010 Firefly Art Fair with an e-mail address, or notify the Wauwatosa Historical Society by December, 2010. You will automatically remain on our e-mail list for two years.