

Friday, November 19, 2021

Saturday, November 20, 2021

2021 ART SHOW GUIDELINES

The Land Conservancy of McHenry County (TLC) is a not-for-profit organization dedicated to the conservation and preservation of the beautiful places in our McHenry County landscape. TLC's mission is to preserve natural, agricultural and scenic land forever in McHenry County by working with individuals, communities and other partners. TLC has preserved over 2,800 acres of land.

PURPOSE/THEME OF 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 proceeds from this event support **land conservation 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.”

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 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.
- Be sure to complete all parts of the application and date/sign it.
- The jury will consider whether or not the artwork represents the theme.

AWARDS

- First Prize: \$250
- Honorable Mention: \$100
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Art of the Land: 13th Annual

SUBMISSION

- Artists may submit up to five entries for a non-refundable fee of \$25. There will be a \$5 fee for each additional entry.
- Artisans should submit five images which are characteristic of current work. **There is no artisan jury fee.**
- Entries are juried from digital images for acceptance into show. Image quality is important.
- All accepted artwork must be for sale.
- Entrants must submit the application online at www.artoftheland.org
- Images of work also must be e-mailed to gmaki@conservemc.org (ATTACHED not embedded)
- Fee(s) may be paid in one of three ways:
 - Credit card on our website (www.artoftheland.org)
 - Cash, credit card or check in person, 4622 Dean St., Woodstock, IL (Mon. – Fri., 9 a.m. to 4 p.m.)
 - Mail a check or money order with “Jury Fee” in memo to TLC, P.O. Box 352, Woodstock, IL 60098.

NOTE: Use the following format to submit images:

File size: 1200 pixels on the longest side of the image.

Resolution: 300 dpi

Format: JPEG

Each piece should be labeled with Artist Name, Title, Price, Medium and Size (not including mat/frame)

DEADLINE

The official application deadline is **Sunday, October 10, 2021. (Includes fee and digital images.) Entries timestamped after Oct. 10 will be marked late and will not be accepted.**

- Artists and artisans will be notified of the jury’s decision via e-mail by Tuesday, Oct. 19, 2021.
- Accepted artists and artisans will be issued a free pass to attend Art of the Land.

DROP OFF AND PICK UP TIMES OF ARTWORK ONCE ACCEPTED

Drop off of artwork is Sunday, Nov. 14, 2021, 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 setup will take place Thursday, Nov. 18 from 5:00 to 7:00 p.m. or Friday, Nov. 19 from 3:00 p.m. to 5:00 p.m. **Setup must be complete by 5:00 p.m. on Friday.** Please plan to bring your own table and display items **that will fit in an 8’x 8’ area.** We also suggest that you bring adequate lighting, extension cords and power strips.

GUIDELINES FOR ART DROP OFF

- 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.
- 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.
- Artwork must be **suitably equipped and wired** for proper hanging. (Use sturdy frames to ensure artwork will not break or be damaged).

· **Pick up** of unsold artwork is Saturday, Nov. 20, at 10:00 p.m. or Sunday, Nov. 21, 2021, from 10:00 a.m. to 1:00 p.m. at the Starline Factory, 400 N. Front St., Harvard, IL 60033.

NOTE: Artists who cannot pick up during the scheduled time must have someone else do so or make alternate arrangements.

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 percent of the price of the artwork with 30 percent kept by TLC.
- Artists determine their sales price. Keep in mind, however, that the majority of items generally sell for \$60 or less. 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 and must write up a ticket for the customer to bring to Check Out. Once paid, the customer will return to retrieve the item(s).

Art of the Land: 13th Annual

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 30, 2022*. Pieces will be accepted through Sunday, Nov. 21, 2021. Please consider your gift of original artwork including jewelry, glass, paintings, sculpture or other art. Please label each piece with *Title, Medium & Value* so that TLC can create an accurate description of your work. For more information, contact Jennifer at jmartins@conservemc.org Donors will receive one free pass for a guest to attend Art of the Land 2021, **upon acceptance and 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 that is 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 historic 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

*4622 Dean Street
P.O. Box 352
Woodstock, IL 60098
815-337-9502
artoftheland@conservemc.org*