

2024 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 3,200 acres of land.

PURPOSE/THEME OF EVENT

The purpose of Art of the Land is to raise awareness of TLC and the work it does. 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 show 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.
- The jury will consider whether or not the artwork represents the theme.

AWARDS

- First Prize: \$250
- Honorable Mention: \$100
- Honorable Mention: \$100

ART OF THE LAND YOUTH ART EXHIBIT

TLC would like to share and recognize the artistic talents of the many school-aged and homeschooled artists in our area. This is a great opportunity for hundreds of people to see – and possibly purchase – the work of a budding artist for a great cause! All youth art will also be included in People’s Choice voting. One winner will be chosen Friday and one winner will be chosen Saturday. Please follow the eligibility and submission guidelines in this document when submitting artwork. A youth artist is considered to be age 5-18 and enrolled in elementary, middle school, high school, or is home-schooled. Please indicate age, school and grade level on the youth application.

Artwork may include: original artwork, photography, limited edition prints, ceramics, glass, sculptural pieces, basketry, fiber, paper, wood, metal and jewelry.

YOUTH AWARDS – One prize will be awarded for the piece judged the best in each category.

- Elementary (grades K-5): \$25
- Middle School (grades 6-8): \$25
- High School (grades 9-12): \$25
- People’s Choice Friday: \$10
- People’s Choice Saturday: \$10

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.
- **Youth artists** may submit up to three entries for a non-refundable fee of \$10.
- **Artisans** should submit five images which are characteristic of current work. **There is no jury fee for artisans.**
- Entries are juried from digital images for acceptance into the 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 emailed to gmaki@conservemc.org (ATTACHED not embedded)
- Fee(s) may be paid via:
 - o Credit card on our website (www.artoftheland.org)
 - o Mail a check or money order with “Jury Fee” in the 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)

Art of the Land: 16th Annual

DEADLINE

The application deadline is **Sunday, August 18, 2024. (Includes fee and digital images.) Entries timestamped after Aug. 18 will be marked late and will not be accepted.**

- Artists and artisans will be notified of the jury's decision via e-mail by Wednesday, Aug. 28, 2024.
- Accepted artists and artisans will be issued a free pass to attend Art of the Land, and can purchase additional tickets for \$15 at drop-off.

DROP OFF AND PICK UP TIMES OF ARTWORK ONCE ACCEPTED

Drop off of artwork is Sunday, Sept. 22, 2024, 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, Sept. 26 from 5:00 to 7:00 p.m. or Friday, Sept. 27 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. TLC will have a volunteer to help with lighting your space.

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 the 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.
- A setup 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 the duration of the 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).
- Note that drop-off is at the 400 N Front Street entrance.

Pick up of unsold artwork is Saturday, Sept. 28, at 9:30 p.m. or Sunday, Sept. 29, 2024, 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.

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SALES - Artists

- 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 and TLC receives 30 percent.
- Artists determine their sales price. It is the artist's responsibility to report and pay sales tax on artwork sold.

SALES - Artisans

- In order to simplify the payment process, each artisan will pay a flat booth fee of \$150 once accepted to the show. TLC will no longer keep a percentage of items sold; however, additional donations of a percentage of sales are welcomed as TLC is a nonprofit, and all proceeds benefit land preservation in McHenry County.
- All artisans will be located on the lower level of the Starline Factory.
- Each artisan will handle their own sales instead of sending customers to the TLC checkout desk.
- It is the artisan's responsibility to collect, report and pay sales tax on items sold. Please refer to these guidelines for more information:
<https://www2.illinois.gov/rev/individuals/Pages/fairs.aspx>
- You or someone you designate must be at your table during the show at all times. TLC cannot provide anyone to do this.

CALL FOR DONATED ARTWORK AND ARTISAN ITEMS

The Land Conservancy of McHenry County is seeking donations of art for the silent auction at its Annual Celebration in spring 2025. Please consider your gift of original artwork including jewelry, glass, paintings, sculpture or other art.

Donated art can be dropped off on Sunday, Sept. 22 during art dropoff. 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 2024, **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 pickup 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.

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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, the Stanchion Pub restaurant, WHIW radio station, 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 in participating in Art of the Land! We look forward to working with you and seeing your beautiful artwork and artisan items. 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

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