



June 2011

Dear Artist:

Thank you for your interest in applying for the 54th annual Heard Museum Guild Indian Fair & Market to be held March 3 & 4, 2012. Your participation helps make this one of the premier events in the country. The following material is enclosed:

Information and instructions
Application
Other material to assist in preparing your application.

APPLICATION DEADLINE IS SATURDAY, JULY 30, 2011. Late application deadline of Sept 2, 2011, requires a non-refundable late fee of \$75 (**cashier's check, money order or on-line payment with your credit card**) per application. Any application postmarked or hand-delivered after that date will not be considered for juried entry.

If you are a first-time applicant or have photos/digital images on file at the Heard that are more than two years old, you must submit four (4) digital photos (CD) or printed photos. Images must show work completed within the past two years. In addition, if you have changed or added media or classification, you must send photos or digital images of the new work. **Please note: We strongly prefer digital images (jpeg format).**

Booth fees remain the same. A 6'x6' booth is \$300 for the first artist and \$50 for each additional artist. No more than two artists may share a 6'x6' booth. A 10'x10' booth is \$500 for the first artist and \$100 for each additional artist. The supply of larger booths is limited and reserved for artists who have genuine need for the space. Approved artists may share a booth, but each must have his/her own signed contract.

NO BOOTH FEE IS DUE AT THIS TIME!
WE DO NOT HAVE AN APPLICATION FEE.

ELIGIBILITY REQUIREMENTS FOR ARTISTS: The Heard Museum Guild Indian Fair & Market follows the guidance of the Indian Arts & Crafts Act of 1990 in accepting artists. That act states that "An Indian is defined as a member of any federally or officially State recognized tribe, or an individual certified as an Indian artisan by an Indian tribe". In addition, the Fair accepts Canadian Status Indians. In all cases the Guild requires copies of the relevant documentation.

Remember, you must apply to be considered for the Fair & Market. The Exhibit Committee will complete the jury process in late September and you will be informed of the results in October. Information regarding the booth fee deadline will accompany your official contract, which will be mailed to you in October. Thank you for your cooperation. We look forward to receiving your application.

Sincerely,

Questions?????

Phyllis Noone, Chair
Jan Hoffmann, Co-chair
Heard Museum Guild Exhibitors Committee
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March 2 & 3, 2012

INFORMATION & INSTRUCTION SHEET FOR APPLICANTS

DEADLINES:

The application must be postmarked by Saturday, July 30, 2011. If the application is postmarked after July 31 but by Sept 2, 2011, **you must include a money order, cashier's check or credit card (online payment at [Heardguild.org](http://www.heardguild.org)) for a \$75 late fee per applicant.** Anything postmarked after Sept 2, will not be considered for judging. Incomplete and late applications can lead to disqualification.

Many artists choose to hand deliver their applications to the Heard Museum at 2301 N. Central Avenue, Phoenix. Applications will be accepted without penalty no later than July 30, 2011. If it is hand delivered after July 30 and on or before Sept 2, 2011, you must include a **money order, cashier's check or credit card for the \$75 late fee, or the application will not be accepted.** NO APPLICATION WILL BE ACCEPTED AFTER SEPTEMBER 2, 2011

The Heard Museum Guild is not responsible for lost mail or slow delivery. **Consider certified mail so you have a record of your mail date.** All application materials including tax and license information is also on our web page at: <http://www.heardguild.org/>

1. GENERAL INFORMATION:

Please print the requested information.

2. ELIGIBILITY:

The Heard Museum Guild Indian Fair and Market follows the guidance of the Indian Arts and Crafts Act of 1990 in accepting artists. That Act states that "An Indian is defined as a member of any federally or State recognized tribe, or an individual certified as an artisan by an Indian tribe." In addition, the Fair accepts Canadian Status Indians. In all cases the Guild requires copies of relevant documentation. **We will not process your application without this documentation. IF THIS DOCUMENTATION IS ON FILE WITH US, WE DO NOT NEED ANOTHER COPY.**

3. CLASSIFICATION:

Read descriptions carefully. **Remember, you may only sell work in the classification areas for which you are approved. Limit is TWO classifications.**

4. OBJECT DESCRIPTION:

Work must be representative of the artwork you plan to sell at Market. Work that is not representative of that submitted for jurying may be questioned.

Image requirements:

- **You are not required to submit new images if you already have images on file from the 2010 or 2011 Indian Fair and Market.**
- Four images must be included with your application. **Digital images are preferred and highly encouraged. Please put in jpeg format.**
- Label each image or disk with your name and image number on back of photo.
- **All materials except tribal enrollment documents submitted will become part of the *Native American Artist Resource Collection* and the *Slide Library of the Heard Museum's Library and Archives*, and cannot be returned.**
- Collaborators (two or more artists who work on the same piece of art) must fill out separate applications and complete the Object Description section.

- One detailed image (close up) is encouraged to show the quality of your work. However, the detail shot counts as one of your four images.
- Images must be of work completed within the last two years.
- It is important to use images that represent your work well. Do not submit images with frames, matting, or other displays that may distract from your art.
- Do not submit images that have your picture or name on them. Clothing artists can use mannequins or models to give the article dimension.
- Do not include any award ribbons in the images of your work.
- You may use a grouping of objects to represent your work but keep your images as uncluttered as possible.

Descriptions:

- The information provided by the artist is read to the jury panel. These descriptions and your image **are the only information** provided to the jurors. They will not know the artist's name. Describe your work using the classification sheet (enclosed). Use only the lines provided. Do not use your name or personal information. Submit a photocopy for a second classification.
- When listing the medium (what it is made of) be specific: silver, natural or commercial clay, traditional or kiln fired, natural or stabilized stones, natural or commercial dyes, commercial or handspun yarn, etc.
- Be careful when providing the dimensions of objects. **Size is very important. The size may determine where your item may be judged.** This information is very important in assisting the jurors in visualizing your piece. Pay particular attention when providing the measurements of your pottery. The diameter measures the widest part of the object. The circumference measures around the entire object.

5. COLLABORATORS:

Family members, most often husbands and wives, often work together and use one name to promote the art. Indian Market requires both artists' names. In the event of a breakup or death of a spouse, Indian

Market will have a record of each individual's presence at Market. Please list the name of your collaborator under the *General Information* section. **Even if you are collaborating, you must each apply individually** and both must attend if accepted.

6. BOOTH PREFERENCE:

Please choose your preferred booth size and location,. There are more artists than there are booth assignments, so not all requests can be honored. **Only artists who have been approved can share your booth.**

7. FINAL INFORMATION:

SIGNATURE: Read Carefully! Signing the application means you have read, understood, and agree with the requirements. The Market is governed by the Federal Arts & Crafts Act of 1990. **Failure to comply with the requirements will lead to disqualification.**