



A Festival without Limits



Celebrating Allentown's Parks and the city's 250th Anniversary

For five days over Memorial Day weekend, Mayfair transforms Allentown's scenic Cedar Beach Park into a kaleidoscope of sights, sounds, and smells.

Application Artist, Culinary and Garden Markets

Memorial Day Weekend 2012

Thursday, May 24 4:00 pm to 11:00 pm
 Friday, May 25 12:00 pm to 11:00 pm
 Saturday, May 26 12:00 pm to 11:00 pm
 Sunday, May 27 12:00 pm to 11:00 pm
 Monday, May 28 12:00 pm to 7:00 pm

Artist Market

- Artists will be selected by a review of slides or CD in the following categories: mixed media, furniture, clay, leather, glass, jewelry, fine art, photography, fiber, wood, metal and sculpture, as well as garden and culinary arts.
- Artist's work will be selected by NEW team of jurors of artists, craftsmen, and art faculty.

Culinary and Garden Markets

- Culinary Market is for vendor-produced food items and related merchandise
- The Garden Market is for vendor-produced garden related items.
- Vendors will be selected by a Mayfair jury.



Mayfair Esplanade— new this year!!

The Esplanade is a shaded market area at the busiest

entrance to the festival, near the major entertainment stage. One third of the festival-goers will pass the Esplanade immediately upon entering the festival!

- Regular booth size PLUS a five foot buffer between artists, creating a "corner location," and making displays outside the tent possible.
- Spaces are limited.

Emerging Artist Program— new this year!!

Artist Market space will be made available a no cost to ten full-time art students. Emerging artists must provide vita with their application.

Jury Awards – new this year!!

- Judging to be Saturday, May 26
- 1st prize: complimentary Esplanade space for Mayfair 2013.
- 2nd prize: complimentary space in the Artist Market for Mayfair 2013.
- 3rd prize: \$50 gift certificate

Semiquincentennial Award— this year only!!

A cash prize of \$250 will be given to the artist whose booth best celebrates Allentown's 250th anniversary.

Booth Hours

Booths are to be open every night until at least 9:30 p.m. (Monday until 7:00 p.m.); you are welcome to remain open until closing time

Booth Display

- Booth spaces are 10' x 10' and all are outdoors
- Artist must supply waterproof canopy for booth (preferably white). All tents must be able to withstand a 40 mph constant wind, with 60 mph gusts.
- Booth displays must be professional in appearance.
- 120-volt/10amp electric hookup provided

Artist Requirements

- Artist must be 18 years of age or older.
- Artist's craft must be their original concept and execution.
- No kits, commercial molds, manufactured goods or imports will be accepted.
- Artist must be present at all times that the Artist Market is open.
- Artist not displaying her or his own craft will be asked to leave the festival. No refunds will be given.
- Mayfair reserves the right to determine the eligibility of all work submitted and will attempt to keep any one art form from becoming too abundant.
- Artist is responsible for collecting 6% PA sales tax and paying it to the state.
- Artists must complete a City of Allentown Business Registration Questionnaire and submit a \$35 registration fee. For information call 610-37-7501 or visit www.allentownpa.gov (click on "Forms and Applications").

