

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 a **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 610-437-7501 or visit www.allentownpa.gov (click on "Forms and Applications").



Application Procedure

- Submit Application and check for non-refundable Juror's fee (\$35).
- Include a separate check for the booth fee:

Artists' Market	Artists' Esplanade
3 day / 5 day	5 day only
\$250 / \$350	\$450

- Any application will be considered void if not fully completed or accompanied by the fees.
- Artists may register for the entire five days or just the last three.
- Artist may apply for more than one market
- Artist must submit 4 photos of your work and one photo of your booth, on a CD, URL, or 35 mm slides (no prints. **If you wish your CD/slides returned, you must enclose a self-addressed stamped envelope.**
- Artists wishing to display in more than one market must submit separate CD/slides for each market.
- Each CD/slide must be labeled with artist's name. Each slide must be labeled with an arrow indicating top of slide.
- Application fee and booth fee must be submitted as two checks. The juror's fee check will be cashed upon receipt. The booth fee check will be cashed upon acceptance. Booth fee checks will be returned if you are not accepted.
- Accepted artists will be notified on or before March 30, 2012.
- Make checks payable to "Mayfair, Inc."
- No booth fee refunds will be given for cancellation. Period.
- An "insufficient fund fee" of \$50.00 will be charged as appropriate.
- Any questions, please call the Mayfair office at 610-437-6900 or email info@mayfairfestival.org

Photos by Hub Willson



Please check the appropriate market:

Artist's Market Garden Market Culinary Market

Name _____

Business Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Category of Art _____

Please give description of items on CD or slides and prices or URL.

1: _____ \$ _____

2: _____ \$ _____

3: _____ \$ _____

4: _____ \$ _____

5: Booth Display

Fees

I am enclosing **TWO** checks payable to "Mayfair, Inc."

Check #1

Non-refundable Juror Fee - \$35.00

Check #2 (indicate number of days and enter the corresponding amount)

3-day Booth Fee - Sat. / Mon. \$ _____

5-day Booth Fee - Thurs./ Mon. \$ _____

5-day Esplanade Fee - Thurs. \$ _____

I am an Emerging Artist, vita enclosed

Mail to: Mayfair, Inc.
2141 Downyflake Lane
2nd Floor
Allentown, PA 18103

Enclosed:

Application CD or Slides

\$35.00 Juror Fee Booth Fee

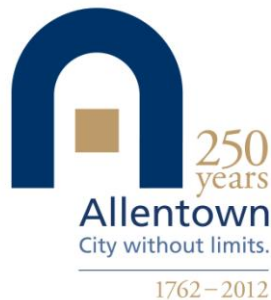
S.A.S.E.

If you demonstrate your craft, are you interested in doing so at Mayfair? yes no



Semiquincentennial

In 2012, the City of Allentown will mark a monumental milestone - its 250th anniversary, or Semiquincentennial. Like our nation, our city has grown and changed during its long history. Beginning as a small village along Trout Creek, Allentown has evolved the third-largest metropolitan area in the Commonwealth. Allentown's 250th celebrates our rich history, the present days' revitalization, and ever more promising future.



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