ARTIST GUIDE

On behalf of the Uptown Association, welcome to the 56th annual Uptown Art Fair! As the producer of the event since 1973, the Uptown Association is proud and honored to have you as one of our valued artists. The fair began in 1964 as a way to increase awareness of the arts while raising money for Uptown projects. Although the event has grown and changed over the years, its core mission remains the same. Each year, much of the proceeds from the fair are returned directly to the community to enhance numerous programs and activities.

Year-Round Staff:
Jill Osiecki, Interim Director | w. 612.823.4581 | c. 3307-250-16466 | jill@uptownminneapolis.com
Loren Seel, Graphic Designer
Judy Hippe | Program Coordinator

Seasonal Staff:
Megan Woodford: Culinary Arts Stage, Social Media
Grace McEnery: Volunteers, Special Projects

CONTACT INFO:
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www.uptownartfair.com
#UPTOWNARTFAIR
ART FAIR REGISTRATION & SETUP SCHEDULE

CLOSING PRIOR TO THE OFFICIAL TIMES WILL NOT BE PERMITTED.

FOOD & BEVERAGE vendors close at 8:30 pm, Friday/Saturday and 5:00 pm Sunday.

THURSDAY, AUGUST 1

10 am – 7 pm  Artist Registration for artists located on The Mall, please register prior to your designated setup time.
11 am – 9 pm  Setup for artists on THE MALL ONLY; Please only setup during your assigned time.
9 am – 9 pm  Setup for sponsors & food vendors on The Mall

FRIDAY, AUGUST 2

7 am – 11 am  Open Registration for ALL artists
7 am – 10:30 am  Artists setup on Hennepin Avenue & The Mall; All vehicles must be off Hennepin Avenue by 10:30 am
9:00 am  Hennepin Ave road closed to public (prior to 9am - artists may unload on to the sidewalk).
9:30 am – 10:30 am  Barricade setup prior to artist entry is a priority. Artists vehicles must yield to barricade installation)
Noon – 8:00 pm  Art Fair Open to the Public

SATURDAY, AUGUST 3

8 am – 9:30am  Artist Breakfast Located at Cowboy Slim’s (1430 Lagoon Ave.) All artists and guests are invited!
10 am – 8 pm  Art fair open to the public

SUNDAY, AUGUST 4

10 am – 5 pm  Art fair open to the public
5 pm  Tear-down begins, NOT BEFORE

COMPLIMENTARY ARTIST BREAKFAST
Presented by Cowboy Slim’s

WHEN:  Saturday, August 3; 8 am - 9:30 am
LOCATION:  Cowboy Slim’s (1430 Lagoon Ave.)

Thanks to our friends at Cowboy Slim’s artists and guests are encouraged to attend this complimentary breakfast.
OPERATIONS INFO

HEADQUARTERS/REGISTRATION
Uptown Association Office | 2815 Hennepin Ave. S.
Thursday: 8:30 am - 8:30 pm
Sunday: 10 am - 5 pm
Friday & Saturday: 8 am - 8:30 pm
Sunday: 8 am - 6 pm

EMERGENCY CONTACT
Jill Osiecki | Interim Director
cell: 307-250-1646 | jill@uptownminneapolis.com

EMERGENCY EVACUATION PLAN
The Uptown Art Fair staff wants everyone to be prepared in the event of an emergency. The Minneapolis Police Department will be on-site at all times and Art Fair staff will have immediate communication with them. In the event of severe weather or emergency evacuation, the police will direct all persons to take shelter in one of the following buildings:

YWCA – 2828 Hennepin Ave.
Calhoun Square – Lake St. and Hennepin Ave.
Jefferson Elementary School – Hennepin Ave. and 26th St.

WEATHER EMERGENCY
The Uptown Art Fair is a rain or shine event, we are in constant contact with the National Weather Service. If inclement weather is approaching, the festival has established procedures to ensure the safety of event participants and patrons. Artists will be instructed by block captains in the event of a weather emergency.

FIRST AID
A first aid station staffed by highly qualified medical professionals will be located on the corner of Hennepin Avenue and Lake Street.

SECURITY
Both uniformed and plain-clothed Minneapolis Police Department officers are on duty 24 hours a day beginning Thursday evening at 9 p.m. through Sunday at 10 p.m. Vendors are solely responsible for the security of their booths and equipment. The Art Fair staff recommends removal of all valuables from your booth each night, as well as placing all displays and materials in a secure place. In minor non-emergency situations you may contact our Head of Security, Officer Peter Stanton, at 651.248.7309.

BOOTH SITTERS
If you need Booth Sitter assistance, contact (612) 314-9161, you may leave a text or voice message.

PARKING
Only artists with a parking pass purchased prior to the Art Fair on Zapp™ will be able to park at the YWCA lots and Calhoun Square surface lot. All vehicle parking passes must be displayed on the rearview mirror of the vehicle at all times. Any vehicle without a visible parking pass will be towed at the owner’s expense. If you have a trailer/vehicle that takes up two spaces, you must purchase two parking passes.

RESTRICTIONS:
Pass valid from Friday – Sunday from 7:00 am -10 pm.

Calhoun Square Surface Lot
(entrance off Lake St. - 1323 West Lake Street) Overnight parking permitted. Artists who paid $95 for parking will receive a parking pass at registration

YWCA Ramp – 2808 Hennepin Avenue
Artists who paid $55 for parking in YWCA will receive a parking pass at registration.
YWCA Ramp has a height limit of 7 ft.

Calhoun Square Parking Ramp – 3001 Hennepin Ave.
$12 per-day parking

All City of Minneapolis parking regulations are strictly enforced and overnight parking is unadvisable. The Uptown Art Fair staff reserves the right to expel, without refund, any exhibitor bringing a vehicle onto the streets during times that the Art Fair is open to the public.

RV PARKING
Given the Uptown Art Fair’s urban location, no RV parking is permitted on the event grounds.
- Sam’s Club (3745 Louisiana Ave S, St. Louis Park; 952-929-9158) is 5 miles southwest of the event grounds, and also offers limited parking.

PUBLIC PARKING
Street parking and additional lots are also available.
- The Mozaic parking ramp (1340 Lagoon Avenue) accommodates 550
- Calhoun Square parking ramp (3001 Hennepin Avenue) accommodates 735
- The Walkway parking ramp (1320 West Lake Street) accommodates 100.

COMPLIMENTARY BIKE VALET PARKING
WHEN: Open daily, 15 minutes before the fair opens until 15 minutes after it closes.
LOCATION: Intersection of Humboldt Avenue and “The Mall” (near the Midtown Greenway trail)

RIDE FREE WITH METRO TRANSIT
Download your Art Pass at metrotransit.org/artpass or uptownartfair.com for a free bus or light rail ride from anywhere to the Uptown Art Fair, and Powderhorn Art Fair.
SET-UP & DISPLAY GUIDELINES

YOU MUST CHECK IN AND REGISTER BEFORE SETUP

- Registration is located at art fair headquarters 2815 Hennepin Avenue (street parking available)
- Have a photo ID ready for registration.
- You will receive a Loading Pass in your registration folder that must be displayed on your vehicle’s dashboard to enter closed areas during drop off and set up.
- We ask that you follow the set up schedule closely, cooperate with the Exhibitor Supporters, and unload and remove your vehicle(s) as quickly as possible to make room for fellow artists. Following this schedule will ease your tension, and failure to do so will jeopardize your participation in the fair and may result in removal from the event.

BOOTH SETUP

- Each booth space will be at least 10 feet by 10 feet. (10x20 for double), booth numbers will be marked with tape
- Exhibitors are responsible for providing their own:
  - Booth Structure
  - Canopy
  - Racks/Tables/Display units
  - Other fixtures suitable for outdoor use

NOTE: Delivery of tent, table, and chair rentals purchased prior to the event coincides with set up times. Items will be delivered to Mall artists on Thursday and to Hennepin artists on Friday between 9 a.m. and 10:30 a.m. Please be patient.

NO GENERATORS ALLOWED

- Electricity is not provided – you must use battery operated equipment only. Batteries must be pre-approved and inspected.
- Non-conforming connections, machinery or equipment will be removed by the Uptown Art Fair at the exhibitor’s expense.

Be prepared for inclement weather with appropriate rain covers, tie-downs and weights.

- Artists must be on-site all three days of the fair and at their booth during show hours. If you need Booth Sitter assistance, contact (612) 314-9161, you may leave a text or voice message. You may also schedule a specific time.

The following MUST be displayed at all times in a prominent place:
  - Booth sign MUST be displayed in the UPPER RIGHT corner of the front of the booth.

The following MAY be displayed:
  - Business cards
  - Information about gallery representation(s)
  - Exhibitor’s logo
  - Artist Statement including biographical information and defining “reproduction” or “limited

RULES

- ALL WORK MUST BE ORIGINAL AND HANDCRAFTED. Artist guarantees the accuracy of the description of the works presented and the authenticity of the work as the creation of their own hands.
- WORK DONE BY A PRODUCTION STUDIO IS NOT ACCEPTABLE. All work must be designed and executed by the exhibiting artist. No use of commercial kits or molds permitted.
- WORK OF INDIVIDUALS OTHER THAN THOSE ACCEPTED AND SPECIFIED IN THE ARTIST'S APPLICATION FOR ENTRY MAY NOT BE EXHIBITED OR ADVERTISED at the Uptown Art Fair.

ALL EXHIBITING AND COLLABORATING ARTISTS (DEFINED AS “ARTIST PARTNER” ON ZAP™) AGREE TO BE PRESENT DURING ALL SHOW HOURS, ALL THREE DAYS.

Representatives may not attend in place of the artist. Photo identification required to ensure compliance.

- 33% OF ALL 2-DIMENSIONAL WORK DISPLAYED MUST BE ORIGINAL. Artists must define reproduction or limited edition throughout their artist statement and disclose this information on individual pieces. Postcards, note cards, posters, mouse pads, or any other offset reproductions are not permitted.
- EXHIBITING ARTISTS ARE ENCOURAGED TO DISPLAY AN ARTIST STATEMENT in a prominent place in their booth describing how the work was made and the materials used.
- THE WORK EXHIBITED MUST BE CONSISTENT WITH THE SLIDES SUBMITTED FOR THE JURY PROCESS AND OF COMPARABLE SIZE, STYLE, AND QUALITY. Artists will be asked to remove or store work not adhering to this policy.
- ARTISTS MAY ONLY EXHIBIT AND SELL WORK IN THE MEDIA CATEGORY FOR WHICH THEY WERE ACCEPTED.
- ARTISTS MAY NOT SHOW IN OTHER FAIRS, EXHIBITIONS, OR EVENTS IN MINNEAPOLIS taking place at the same time as the Uptown Art Fair.
- ALL WORK MUST BE FOR SALE. Artists retain 100% of their sales and are responsible for the collection and reporting of applicable sales tax.
- THE UPTOWN ART FAIR RESERVES THE RIGHT TO EXCLUDE FROM EXHIBITION THE SALE OF ANY NON-CONFORMING WORK as determined by the exhibitor committee and/or the Executive Director.
- ALL DECISIONS MADE BY THE EXECUTIVE DIRECTOR ARE FINAL.

The Uptown Art Fair exhibitor committee will visit each booth to review content and will continue to do so throughout the weekend.
INSURANCE & LIMITATIONS

Each exhibitor must insure their property against the risks of fire, theft, burglary, breakage, leakage, weather or water damage, and transportation to and from the Art Fair site. The Uptown Art Fair is not liable for any damage or loss arising from any cause, except the gross negligence of the Art Fair. Without limited the foregoing, the Art Fair will not be liable for any loss incurred by reason of failure of the exhibitor to obtain such insurance or failure of such insurance to cover any loss. Prior to the opening of the exhibition, each artist is required to sign a form releasing the Art Fair from liability (included in the Artist Acceptance Package).

ACKNOWLEDGEMENT OF APPLICABLE LAWS & REGULATIONS

The laws of the City of Minneapolis, Minneapolis Park and Recreation Board, State of Minnesota and United States of America are applicable to all questions arising under the rental space of these conditions. Security, safety and fire regulations must be adhered to by all participants of the Uptown Art Fair. With the submission of an entry application, artists must acknowledge these conditions and agree to observe and be bound by each and every provision contained herein, including the rules and guidelines of the Uptown Art Fair.

SALES TAX

Current Minnesota and City of Minneapolis sales taxes are applicable to all sales at the Uptown Art Fair, with the exception of wearable goods. The current rate is 8.025% of the retail price. Each exhibitor is responsible for recording, collecting and paying current state and local sales taxes on all sales made during the Art Fair. This requires appropriate reporting to the State of Minnesota and City of Minneapolis with proof or accurate records of individual transactions.

BEST OF SHOW AWARDS

Exhibiting artists will be voting in your own category/medium for the Best in Show Awards. You will receive an email during the event with the link to vote online. You are not able to vote for yourself. All votes need to be submitted before 2:00pm on Saturday with awards handed out soon after.

An online People’s Choice Award will be announced at that time as well. This link will be available from our website as well as promoted by our social media platforms.

AWARDS

Best of Best of Show
Best of Show (12 categories)
Benefits:
• Acceptance and application fee waived into the 2020 Uptown Art Fair
• Booth fee waived for the 2020 art fair
• A certificate and (temporary) banner for their booth
• Marketing and publicity during and after the event

Top 10% Awards - Awards of Merit
• Acceptance and application fee waived into the 2020 Uptown Art Fair

People’s Choice Award
• Acceptance and application fee waived into the 2020 Uptown Art Fair

PUBLIC RELATIONS

You may be contacted by our Public Relations company Belmont Partners before or during the event. We are lucky to receive exposure including television spots, which may call for pieces of art to show off, or interviews.
UPTOWN ART FAIR ARTIST BOOTH # & SETUP TIMES

Arrows indicate which way the booths face

The Mall setup times - Thursday, August 1

11:00 - 1:00
1:00 - 3:00
2:00 - 4:00
4:00 - 6:00

Hennepin Ave. setup - Friday, August 2

11:00 - 1:00
1:00 - 3:00
2:00 - 4:00
4:00 - 6:00

Street closure 9:00am - prior to closure, park and unload on to sidewalks. Vehicles need to be removed by 10am

*Booth numbering subject to change
**MALL SET-UP THURSDAY, AUGUST 1**

- The Uptown Art Fair is able to allow artists on The Mall to set up on Thursday afternoon and evening to ease the congestion during set up on Friday.
- **Set up on the Mall is carefully staged to enable traffic flow on the narrow one way boulevard.** If you have extra time after registering, we recommend exploring Uptown, enjoying a cup of coffee, or grabbing a bite to eat.
- Due to an emergency lane, artists exhibiting on The Mall who are located on the street are not allowed to display awnings hanging past the 10’ of your designated booth location.
- Everyone must be off the grounds by 9:00 p.m. on Thursday
- No one may enter before 7:00 a.m. on Friday. This will be enforced- lack of cooperation will jeopardize your participation in the Art Fair.

**HENNEPIN AVENUE SET UP FRIDAY, AUGUST 2**

- The City of Minneapolis agreed to remove all traffic, other than buses, from the block area your booth is located in. Street closure will occur at 8:30 am and takes place upon notification that the final Metro Transit rush hour bus passed through the area.
- Look for Operations Committee if you have any questions and/or problems.
- No one may enter prior to specified set up times; this will be enforced. Lack of cooperation will jeopardize your participation in the art fair.
- Please yield to the barricade installation at time of street closing

**100’s & 200 – 240 (even)**

- Exhibitors may begin to drop off their displays and artwork on sidewalks.
- 7:00 am Hennepin Avenue street closure
- 9:00 am Hennepin Avenue street closure
- 10:30 am All vehicles must be off the street
  - Cars will no longer be allowed on Hennepin Avenue; bus traffic only
  - Set up booth in the parking lane FACING THE RETAIL BUSINESSES and next to the barricades; booths should line the parking lane
  - BOOTH TENTS MUST BE AT LEAST 3 FEET FROM THE START OF THE CURB FOR HANDICAP ACCESS.
  - No lines should be attached to the barricades.
  - This area of Hennepin Avenue will remain closed to traffic all three days, (bus traffic only).

**ODD booths #s 201-211**

**THESE BOOTHS ARE LOCATED DIRECTLY NEXT TO THE BUS HUBS**

- Exhibitors may begin to set up – NO EARLIER!
  - 9:30 am Set up booth in the parking lane FACING THE RETAIL BUSINESSES and next to the barricades; booths should line the parking lane
  - BOOTH TENTS MUST BE AT LEAST 3 FEET FROM THE START OF THE CURB FOR HANDICAP ACCESS.
  - No lines should be attached to the barricades.
  - This area of Hennepin Avenue will remain closed to traffic all three days, (bus traffic only).

**300’s & 400’s**

- Exhibitors may begin to drop off their displays and artwork on sidewalks.
- 6:00 am Exhibitors may begin to drop off their displays and artwork on sidewalks.
- 9:00 am Hennepin Avenue street closure
- 9:30 am All artist vehicles must be off the street
- 11:00 am – 12:00 pm: Final set up
  - Set up booth in the parking lane FACING THE STREET with the back of your booth to the stores.
  - The sidewalk MUST remain open
  - This area of Hennepin Avenue will remain closed to traffic all three days.
  - There is no parking lane on the 400 block of Hennepin (bike lane only), if you unload prior to street closure at 9am, you will need to have your vehicle flashers and unload as quickly as possible
GENERAL INSTRUCTIONS
- Tear-down begins Sunday, August 4 at 5:00 pm – NO EARLIER!
- Tear down and pack up your booth first, then bring your vehicle over to your area to load.
- Please be respectful of other artists and their space when tearing down and loading.

SPECIAL INSTRUCTIONS FOR HENNEPIN 100’s & 200’s
- Volunteers will be dispatched before closing. Please obtain a voucher from a volunteer when your booth is COMPLETELY torn down and on the sidewalk, and you are ready to load.
- With voucher in hand, you may pick up your vehicle and park in the spot where your booth was located on the street.
- Artists will only be allowed to enter the barricades and load after showing staff a voucher at the barricade.
- You must present your permit to enter closed areas and load.
- These special instructions are used because buses will still be running on this area of Hennepin Avenue during teardown.