

Uptown Art Fair

AUGUST 4 - 6, 2023

www.UptownMinneapolis.com



ARTIST GUIDE

On behalf of the Uptown Association, welcome to the 59th 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.

Enclosed in this guide is detailed information about the event including setup and tear-down instructions.

SCHEDULE:

THURSDAY, AUGUST 3

- 10:00 am - 6:00pm** Artist Registration and load-in/set-up for booths located on The Mall (4 digit booth numbers located in Zapp) Located outdoors at the corner of Irving Ave. and The Mall. Please see additional information in this guide for specific times.
- 11:00 am - 9:00pm** Artist load-in/set-up for booths located on The Mall. Please see additional information in this guide for specific times.

FRIDAY, AUGUST 4

- 7:00 am - 10:30am** Artist Registration and load-in/set-up for booths on Hennepin Avenue and The Mall.
LOCATION: Art Fair headquarters Inside Seven Points Uptown (former Calhoun Square - 3001 Hennepin Ave. S).
- 9:00 am** Hennepin Ave road closed to public (prior to 9am - artists may unload on to the sidewalk). **Barricade setup prior to artist entry is a priority. Artists vehicles must yield to barricade installation).** All vehicles must be off Hennepin Ave. before 10:30am.
- 1:00 pm - 7:00 pm** Uptown Art Fair open to the public. *CLOSING PRIOR TO THE OFFICIAL TIMES WILL NOT BE PERMITTED.*

SATURDAY, AUGUST 5

- 10:00 am - 7:00 pm** Uptown Art Fair open to the public. *CLOSING PRIOR TO THE OFFICIAL TIMES WILL NOT BE PERMITTED.*

SUNDAY, AUGUST 6

- 10:00 am - 5:00 pm** Uptown Art Fair open to the public. *CLOSING PRIOR TO THE OFFICIAL TIMES WILL NOT BE PERMITTED.*
- 5:00 pm** Tear-down begins - artist will receive passes to drive in. Vehicles are not allowed into the footprint until police say clear

CONTACTS:

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office: 612.823.4581
#UptownArtFair

OPERATIONS INFORMATION:

HEADQUARTERS

Seven Points Uptown | 3001 Hennepin Avenue S. 1st Floor
Thursday: 8:30 am - 7:30 pm
Friday & Saturday: 7 am - 8:30 pm
Sunday: 10 am - 5 pm

EMERGENCY CONTACT

Jill Osiecki, Director | cell: 307-250-1646
Ofc. Steve Sporny, Head of Security | cell: 612-512-7014
Headquarters (text or call): 612-280-3380

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.

Seven Points Uptown – 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, or notified by text alerts in the event of a weather emergency.

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 non-emergency situations you may contact our Head of Security, Officer Steve Sporny, at 612-512-7014.

BOOTH SITTERS

Booth sitters are available for relief for restroom breaks, and short-term food breaks. Our volunteer booth sitters are not allowed to make any sales transactions.

To request a booth sitter, TEXT your name and booth number to:
612-280-3380

PARKING

We recognize parking can be difficult in our urban location. There is available street parking near and around the footprint, as well as ramp parking.

All City of Minneapolis parking regulations are strictly enforced and overnight parking is inadvisable. 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.

SEVEN POINTS UPTOWN RAMP:

Public Parking: \$12 per day

Entrance at Lake St. and 31st. St.

<https://www.lazparking.com/local/minneapolis-mn/calhoun-square>

YWCA (2808 Hennepin)

Artist that have pre-purchased a parking pass at the YWCA, will have access to this ramp (daily 7am-9am & after 7:30pm).

Parking pass to be displayed will be handed out at registration.

YWCA Ramp has a height limit of 7 ft.

OVERSIZED/TRAILER PARKING

Lakeside Center (3033 W Lake St, Minneapolis)

Artist that have purchased a parking pass for oversized vehicles and trailers will use the off-site Lakeside Center parking lot, parking pass to be displayed will be handed out at registration.

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; is 5 miles southwest of the event grounds, and also offers limited parking.

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

Free bus or light rail ride from anywhere to the Uptown Art Fair.
https://www.metrotransit.org?utm_source=uptownartfair&utm_medium=mtlogo&utm_campaign=2022partnerships

PUBLIC PARKING

Street parking and additional lots are also available.

The Mozaic parking ramp (1340 Lagoon Ave)

Seven Points parking ramp (1331 W. Lake St)

The Walkway parking ramp (1320 West Lake St)

SETUP & DISPLAY GUIDELINES

ARTIST REGISTRATION

Artists will receive booth numbers, ID tags (with contact event contact info), and other supplies at registration.

THE MALL BOOTH LOCATION - THURSDAY SETUP

Artists with booths located on the Mall will register at their load/in drop off times indicated on the map in this guide. Location of registration will be on site on The Mall and Irving Ave. S.

HENNEPIN BOOTH LOCATION - FRIDAY SETUP

Registration location for Friday will be located at Art Fair headquarters Inside Seven Points Uptown (former Calhoun Square - 3001 Hennepin)

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
- 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.
- Electricity is not provided – you must use battery operated equipment only.
- 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, send a text message to: **612-280-3380**
- Please display your Booth Sign 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 ZAPP™) AGREE TO BE PRESENT DURING ALL SHOW HOURS, ALL THREE DAYS. Representatives may not attend in place of the artist.
- 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 IN SHOW AWARDS

Best of Show (12 media categories): Acceptance into the 2024 Uptown Art Fair; Application fee waived for the 2024 art fair; Booth fee waived for the 2024 art fair

Top 10% Award of Merit: Acceptance into the 2024 Uptown Art Fair Application fee waived for the 2024 Uptown Art Fair

A certificate for award winners booth, Marketing and publicity during and after the event

SOCIAL MEDIA & PUBLIC RELATIONS

Tag and follow us on our social media platforms!

You may be contacted by our Public Relations committee 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.

#UPTOWNARTFAIR

@uptownartfair



BOOTH SETUP INSTRUCTIONS

Please check your booth number indicated in Zapplication - THE MALL (4 digit #); HENNEPIN (3 digit #)

THE MALL SETUP • Thursday, August 3

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. Please check the map in this guide for your indicated drop-off time. Your vehicle can drive to your location during that time only, you will need to remove your vehicle what that time is up. You may continue to set up your booth until 9pm. 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 SETUP • Friday, August 4

The City of Minneapolis agreed to remove all traffic, from the block area your booth is located in. Street closure will occur approximately at 8:30 am and takes place upon notification from staged Minneapolis Police.

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 - cement barricades with cranes and lifts takes priority.

All booths on Hennepin Avenue will be facing towards the street - some room available behind booths for storage, but sidewalks need to remain free of any objects

- Prior to street closure - artists may find booth marking on sidewalk with booth numbers indicated. You may unload if you are able to park next to your spot in designated parking areas. #400 booths do not have any parking available on that block and cannot park vehicles in that block until street closure.

7:00 AM - Artist registration open - inside Seven Points Uptown (3001 Hennepin Ave. S.)

8:30 AM - Closure of Hennepin Ave. S. to all traffic

10:30 AM - All vehicles must be off Hennepin Ave.

TEAR-DOWN INSTRUCTIONS

Tear-down begins Sunday, August 6 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.
- Artists on Hennepin will receive vouchers to cross the barricades to be used for your vehicles.
- Minneapolis MPD will give the ok for vehicles to enter the footprint when they feel it is safe.

Streets will open up at 10:00pm - all items and vehicles need to be removed for street sweeping at 9:00pm.



UPTOWN ART FAIR ARTIST BOOTH # & SETUP TIMES

→ Arrows indiate 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	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

