



Art in the Arboretum
October 13th, 14th, 15th, 2023

(Rain date: October 27th, 28th, 29th)

New Hanover County Arboretum • 6206 Oleander Drive • Wilmington NC

ARTIST PROSPECTUS

The fall splendor of the Arboretum gardens provides a perfect backdrop of breath taking scenery for a beautiful Arts Festival in Wilmington, NC.

The Friends of the New Hanover County Cooperative Extension & Arboretum, in conjunction with the Wilmington Art Association, present this 28th annual Art in the Arboretum. Proceeds support the Arboretum's projects and programs to help keep these gardens one of the most beautiful gems in New Hanover County.

The Art in the Arboretum

Art in the Arboretum Festival will have several opportunities for artists to display their work this year with 70 plus booths. From your traditional style 10' x 10' tent spaces throughout the gorgeous gardens to our non-tent spaces outside that are 5' x 10' under-awning, and our new 6' x 9' interior booth spaces in the Education Center and Greenhouse. We are excited about all the possibilities these spaces create for the artists from those who use a full display outside to those of just need a table inside or out.

Our show will again be a three-day event, opening on October 13th for a special opening from 5-8 pm "Sip, Savor, & Shop" Then on Saturday, October 14th we will be open from 10-5 pm and Sunday, October 15th we will be open from 12- 4 pm. In the following Prospectus please note the important calendar dates and show details including the new VIP ticket and awards and guidelines.





Calendar of important dates

Monday, May 1 st	Registration opens for new & returning artists - artinthearboretum.org
Monday, August 21 st	Preferred Deadline for artist registration and entry fee: \$35 per Application (closes at Midnight)
Monday, September 4 th	Late entry Deadline for artists registration and entry fee: \$45 per Application (closes at Midnight)
Tuesday, Sept. 5 th – Sept. 8 th	Jury Process by 4 member committee panel
Friday, September 8 th	Jury results e-mailed to all artists
Friday, September 22 nd	Booth Fees Due – All Booths are \$195 – 10'x10' Tent required outside, 5' x 10" under-awning no Tent outside, 6' x 9' inside no Tent
<i>Friday, September 29th</i>	Booth Assignment packet e-mailed
Friday, October 13 th	10 am – 4 pm: Artists Set-up – Booths must be ready for “Sip, Savor, & Shop” Opening by 5 pm.
Friday, October 13 th	Art in the Arboretum Special Opening Night Showcase – “Sip, Savor, & Shop” from 5 – 8 pm.
Saturday, October 14 th	10am – 5pm – Show & Sale. The judging for the Artists Awards will start at 10 am with the Awards given out on Sunday at noon.
Sunday, October 15 th	12 – 4 pm – Show & Sale - No Breakdown of Festival Art Booths should occur before 4:00 pm Close of Show & breakdown of displays (allow final checkout for customers; breakdown of Displays not allowed before 4:00 pm - let our last customers shop!)





About the Art in the Arboretum & Wilmington, NC

Location

The Arboretum is located in beautiful Wilmington, NC at 6206 Oleander Drive just minutes from Wrightsville Beach and minutes from downtown. The Arboretum gives our county's residents easy access to the resources and expertise of NC State University and NC A&T State University and encompasses seven acres of gardens and plantings dedicated to demonstrating the best plant species for southeastern North Carolina landscapes, proper horticultural techniques, aesthetic design, environmental stewardship, and research.

Our Market

Wilmington, NC consistently ranked as one of the top places to live and move to with its gorgeous beaches to vibrant downtown and abundance of arts and culture. Wilmington has a population of 115,000 and is the principal city of the Cape Fear-Wilmington metropolitan statistical area, which includes New Hanover and Pender Counties in southeastern North Carolina, which had a population of 301,284 at the 2020.

The Friends

The Friends of the New Hanover County Arboretum (i.e. The Friends) was created as a non-profit, 501 c (3) fund raising organization in 1986. Since then it has provided financial support to the New Hanover County Arboretum for the maintenance of its gardens and their improvement. Over the years it has also supported special projects like the creation of the Contemplation Garden and the improvements to the Children's Garden (which will be completed this year). It also supports the educational programs of Extension. Our major fundraiser each year is the Art in the Arboretum Show and Sale. We will be holding the 27th annual show in 2022. Come grow with us! Friends of the Arboretum will help assure the Arboretum's continuing development and preservation.

Art Show

The Art in the Arboretum is an annual art show entering its 28th year as an established and successful show in the region. The show is held every fall around October and this year we are excited to expand our festival to include indoor artist's booth spaces for the first time with an additional 20 space on top of the 50+ outdoor spaces. The AitA partners with Wilmington Art Association to bring this amazing show to the public each year along with our dedicated sponsors and support of the community. We promote the show through various avenues including our and WAA extensive database, along with billboard, radio, print, and digital advertising to bring out the best customers Wilmington has.



Registration Fees, Entry Terms, & Conditions

\$35 Entry fee – open registration on artinthearboretum.org between May 1, 2023 and August 21, 2023. Entry fees are non-refundable unless show is canceled by host. If show is postponed, all artist registration fees will be applied to the new date unless artist has a conflict and cannot be part of the show. A refund will be issued only upon request.

\$45 Late entry fee is between August 22, 2023 and September 4, 2023. Entry fees are non-refundable unless Show is canceled by host. If Show is postponed, all artist registration fees will be applied to the new date unless artist has a conflict and cannot be part of the Show. A refund will be issued only upon request.

Wilmington Art Association Members will receive a \$10 discount on their Entry Fee. This Entry Fee will come in the form of a \$10 refund after the Registration and confirmation of membership from the WAA.

\$195 Booth fee for accepted artists is due by September 22nd. Cancellation refund policy: If canceled before October 2, the Art in the Arboretum will refund said booth fee minus 15% administration fee if the artist cancels after October 3, 2023, no refund will be applied. If Show is postponed, all artist registration fees will be applied to the new date unless artist has a conflict and cannot be part of the Show. A refund will be issued only upon request.

Art Festival Booth SPECS	<p>There will be three different booths spaces available for the Art Festival Show; all booths \$195.</p> <ul style="list-style-type: none"> • 10'x5' or 6'x9' space. This smaller footprint provides cover under the eaves of the building or in the Gatehouse. No tent is required. All booths are on concrete flooring • 10' x10' spaces in the gardens. Artist is required to provide a tent. Tents cannot be staked and must be secured by weights. • New indoor 6' x 9" spaces climate controlled inside Education Building & Greenhouse.
Art Festival Booth Display	<p>Artists are responsible for providing their own supplies and items to build their booths, including tables, chairs, linens, etc. Artists are encouraged to creatively display their booths in a professional and appealing manner.</p> <ul style="list-style-type: none"> • NEW this year artists who are under the awning or inside may rent two 18" x 48" tables & 2 chairs from the Arboretum at \$5. This will be available after acceptance when you pay for booths. Items will be in your booth when you check-in on Friday.
Art Festival Booth Artists Sales	<p>Artists are responsible for their sales; Artists keep 100% of their sales and can accept whatever payment they choose.</p>
Art Festival Booth Sales Tax	<p>New Hanover County Sales Tax – 7% - Artists will be responsible for collecting and claiming their own Sales Tax as applicable by law.</p>
Art Festival Booth Registration	<p>Please refer to the Arboretum on-line registration and fee's page for details for submitting payment for this show. Registration fee must be paid in order to be juried for acceptance into the Show.</p>
Art Festival Booth Acceptance	<p>Art Festival Booth Artists artwork will be juried and artists will be notified via email upon acceptance no later than Tuesday, September 8, 2023</p>
Art Festival Booth Payment	<p>Once an artist is accepted into the show, instructions for payment will be emailed. Payments for booth spaces must be made no later than Friday, September 22, 2023 to guarantee your spot.</p>



<p>Art Festival Booth Assignments</p>	<p>All Booth spaces are assigned in advance based on completed application and payment and location placement is at the sole discretion of the Art Committee. Please refer to the booth chart diagram at this link for reference.</p>
<p>Art Festival Booth Information</p>	<p>All Artist work must be contained within the assigned booth space. If partnering in a booth space with a 2nd artists, both artists must pay the full registration fee and indicate intent to share on the Booth Application. No more than 2 artists may partner in a booth. The Arboretum will NOT provide electricity, tents.</p>
<p>Art Festival Booth Rules & Guidelines</p>	<ul style="list-style-type: none"> - You will be notified of your space assignment prior to the show by Sept. 29th. Space assignments will not be changed. - Our booths spaces are designed for one artist, we will allow up to two artists to work together in a single space if this requests is made before hand. Both artist will still need to apply individually. - Artists must be present during the entire event; in the case of two artists sharing a booth at least one artist must be present at all times. - All items for sale must be the original work of the applicant. No buy/sell, imports, kits, or commercial products. - Commercially reproduction of the artist's work must be marked clearly as reproduction. - Artists may only exhibit work in the category in which they were juried. - Security – The Arboretum will be closed and locked and professional security will be provided overnight. However, The Arboretum shall not be liable or responsible for any items lost, stolen, or damaged. It is recommended that booth artists attach walls and enclose their booths each night and artist under the overhang cover or protect their art each night. <p>The Art Committee reserves the right to remove or reject art from the show that is deemed inappropriate.</p> <ul style="list-style-type: none"> - All Juried reviews and judging are done anonymously. Judge's decisions are final - No erotic or offensive work will be accepted. - The Arboretum reserves the right to make final interpretation of all rules. - All tents should be secured using sandbags or weights. (No tent stakes)
<p>Art Festival Booth Set-up Times</p>	<p>Artist Check-in and set up for booths will be Friday, October 13, 2023 from 10am – 4 pm Booths must be ready by 5pm as we will close check-in at 4pm in order to prepare the grounds and set up the Opening event, "Sip, Savor, Shop" from 5 -8 pm.</p>
<p>Art Festival Booth Opening Night Showcase Sip, Savor & Shop</p>	<p>The Special Opening Night Showcase - Sip, Savor & Shop, will open on Friday, Oct. 13th from 5- 8 pm. Artists have the option to be open to sell their artwork from 5:00 to 7:00 pm while it is still light out and then close their booth to enjoy the party, or if they choose, they may keep their booth open for the full reception from 5- 8 pm.</p>
<p>Art Festival Booth Breakdown - Sunday 4:15-6:00 pm</p>	<p>Once the festival ends on Sunday at 4pm, we will start breaking down promptly at 4:15 pm. Your entire space must be packed and ready to transport to the parking lot before bringing your car to the Arboretum parking lot. Please make sure to not leave any trash in your area.</p>
<p>Upon entering the show and by submitting payment, the artist agrees to the terms and conditions as outlined in this Prospectus.</p>	

2 Dimensional

2-D Mixed Media: These are works that incorporate the use of two or more media such as ink & pastel, or painting and collage-type of materials, which are combined in a single original work. No components manufactured by others may be used. No catalog merchandise is permitted.

Digital (Computer) Art: Includes original work created by using computer programs to significantly manipulate or alter source material(s) such as scans or digital files. Work must be signed and be limited editions, using only archival quality materials. Digital photographers, i.e., those who use a digital camera or process images digitally to perform standard manipulations, (cropping, color/tone adjustment, sharpening, etc.) should apply in the Photography category. This includes photo collage and painting on photographs, which need to be in the Photography category. Digital Art prints must be made from the artist's original digital file under the artist's supervision. In all cases, works need to be produced by the exhibiting artist.

Photography is not permitted in this medium.

Drawing and Pastels: Original compositions that are drawn by the artist's hand incorporating ink, chalk, wax, crayon, charcoal, pastel, pencil, etc. or from the fluid medium of inks and washes applied by pen or brush.

Painting (Oil/Acrylics/Encaustic/Tempera/Watercolor): These are original compositions that are created by the artist's hand. Painting over prints/giclees or pre-existing images (regardless of the substrate) is not considered an original. These are considered "altered reproductions" and must go in browse bins and labeled as outlined below.

Photography: Includes all photographic processes, which begin with a camera lens. Photographs made from the artist's original image, both from film and original digital files, are included in this category. Photo collage and painting on photographs, which are traditional photographic processes need to be in this category. Photographers are required to disclose both their creative and printing processes (including any digital alteration and or hand painting, over painting, etc).

The process must be displayed with the photograph or indicated in the displayed artist's statement. Work must use only archival quality materials. In all cases, the work must be produced and printed by the exhibiting artist or under the artist's supervision.

Graphic and Printmaking: Prints are defined as multiple originals where the artist's hand has manipulated the plates, stone, blocks, composite reliefs, or screens and which are properly signed and numbered in limited editions. Photocopies, giclees, or offset reproductions, machine-produced images are not considered print originals. They are considered reproductions and must go in browse bins and labeled as such.

3 Dimensional

3-D Mixed Media: Three-dimensional works incorporating multiple materials. If recycled materials are used they must be altered or used in a way different from their original purpose.

Ceramics: Original functional and/or non-functional works created by the artist from clay, porcelain, stoneware, and/or earthenware. No factory-produced work, no RAM pressed work allowed. Clay work from commercial molds is prohibited. Painted commercial slip-cast work is prohibited.

Fiber: Works created from fibers and beads, including basketry, weaving, papermaking, leather, bead weaving and fabric. No mass or factory-produced work is allowed in the show, regardless of additional modification or enhancement by the artist. Beadweaving is not bead stringing, it is glass seed beads woven bead by bead into a fabric.

Glass: This is work that has been handcrafted by the artist by glass blowing, fusing, casting or kiln forming, or original designs in stained glass. No pre-manufactured items, regardless of additional modification or enhancement by artist, are permitted.

Jewelry: Hand-fabricated jewelry designed and made by the artist in metals, wire wrapping, precious metal clay, wood, fiber, gems, stones, flame-worked beads, and bead weaving is acceptable. Work that has been designed by the artist, but with no subsequent hands-on work by the artist is strictly prohibited (e.g., casting services). No commercial casts or molds are allowed. No more than 15% of a piece may consist of commercial findings. Commercially purchased components (beads, glass, metal, other materials not made by the artist) that are strung or assembled and/or twisted on wire, with no substantial original work done by the artist are not acceptable. Precious metal clay jewelers must label their work as such.

Metal: These are original works that are created through the forging, twisting, and fabricating of various metals. The emphasis here is on functional, not sculptural work. *Sculpture and jewelry should not be put in this category.*

Sculpture: Three-dimensional works incorporating any materials that are carved, modeled, constructed or cast. If recycled materials are used they must be altered or used in a way that is different from their original purpose.

Wood: Original handcrafted work in wood (functional or non-functional) that is hand-tooled, machine-worked, turned or carved.



<p>VIP Ticket Program</p>	<p>New this year is our limited edition VIP ticket program of only 250 tickets. This new special ticket for \$25 comes with a sponsored canvas bag, a custom Art in the Arboretum enamel pin for 2023, and 10% discount on Art. Through interviews with clients and artists' surveys, we searched for a way to connect our artists with special collectors that are looking for original art. We found that this program entices and incentivizes special collectors to attend and purchase art, but it also allows us to do much more. How it works: normal tickets for our event are \$5, whereas the limited edition VIP ticket is sold for \$25. Which breaks down to less than 10% of our customer count each year. This increase in ticket sales will allow us to alter the prize pool for 1st, 2nd, and 3rd place winners to monetary prizes (see awards section in the Prospectus). It covers the cost of the custom pins and allows us to push advertising to the show with increased reach this year on radio, billboards, direct mail magazines, and digital and social media marketing, where we hope to hit new traffic numbers. (see advertising)</p>
<p>Awards</p>	<p>The Art Committee Panel will select a 1st, 2nd, and 3rd place winner for the festival with judging starting Saturday and the winners selected on Sunday at noon. The monetary prizes will be tied to the revenue collected by the VIP ticket sales. With \$5 from each VIP ticket going into the fund. First place will be awarded 50% of the fund, second place awarded 30%, and third place awarded 20%. VIP tickets are available for sale all weekend but limited to 250 tickets only. Therefore prize money will be mailed to the winners within 2 weeks of the close of the show to make sure all available VIP tickets have been accounted for.</p>
<p>Advertising</p>	<p>This year in because of the new VIP tickets we will have a more aggressive and targeted advertising campaign to attract and educate our customers on the 28th annual Art in the Arboretum Festival. Studying demographics and trends lead us to a new approach and method in targeting Wilmington customers. We will include multi-week to month-long radio campaign, billboard advertising leading up to the event, customer demographic targeted direct mail magazine placement and articles, digital marketing, and social media campaigns. We will still lean on our members, local advertising, and of course our artist to help spread the word. We hope by re-investing this ticket income in the event, we will grow the event to even greater heights that will benefit all of us.</p>



How to Apply

Registration Links & Art in the Arboretum Information will also start on our website artinthearboretum.org

New in 2023 the Art in the Arboretum will transition to managing all aspects of the artist's entry process through



This will include the registration process with entry fee and image submission followed by accepted artists and booth fee payments.

- Artist's will begin by registering and paying the entry fee (\$35 May 1st - Aug. 21st) or (\$45 late registration Aug. 22nd - Sept. 4th) on Jotform
- Each application via Jotform must include (4) images: three (3) examples of Art and one (1) of your booth. **If you are a first time booth applicant please supply a photo of how you might display your art instead.*
- An Artist's Statement will also be required (200 characters) we recommend a statement that provides a balance between material/technique and inspiration.

After the entry deadline of September 4th all applications will go into the panel jury review period from Sept. 5th through Sept. 8th

- After this jury review, Artist's will be emailed on September 8th on whether they are invited and not invited.
- Accepted Artist will be notified and giving the instruction on the next step in the process & paying booth fees, booth placement, and setup times. Please refer to the calendar of important dates page.

Art in the Arboretum Contacts

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Coming March 15-17, 2024

