

Prospectus
2025 Art in the Park
August 9th & 10th

Event Information:

The 45th Annual Art in the Park is a juried art fair sponsored and produced by the Geneva Lake Arts Foundation, Inc (GLAF), a nonprofit, tax-exempt corporation formed to encourage individual artistic growth and excellence and increase community exposure to the arts. The Foundation is composed of about 150 regional artists who proudly display their work at Gallery 223 in Lake Geneva. This event is the primary fundraiser for GLAF.

New for 2025

Artists who participated in the 2024 show can be automatically accepted into the 2025 show (provided they met all of the artist requirements from the 2024 prospectus).

If you are a returning artist and wish to secure automatic acceptance, you must submit a complete application package by February 15th. Applications received after February 15th will be juried alongside the new artists.

General Information:

Event: 45th Annual Art in the Park - Lake Geneva, WI

Dates: August 9th from 10 am to 5 pm and August 10th from 10 am to 4 pm

Location: Flat Iron Park Lake Geneva, WI

See Media Categories for in-depth information

Dates to Remember:

January 15th:	Applications Available
February 15th:	Application Deadline to be automatically accepted as a returning artist
March 31st:	Application Deadline New Artists
April 15th:	Jury Process
May 15th:	Acceptance emails sent to artists
May 31st:	Deadline for cancellations/refund requests
August 9th:	Park Set-up

General Information:

Media is limited to Fine Art and Fine Craft. All works must be original in concept and design and must have been executed by the applicant. Work from molds or kits, commercial or manufactured items, and mass-produced or vended items are not permitted.

Amenities:

Booth sitting services, easy load-in and load-out, one parking spot, welcome package, bottled water, continental breakfast, food vendors, and great views of Geneva Lake.

Rules and Regulations:

1. All communication with you will be via email, so it's important to check your email regularly, especially around the key dates listed above.
2. This is a load-in/load-out show. You will need to dolly or carry in your display and merchandise into the park. There's no driving on the grounds. Exhibitors are responsible for providing and assembling their own displays.
3. Artists must oversee their exhibit at all times and must display their work for the duration of the show. Assistants, including family members, are welcome, but not in place of the artist.
4. Two exhibitors may share a booth, providing the work is compatible. Please submit separate applications and images along with an explanation of your arrangements for sharing.
5. Setup time is from noon on Friday through 9:00 a.m. Saturday. All vehicles must be unloaded and in their assigned parking spot by 9:00 a.m. Saturday.
6. Exhibits must be set up before 10:00 a.m. Saturday and not taken down before 4:00 p.m. Sunday. Any exhibitor disbanding an exhibit before 5:00 p.m. on Saturday will not be permitted to return on Sunday. No-shows and exhibitors who leave the show early will be disqualified from future exhibitions.
7. Items that do not represent the media and quality of your submittal may not be exhibited in your booth. You may exhibit only in the ONE media category, which is accepted through the jury procedure.
8. Reproductions of original work must be marked as such. Cards and reproductions of exhibiting artist's work are permitted if they are not more than 20% of the total display.
9. There is no rain date. Artists should be prepared to display their work in various weather conditions.
10. Artists are expected to maintain their booths and surrounding areas in a clean and orderly fashion. A final clean-up after take-down is required.

Exhibitor Requirements:

1. Applicants must be 18 years of age or older.
2. Artists are responsible for the collection, reporting, and payment of all sales taxes. GLAF must report to the State the names of all exhibitors present during the event. Artists are required to obtain a Wisconsin seller's number so that they can complete and submit an S-240 Temporary Event Operator and Seller Form.
3. After being accepted through the jury process, you are considered to have made a commitment to exhibit.
4. **Each artist assumes full responsibility for the care, safety, and security of their work and property. The Geneva Lake Arts Foundation, its Board of Directors, and its members assume no responsibility or liability for accidental damage, theft, vandalism, or lost property. Application by the artist for participation in Art in the Park indicates the applicant's agreement with all the terms contained herein.**

Booth Information:

1. Each exhibitor is responsible for supplying and erecting his or her display. Awnings and umbrellas may be cantilevered outside the assigned space providing they don't create safety hazards to pedestrians or restrict traffic flow. NO display materials may extend outside the front of the booth space into the main patron walkway.
2. Standard booth displays must fit within assigned spaces (10' wide by 10' deep area). Support materials including (but not limited to) selling stations, racks, shelves, panels, flip-bins, chairs, stools, boxes, canopies, and umbrella poles must be kept within assigned spaces.
3. The layout will include short single rows of booths and longer double rows of booths. All booths will have two feet of space on each side and the double rows will have 4 feet of space at the back of the adjoining booths. The side and backspace is shared with the neighboring artists for storage, sitting, or customer-selling stations.
4. No "Sale" or "REDUCED" or "% OFF" signs are allowed. We recommend that exhibitors bring a range of items to accommodate both the gift shopper and the Fine Art buyer.
5. Exhibitors must ensure that booth and display materials cannot become airborne in windy conditions. Best practices include properly staking or weighting each tent pole with a minimum of 40 lbs - more for larger tents.

Fees:

Separate checks are required for the entry fee, the booth fee, and the special request fee.

Entry Fee:

\$35, per media category, non-refundable with checks cashed upon receipt.

Booth Fees:

Booth fees are paid by check. Checks are not cashed until an applicant is accepted for the show. Checks are returned to artists who are not accepted for the show.

Special Request Fees:

Special requests for specific booth or parking locations, extra parking spots, etc. are available for a **\$40 special request fee**. If your special request is not available, the check will be returned.

BOOTH OPTIONS

STANDARD: 10'x10' space with one display opening at the front for **\$255**

OVERSIZED: 10'x20' space with one display opening at the front for **\$500**

PREMIUM: 10x10 space that is either a corner location or a booth in a single row with two display openings for **\$40**

Jury Details

Artists new to the show and returning artists applying after February 15th will be accepted through a jury process. A panel of highly qualified artists and craftspeople, who are active in the art business and represent various media, will jury your images. Entries will only be evaluated based on the submitted images. These images must be sharp, consistent, and of professional quality.

- Average Number of applications received each year: *110*
- Number of artists participating in the event: *85-95*
- Number of Jurors scoring applications: *4 Jurors score all applicants for all categories*

New applicants must submit five images of current work and one image of their booth showing items displayed. Images meeting the following guidelines should be uploaded by setting up a free account at EntryThingy.

Image Guidelines:

- File Format: JPEG only
- File Dimensions: Larger than 500 pixels per side
- Resolutions: 72ppi/dpi (standard web resolution)
- File Size: 5 MB maximum, 100kb minimum

Awards:

One Best of Show for \$500, seven Awards of Excellence for \$100 each, and one John Larson Memorial Award for animal-themed artwork for \$500. Judging is conducted on Saturday morning by a panel of GLAF Members. Awards are presented and posted on Sunday morning.

Refunds:

Refund requests stating the reason for cancellation should be submitted by email. Entry fees are non-refundable. Refunds for other fees are available only until May 31st. *A processing fee of \$50 will be charged on all refunds.* The GLAF Board of Directors must approve refund requests made after May 31st.

Parking:

If you have a standard-size vehicle or van you'll be assigned a parking space adjacent to the park. Oversized vehicles may be required to unload at the park and then move to a lot a few blocks away. **We can only guarantee one parking space per entrant; that can be for a trailer or a car but not for both.** Wrigley Drive will be blocked and used for easy unloading and loading from the West side of the park. Additional parking details will be provided if accepted.

Security:

Police and private security will be provided from Friday at 6:00 p.m. until 6:00 a.m. Saturday and from 5:00 p.m. Saturday until 8:00 a.m. Sunday morning. Tents and merchandise shall be secured and no items shall be left outside of secured tents overnight. GLAF assumes no responsibility for damage, theft, or vandalism.

Submission of Entries:

Only fully completed entries will be considered. Entries must include the entry form; separate checks for booths, special requests or premium locations; the State S-240 tax form; and jury images for artists new to the show this year.

Media Categories:

GLAF reserves the right to change the category to which you have applied if another category seems more appropriate for your work.

CERAMICS

Functional or decorative work where the primary material is clay. All original clay and porcelain work other than jewelry is accepted in this category. No machine-made or mass-produced work is permitted.

DIGITAL MEDIA

Work created on a computer, using original images or altered versions of the artist's source materials (e.g., scans or digital files). The finished work must be printed on archival-quality media, signed, and numbered as a limited edition. Reproductions must also be printed on archival-quality media, signed, and numbered as a limited edition.

NOTE: Digital photographers, who use digital cameras or process images digitally to perform standard manipulations (e.g., cropping, color/tone adjustment, sharpening), should apply in the Photography category.

FIBER

Functional, decorative, and wearable art created from fibers, such as basketry, embroidery, weaving, leatherwork, tapestry, and paper-making. Machine tooling, machine-screened patterns, and other forms of mass production are not permitted. Factory-produced wearable items, regardless of any additional modification or enhancement by the artist, are not eligible for exhibition.

GLASS

Original art made mostly of glass. Works can be functional or decorative by design and have been kiln-formed or crafted by glass blowing, molding, casting, or fusing. Original designs using stained glass are also accepted in this category. Works may be etched or engraved. No forms of mass production are permitted.

GRAPHICS

Works created using dry media including chalk, charcoal, pastel, pencil, and wax crayon, or fluid media including inks and washes applied by pen or brush, belong in this category. Printed works for which the artist hand-manipulated the plates, stones, or screens and, which have been properly signed and numbered as a limited edition, may be entered in this category.

JEWELRY

Artwork designed to ornament the body or wear on clothing. Materials used include but are not limited to, precious and or non-precious metals, glass, ceramics, paper, fiber, wood, leather, polymer clay, and semi-precious stones. No commercial casts, molds, or production studio work is allowed.

MIXED MEDIA

Work that is two or three-dimensional in nature and incorporates two or more types of media in their production. Media used in this category includes, but is not limited to, paint, pencil, watercolor, photography, printmaking, drawing, fabric, clay, fiber, glass, metal, wood, or any other 3-D objects. Soft sculpture is included in this category.

PAINTING

This category includes two-dimensional images created using oils, watercolors, or acrylics on canvas, hardboard, paper, or other flat surfaces. It includes all forms of painting.

PHOTOGRAPHY

. Photographic prints made from the artist's original negative or digital image processing, and which have been processed by that artist, or under his or her direct supervision, are included in this category. Work must be printed on archival quality media and be properly signed and numbered as a limited edition. Work created using computer programs to create original work or significantly manipulate or alter an artist's original source material(s), such as scans or digital files, should apply to the Digital Media category.

SCULPTURE

Sculpture accepts any three-dimensional work, in the round or in relief, formed through the additive, subtractive, or casting processes. Materials include, but are not limited to, wood, stone, clay, and metal. Metal formed by bending, cutting, welding, or wiring together metal pieces, sheets, or tubing is also included in this category.

WOOD

Functional and sculptural work where the primary material is wood. Original works must be hand-tooled, machine-worked, turned, or carved. Work may be decorative or functional and includes furniture.