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**Ferndale Fine Art Show  
 and Food Festival**

September 17 & 18, Nine Mile Road  
 Ferndale, Michigan



© Brad Devlin

Postmark  
 Deadline  
 May 15



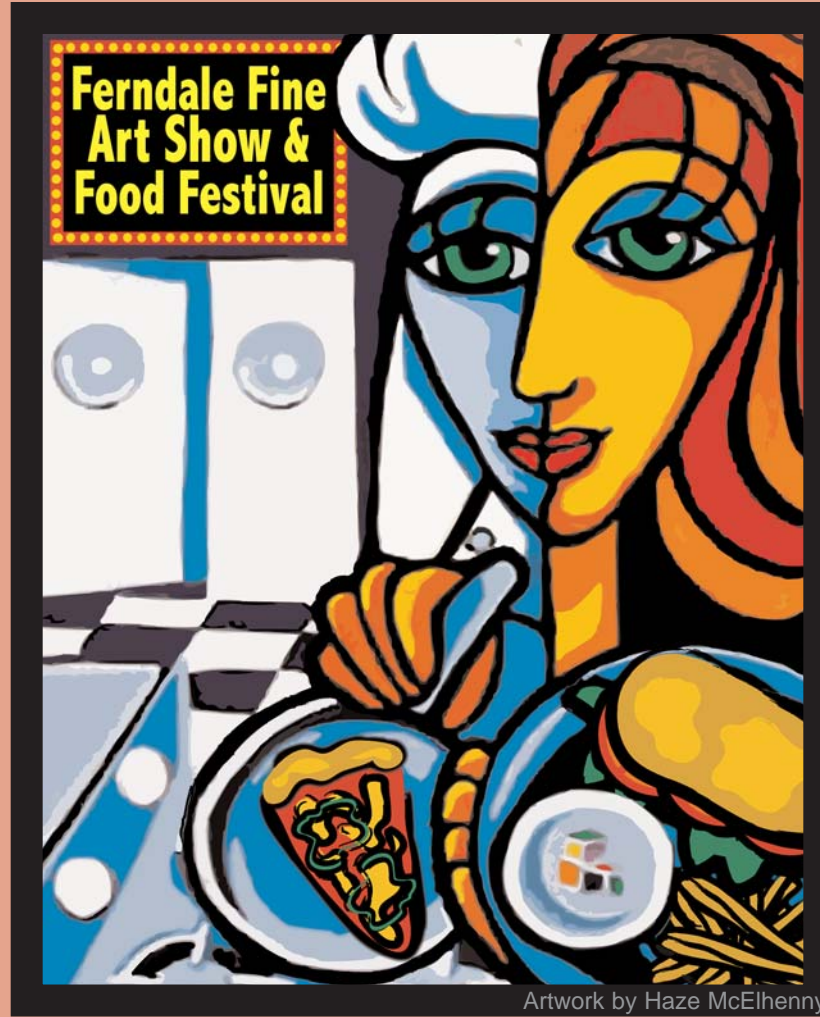
Integrity Shows  
 2102 Rosevelt, Ypsilanti, MI 48197



© Eric & Trudi Cooper



**Artist Information**



Artwork by Haze McElhenry

September 17 & 18, 2005  
 Nine Mile Road at Woodward

Postmark Deadline May 15, 2005

Apply on-line or with this application

[www.ArtReg.Com](http://www.ArtReg.Com)

Presented  
 by Integrity  
 Shows



Artist Centered Events,  
 Dedicated to your success.

*Celebrating Great Art*


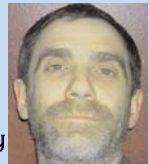
Fashionable Ferndale's downtown is a thriving business community with distinctive boutiques and bistros. The lively atmosphere attracts young upwardly mobile professionals. This show is designed to provide a showcase for artists that have work that appeals to that eclectic group.

The event producer, Integrity Shows, is involved in a number of area shows that range from very high-end to the specialized. By producing an event appropriate for a community, we are able to attract large crowds that have a direct interest in the works being presented.

Please note that this festival includes a food element and that the food booths will be well separated from artist tents.



© Alaine Bathelot

"We are committed to providing a quality experience for artists. We report actual attendance, goals and projections," reports Integrity Shows founder, Mark Loeb. "The event industry has been seduced by 'bigger is better' and 'truth is relative'.

Our organization is dedicated to meeting your needs in event production. Rather than try to be everything for everybody, each event has a specific audience in mind. That focus is communicated clearly to potential artists and sponsors. Everyone involved is treated with respect and dignity. It sounds so simple, but it is far from universal."

Mark has been in the event business since 1982. A hobby glass blower himself, his mother was a painter and arts educator, his father a sculptor.

Please feel free to call Mark anytime.  
 734-216-3958 • markloeb@aol.com

*Fun, Funky, Fashionable*

We feature work that challenges the mind or simply sparks the imagination. Artwork that does not sit quietly, but invites a reaction. You will notice by the artists represented in this form, that we maintain a high quality fine arts event while stressing innovation and experimentation.

*Artist Focused*

Our goal to bring a quality art fair back to downtown Ferndale has exceeded everyone's expectations. Estimates are that well over 35,000 people attended last years event.

Our shows are praised for the effort toward supporting artists. We understand that your success is essential and we do what it takes to meet your needs.

## About the Festival

Artist booths are positioned in the center of Nine Mile Road, just west of Woodward Avenue, in the heart of the Ferndale shopping district. Restaurants and music are kept to one end to minimize distraction. There is a strict limit of 120 booths with an emphasis on variety of media.



© Eric Evans

## Marketing Support

Partnerships with local print media and broadcast stations assure a good turnout. Last years thirty-two page event supplement featured work from many of our participating artists. Live television coverage and radio remotes add to the excitement.



© Steve Ritchie

## Slides

Please send three slides of your work and one slide of your booth. We support the National Association of independent Artists in their effort to standardize submissions.



© James Klinger

Ceramics

#1



“Hold image as it would be viewed held up to a light. Name at top center, medium at bottom center, slide number in lower right corner and a red dot in the lower left corner.”

## Three Year Jury Rotation

We believe that artists should have a right to plan their schedules in advance. Accepted artists are invited back with no need to jury for three years. Simply send current slides (for publicity purposes) and applications by the deadline.

If the medium, quality or style of work significantly changes, artist must reapply.

## The Rules

- Work must be original & crafted by artist.
- Work must only be in the medium and styles accepted by the jury.
- Work must be in proportion to slides.
- Artists must bring their own display.
- Displays must remain in assigned space.
- No sharing booths unless all artists are represented in slides.
- Prints and reproductions are accepted when clearly labeled and limited to 20% of display.
- Michigan Sales Tax must be collected and remitted.



© Douglas Fortin

## Check List

- \_\_\_ Stamped envelope
- \_\_\_ Three slides of work and one of booth
- \_\_\_ \$15 Jury Check (Cashed on receipt. Last years participants need not send jury fee)
- \_\_\_ Booth Check (Cashed June 1st if accepted)
- \_\_\_ You may include a statement for the jury, please also indicate a list of any recent awards and honors
- \_\_\_ Postmarked by May 15, 2005

## Schedule

Set-up: Friday 9pm to 11pm,  
Saturday 7am to 10am  
Show: Saturday 10am to 8pm,  
Sunday Noon to 7pm

© Yves Martin



## Respect

Please contact us for any reason, at any time. We are committed to your success.

Mark Loeb- (734) 216-3958  
markloeb@aol.com

## Application

Save time and postage- you may also apply on-line at [www.ArtReg.Com](http://www.ArtReg.Com)

(Postmarked by May 15, 2005)  
Mail to Integrity Shows,  
2102 Roosevelt, Ypsilanti, MI 48197

Please Check:  
\_\_\_ I was accepted to last years show. (Include just booth check)  
\_\_\_ I was not accepted or did not apply to last years show. (Include \$15 jury check and a check for booth fees)

\_\_\_ 10' by 10' space- \$250    \_\_\_ 20' by 10' space- \$450  
\_\_\_ Corner (Add \$75)    \_\_\_ Electric (Add \$75)

Artist Name(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Medium (Please circle):

Painting    Clay    Glass    Wood    Fiber    Metal  
Photo    Jewelry    Drawing    Other/Mixed Media

**Slides:** Title, Size, Materials

Slide 1- \_\_\_\_\_

Slide 2- \_\_\_\_\_

Slide 3- \_\_\_\_\_

Slide 4- Display Booth

- I am directly involved in creating all artwork in my booth.
- I authorize the show to use my slides for promotional purposes.
- Cancellations before June 30, 2005 will receive a full refund. Cancellations before August 15, 2005 will have fees applied to the next show. No adjustments after August 15, 2005.
- I agree to remain open all event hours.
- I accept the rules listed in this brochure, as well as other rules of the event.
- No insurance is provided to cover damage to art work, display, or persons.
- I agree to hold harmless and indemnify the Ferndale Fine Art Show and Food Festival, Integrity Shows, Ferndale DDA, the City of Ferndale, their agents and employees for damage from any cause.

Artist Signature \_\_\_\_\_ Date \_\_\_\_\_