

# the artist

P R O J E C T · t o r o n t o

**March 3 – 6, 2011**

**Queen Elizabeth Building, Exhibition Place**

*Please read the following carefully to ensure that your application portfolio is complete.  
Incomplete portfolios will not be reviewed.*

## Selection

- Your application will be juried by an independent panel of arts professionals
- The Artist Project Toronto (TAP) only accepts original, fine art and does not display craft, decorative arts, furniture and functional glass / ceramics.
- Reproductions of any kind (including postcards, cards, calendars, posters, and t-shirts) are not permitted in the show.
- Photomechanical reproductions such as offset lithographs, prints run off a commercial printing press, embellished commercial reproductions or giclée (with the exception of photography / digital media categories) are not permitted.
- Booths may not be shared by artists with the exception of Artist-Run Centres and Artist Collectives (must have an established history of exhibiting or creating work collectively). **Collectives are eligible to apply for 10X20 booths only.**

Upon acceptance into the show, part of your contract includes an exclusivity clause contained within our agreement. We heavily market and promote the fact that TAP is an exclusive art fair. Therefore, we embrace artists who understand and believe in our philosophy and whose work is not available in other shows (featuring more than 30 artists) 30 days before and 30 days after the dates of our event within a 50 kilometre radius of the show.

## Travel Scholarship

Artists who reside outside of Ontario are eligible to apply for a \$500 Travel Scholarship designed to offset the added costs of shipping and travelling to exhibit at the show. Scholarship applicants should include a brief document outlining why financial assistance is required.

## How to Apply

Please submit the following materials to The Artist Project Toronto. Applications are **due on or before Wednesday, September 15, 2010** (postmarked applications will be accepted).

### 1. Completed application form

- Complete and sign the Application Form (page 2)

### 2. Images of your work

- Submit a minimum of 5 digital images of your work plus 1 headshot (to be used for promotional purposes only).
- You may either submit your images via email or on a CD. All images must be in JPG format and no larger than 300 dpi. Slides, website links, or PDFs will not be accepted.
- If submitting a CD, please print your name and date of application clearly on the CD.
- Your images are important! Please ensure that your images are clear, in-focus and well-lit so that the jury may properly assess your work.

### 3. Image list

- Please include an Image List with: title of work, medium, dimensions and date of creation.

### 4. CV (Resume) and Artist Statement

### 5. Brief Biography (maximum 200 words)

- Please include a brief biography (maximum 200 words). If accepted, your bio will be used on the TAP website for promotional purposes.

### 6. Application fee

- \$25 jury fee: This fee is non-refundable
- \$300 deposit: The deposit will not be cashed unless you are contracted for space in the show. The \$300 deposit will be credited towards the booth fee.
- The jury fee and deposit may be paid by credit card (Visa or Mastercard) or cheque. **If paying by cheque**, please provide separate cheques for the jury fee and deposit. Please make all cheques payable to Merchandise Mart Properties Inc.

### 7. SASE (optional)

- Please enclose a self-addressed, stamped envelope if you would like us to return your application materials. TAP will not return your materials if sufficient postage is not provided.

### 8. Send us your application by mail or email

**THE DEADLINE  
FOR APPLICATION IS  
SEPTEMBER 15, 2010.**

# APPLICATION

Please submit this application by **Wednesday, September 15, 2010** (postmarked applications will be accepted).

Name: \_\_\_\_\_ Collective Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Category

- |  |  |  |  |
|--|--|--|--|
| <input type="checkbox"/> Oils & Acrylic          | <input type="checkbox"/> Encaustic     | <input type="checkbox"/> Watercolour       | <input type="checkbox"/> Mixed Media                   |
| <input type="checkbox"/> Drawing/Illustration    | <input type="checkbox"/> Printmaking   | <input type="checkbox"/> Sculpture         | <input type="checkbox"/> Textile                       |
| <input type="checkbox"/> Photography/Photo-Based | <input type="checkbox"/> Digital Media | <input type="checkbox"/> Artist Collective | <input type="checkbox"/> Other (please specify): _____ |

Are you applying for a Travel Scholarship? Yes  (Please include a brief document outlining why financial assistance is required)

Which other shows do you plan to participate in 2011?  
\_\_\_\_\_  
\_\_\_\_\_

## Exhibitor Package

All booths include a gallery-style hard wall system. This will make set-up a breeze and will ensure a high-end looking show. All you need to do is hang your artwork! Exhibitors are responsible for providing (or renting) lights and covering electrical costs. The Exhibitor Package includes:

- Hard wall booth (8' high, hard white walls)
- Booth signage
- Complimentary opening night and regular admission tickets
- Unlimited promotional postcards and discount tickets for your mailing list
- Artist profile page on TAP website
- Listing in the official TAP show guide

## BOOTH PRICING

5 X 10 = \$1270	10 X 10 = \$1700
5 X 15 = \$1770	10 X 15 = \$2550
5 X 20 = \$2270	10 X 20 = \$3390

*\*Corners are an additional \$175 for 5' depth and \$225 for 10' depth (allows artist to hang on outside wall or to configure booth as an open corner)*

*\*\*Other booth sizes available upon request (subject to availability)*

Please list your first 3 booth size choice if accepted: 1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_ 3rd choice: \_\_\_\_\_

Would you like to request a corner booth?  Yes

**Paying by:**  Visa  MasterCard  Cheque (enclosed)\*

Cardholder's Name (printed as it appears on the card): \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_ / \_\_\_\_

Cardholder's Signature: \_\_\_\_\_

*\*Please note: The Artist Project Toronto cannot accept foreign cheques.*

Applications are due **Wednesday, September 15, 2010**. Applications may be submitted via mail or email to the following:

### Mail:

The Artist Project Toronto  
ATTN: Exhibitor Applications  
10 Alcorn Ave. Suite 100  
Toronto, ON M4V 3A9

### Contact:

Claire Taylor  
claire@mmpicanada.com  
Tel: 416-960-4527  
Fax: 416-512-3841

### Email:

claire@mmpicanada.com

### I've submitted my application – now what?

Applicants will be notified of their status by mail or email at the earliest possible date. Please do not call the office for jury results. **All applications will be considered and reviewed, even those received after the application deadline.**