

SevenArts

192 Main Street, Ellsworth, ME 04605 207-667-1968

Spring, 2009

Dear Artisan:

Thank you for your interest in our Visiting Artist Program (VAP).

SevenArts is a centrally located retail gallery in the Maine Grind Building, at 192 Main Street, in downtown Ellsworth, an area fast becoming recognized for its local edge and creative opportunities. Our space in the Maine Grind offers great foot traffic and high visibility as potential customers coming for coffee routinely stop by to see what's new and enticing in our shop. We've just completed a wonderful first year and have found our year round neighbors to be receptive and appreciative of the distinctive, handmade work that we offer and that they welcome the opportunity to support their local artisans.

The members of SevenArts are committed to enlivening the arts community and supporting fellow artists, and are pleased to offer you this opportunity to show/sell your work in our Visiting Artist Program again this year. Although we are a retail space, our VAP operates much like a fine craft or art show, with an application process and show fee. For 2009, we are offering 8 one-month slots, from May through December. We jury work regularly, and fill slots as we go, so feel free to apply at any time.

Our Visiting Artist Program offers you the following:

1. Your participation will be treated as a newsworthy event for which we will submit press releases to local newspapers (including your town). Letitia Baldwin at the Ellsworth American has been most supportive and helpful by printing VAP photos along with an opening announcement.
4. An "opening" party/ event with wine and hors d'oeuvres in the gallery.
2. We print 100 professionally designed postcard invitations for VAP openings with a glossy, full color image of your work on the front. Invitations are sent to our proven mailing list, and we can provide you with postcards for your list. Beyond this, extra postcards can be ordered at your cost. We've found this to be one of the best, most direct, ways to raise awareness and bring in customers.
3. You will not be responsible for floor time, though you're welcome to be in the shop as often and as you like. Our customers love to meet the artisans.

Although SevenArts is a year round gallery, for 2009, we will only offer our VAP during our busiest months of the year, from May through December. Within this period, our sales commissions vary according to how busy we expect to be. But even in the quieter spring and fall months, we have learned that being a VAP (having display space and customer exposure in our visible location, combined with the postcard mailing, the PR, and the opening event) can really be a successful and a worthwhile experience!

If you are interested, please fill out and mail the VAP application to my attention at SevenArts. If you have questions, please feel free to drop me an email. Thank you!

SevenArts

Attn: Julie Havener / VAP Coordinator

192 Main Street, Ellsworth, ME 04605

For inquiries and other: Julie's email: mail@juliehavener.com

NB: Please be sure to email images to: info@sevenartsandcrafts.com

SevenArts Visiting Artist Program Application

Name _____ Application Date: _____

Address _____ City: _____ ST __ Zip: _____

Email: _____ Phone _____ Cell _____

Medium _____ Your Website: _____

There are 4 steps to applying:

- 1. Images of Work** Email us up to 5 images at: info@sevenartsandcrafts.com . Please be sure to put "Your Name / VAP Images" in the subject line. In the spaces below, please describe the images you are emailing, with file name, descriptive title, materials, and retail price for each piece.

	File Name	Descriptive title / name	Material(s)	Price
1				
2				
3				
4				
5				

- 2. Artist Statement** A portion of which may be quoted in the press release. Please put your artist statement in the body text of your image email or attach a sheet to this application.

- 3. Display Needs** Your work will be blended into our gallery, but you will have approximately a 3 x 5 floorspace to work with. Wall space will be primarily in the foyer area. Do you have gallery-ready displays? Y / N

Please describe: _____

If "No" would you choose to use either our:

_____ glass cubes (4'w x 3' x 12") or _____ the 3 16" sq white pedestals?

- 4. MONTH SELECTION & SHOW FEES** Please indicate your 3 choices (1st, 2nd, 3rd.) in order of preference from the 8 below. The \$100 fee is due and payable at acceptance, and must be paid in full before showing at SevenArts. Our retails sales software tracks and deducts your sales' credit card fees, sales tax, and commission. You will receive a complete, printed sales report, and we will settle your sales at the end of your show. We do not want the show fee to be prohibitive. If your financial situation does not allow you to pay our show fee, please include a letter to that effect for further consideration.

_____ May (\$100 + 30% commission)

_____ Sept (\$100 + 45 % commission)

_____ June (\$100 + 30% commission)

_____ October (\$100 and 30% commission)

_____ July (\$100 + 45% commission)

_____ November (\$100 and 30% commission)

_____ Aug (\$100 + 45% commission)

_____ December (\$100 and 45% commission)

When you've completed the four steps, please mail the form to:

SevenArts
 Attn: Julie Havener / Artisan Coordinator
 192 Main Street, Ellsworth, ME 04605

Thank you! I look forward to hearing from you.
 If you have questions, please drop me an email at: mail@juliehavener.com