



boardwalk art show

PRESENTED BY PNC

2023 BOARDWALK ART SHOW ARTIST PROSPECTUS

Event Summary

The Virginia MOCA Boardwalk Art Show is one of the only outdoor art shows produced by an accredited museum and strives to have the highest caliber of fine art in the relaxing setting of the Virginia Beach Boardwalk. Ranked as a top 15 Fine Art Show of the Decade by Sunshine Artist Magazine, this three-day festival welcomes nearly 200 artists from around the country featuring fine art across several mediums.

All proceeds from the Boardwalk Art Show directly support the Virginia Museum of Contemporary Art, a non-profit contemporary art museum that presents thought-provoking, ever-changing exhibitions and educational programming, inviting individuals and communities to explore our shared humanity through the vibrant art of today.

General Information

Dates and Deadlines

October 20-22, 2023	Boardwalk Art Show
December 8, 2022	Applications available
December 31, 2022	Early Bird application deadline
April 30, 2023	Application deadline
May 31, 2023	Late application deadline
July 1, 2023	Invitations sent to artists
August 15, 2023	Purchase and cancellation deadline: last day to accept invitation and pay fee, or cancel and receive 50% refund.

Categories

Media categories are used by Virginia MOCA as a tool for organizing artists' images into logical, related groups for the jury's review. While a balanced show that equitably showcases all types of fine art as well as diversity among media is a principal objective, we establish no quota or entitlement by medium category.

- **Ceramics:** All original clay and porcelain work other than jewelry is accepted in this category. No machine-made or mass-produced work is permitted. All work must be signed.
- **Digital Art:** This category includes any original work for which the original image, or the manipulation of other source material, was executed by the artist using a computer. Work in this category must be in limited editions, signed and numbered. The number of limited editions must be acknowledged on the application in order to be considered for the show. Traditional photographs taken through digital media should apply in the photography category.
- **Drawing:** Works created using dry media including chalk, charcoal, pastels, pencil, wax crayon, etc. Fluid medium of inks and washes applied by pen or brush are to be entered in this category. Professional, hand-pulled reproductions are allowed. Each reproduction must be numbered, signed, and matted. Reproductions may comprise no more than 25% of the work on sale and may not be hung on the wall. Commercial printing is not permitted.
- **Fiber:** All work crafted from fibers including two-dimensional, basketry, embroidery, weaving, leatherwork, tapestry, and papermaking. No machine tooling, machine-screened patterns, or other forms of mass production are permitted. No factory-produced wearable items may be exhibited, regardless of additional modification or enhancement by the artist. No mass-produced belt buckles are allowed.
- **Glass:** No forms of mass production are permitted. No alterations of prefabricated glass objects (for example, pressed wine bottles).
- **Printmaking:** Printed works for which the artist has hand manipulated plates, stones, or screens and which have been properly signed and numbered as a limited edition may be entered in this category. Professional, hand-pulled reproductions are allowed. Each reproduction must be numbered, signed, and matted. Reproductions may comprise no more than 25% of the work on sale and may not be hung on the wall. Commercial printing is not permitted. Printmakers are required to disclose their creative and printmaking processes as well as the numbering of their limited editions.
- **Jewelry:** All jewelry, whether the work is produced from metal, glass, clay, fiber, paper, plastic, or other materials, must be entered in this category. No commercial casts, molds or production studio work is allowed. No strung pearls or beads. Any work considered buy-sell is not permitted.
- **Metalworks:** Includes all non-sculptural, non-jewelry works crafted from metals. No production studio work is allowed.
- **Mixed Media:** Includes non-sculptural original work incorporating more than one type of physical material or process in its production. For example, an etching which is then painted or a collage combining handmade paper and photography. Professional, hand-pulled reproductions are allowed. Each reproduction must be

numbered, signed, and matted. Reproductions may comprise no more than 25% of the work on sale and may not be hung on the wall. Commercial printing is not permitted.

- **Painting:** Works created in oils, acrylics, watercolor, etc. are in this category. Professional, hand-pulled reproductions are allowed. Each reproduction must be numbered, signed, and matted. Reproductions may comprise no more than 25% of the work on sale and may not be hung on the wall. Commercial printing is not permitted. Prints may not be hung on the wall.
- **Photography:** Photographic prints made from the artist's original image, which have been processed by that artist, or under his or her direct supervision, and which have been properly signed and numbered as a limited edition may be entered in this category. Photographers are required to disclose both their creative and printing processes as well as the numbering of their limited editions. All photographic prints must be high resolution and it must be clear that their work is photography. All signatures and numbers must be hand-written. Photographs that are not signed and numbered are ineligible.
- **Sculpture:** Three-dimensional original work done in any medium.
- **Wood:** Original works in wood that are hand-tooled, machine-worked, turned, or carved are accepted in the wood category.

Collaborative Work

Artists must submit separate applications, unless applying as a team. If artists are accepted as a team, they may only exhibit the collaborative work they were accepted for and both artists must be in attendance.

Multiple Applications

Artists wishing to exhibit work produced in more than one media category may submit up to three applications. Each application must have its own set of digital images and jury fee. Each application must represent either work in different media category or distinctly separate bodies of work within one category.

Digital Images

Five images are to be submitted for each application. Four images must be of individual pieces of work. The fifth image must be an overall display of the artist's work, showing continuity and presentation. The fifth image is mandatory. If a booth image is not available, submit an image taken of a grouping of works to identify the scale and confirm consistency in work style. Note: any work outside of the medium and context of the 4 images submitted that may appear in the booth shot would not be considered accepted by the jury. Images must represent the body of the artist's work to be exhibited at the Boardwalk Art Show.

Awards and Judges

Judging for cash prizes takes place on the first and potentially second day(s) of the show.

Judges are invited from around the country to judge the show each year. They are not exhibitors, but have professional careers as curators, gallery owners, and university professors. Many are working artists. Artistic excellence is the criteria for selecting the awards. Approximately \$20,000 is awarded each year. Prize money varies every year. The Best in Show prize has ranged from \$5,000–\$7,500 for the past several years.

Liability Insurance

Artists are required to show proof of liability insurance, naming Virginia Museum of Contemporary Art and The City of Virginia Beach as an additional insured. For those without liability policies, short-term event policies can be purchased from several vendors, which Virginia MOCA will share with accepted artists.

Sales

Artists retain all revenue from the sale of their work. Virginia MOCA will not receive commission on sales. Six percent (6%) sales tax is due to the Virginia Department of Taxation. You will receive the necessary information prior to the show.

Parking

The Boardwalk Art Show is located on the Oceanfront Boardwalk in the resort district of Virginia Beach. Unfortunately, there is no free parking. Limited trailer parking is available a few blocks from the Oceanfront, which is subject to change based on the city's availability. Artists are encouraged to stay at Oceanfront hotels to be in close proximity to the show.

Load-In and Drive-On Program

To load-in, you may dolly onto the boardwalk from one of several permitted access roads (roads that connect the boardwalk to Atlantic Avenue); however, we encourage you to use our Drive-On Program, which takes place on Thursday, October 19, 2023.

During our Drive-On Program, artists are assigned a shift time between noon and 4:30 p.m. based on their location on the boardwalk. Shifts begin from a registration site several blocks from the boardwalk. From there, artists are guided onto the boardwalk, enabling them to park directly in front of their booth space for 40 minutes to unload. They are then guided off the boardwalk by Virginia MOCA staff/volunteers. Artists must sign up for the Drive-On Program when they apply to the show—there is a question on the application asking if the applying artist would like to participate, and this is the only opportunity to sign up for the Drive-On Program. To load-out artists may dolly off the boardwalk or access their booth by vehicle through permitted access points. Virginia MOCA volunteers will be on-site to assist artists during load-out.

Rules and Regulations

Virginia MOCA's Boardwalk Art Show permits only original art to be sold at the show and does not allow mass-produced items or art produced by anyone other than the exhibiting

artist. Please note the specific rules regarding sales of reproductions within individual media categories.

The Virginia Museum of Contemporary Art (Virginia MOCA) reserves the right to refuse or remove any artists or art works in violation of the show standards at any time during the Boardwalk Art Show. Our reputation for enforcing the rules is deserved. All displays will be visited by Virginia MOCA to ensure that exhibitors comply with all show rules. It is our exclusive right and responsibility to remove work that is not in compliance. Repeated non-compliance will result in expulsion and ineligibility for judging, awards, and participation in future shows.

Standards and Rules

1. All work must be original and made by the artist's hands. No work produced with commercial patterns, kits, molds, plans, stencils, or prefabricated forms may be exhibited. Artist guarantees the accuracy of the description of the works presented and the authenticity of the work as the creation of their own hands.
2. All work exhibited must be of the quality, category, and overall body of work of that selected by the jury. Failure to meet this requirement will result in the Virginia MOCA Boardwalk Art Show team asking the exhibitor to remove the noncompliant items.
3. Each exhibitor's work will be screened by jurors during the art show to ensure that artists comply with the rules and artist prospectus. Virginia MOCA reserves the right to advise the artist of any work that is not consistent with the juried images and show standards and may take any action deemed necessary for compliance.
4. Work done by a production studio is not acceptable. All work must be designed and executed solely by the accepted artist. Developing and printing of photographs must be done by the artist or under direct supervision of the artist.
5. No more than two artists may collaborate on work. Both must be included on the application. Both must be present at the art show. If only one artist of a collaborative team is present, their work will not be allowed in the show.
6. Artists must be present with their work for the entire three days of the art show. Representatives may not attend in place of the artist. Virginia MOCA requires photo identification at check-in and throughout the days of the show to ensure compliance.
7. All sales must be conducted between the artist and the purchaser.
8. There is a \$20 minimum on price and at no time during the show will sale, grouping, or discount signs be allowed. To encourage more families with young children to attend the show, artists may have a "kids' bin" or children's shopping area. There is no minimum for these items; however, any children's shopping area must be marked as such for the artist to be eligible to sell these pieces below the minimum price.
9. Browse bins must be placed inside the artist's booth, may occupy only minimal space, and should not obstruct patron traffic flow.
10. No work or structure may protrude outside of the artist's booth space or inhibit a neighboring artist's booth.

11. Artist statements describing technique, materials, and processes must be displayed in the booth.
12. This is a rain or shine event and no refunds will be given for cancellation due to weather. The decision to close the show due to weather is at the sole discretion of Virginia MOCA.
13. Virginia MOCA reserves the right to remove any artist from the show for any reason.
14. Specifics on each medium category can be found in the artist prospectus and artist information packet. Please read these as you must abide by them.
15. No bulk purchases, buy-one-get-one, or any other deals or coupons are allowed.

Prohibited:

- Commercially manufactured or reproduced items.
- T-shirts and commercial clothing.
- Jewelry made from commercially produced parts or purchased beads. Any work considered buy-sell.
- Any item that employs the use of commercially available molds or patterns.
- Items that have been purchased and then embellished.
- Reproductions of original work. See specific category for exceptions and special notes.

Booth Information

Exhibition Space

Each exhibitor will be provided a 10'x10' space along the Virginia Beach Boardwalk. Professional grade tents and weights are required due to strong winds at the Oceanfront. Artists may rent tents, weights, tables, and chairs directly from Virginia MOCA through Zapplication upon acceptance to the show. Artists may provide their own display booth/tent, heavy weights, and/or tables in order to display their work in an outdoor environment, however we highly encourage each artist to rent weights directly from Virginia MOCA which will be delivered directly to your booth space upon arrival.

Fees

\$45	Application fee (non-refundable)
\$10	Additional late fee if application submitted between 5/1/2023–5/31/2023
\$450	10' x 10' exhibition space
\$900	20' x 10' exhibition space
\$175	Additional fee for corner (limited number available)
\$425	Optional 10' x 10' tent rental with sidewalls and weights
\$750	Optional 20' x 10' tent rental with sidewalls and weights
\$95	2 tent weights (does not include tie down straps; only 2 required, back of tent can be secured to boardwalk rails)
\$18	Optional 8 ft. table
\$17	Optional 6 ft. table

\$5 Optional folding chair
\$100 Optional ad in Festival Program

Each application must be accompanied by a jury fee payment. Applicants may choose to pay online by credit card, or they may pay by check made payable to Virginia MOCA (mailed to 2200 Parks Avenue Virginia Beach, VA 23451). The non-refundable jury fee check will be deposited on receipt. Work will not be juried if the fee is not collected by the late deadline of 5/31/2023.

Cancellation Policy

On or before 6/30/2023	100% Refund less the 2.95% Zapplication Fee
On or before 8/15/2023	50% Refund less the 2.95% Zapplication Fee
On or after 8/16/2023	Not eligible for a refund

Application fees are non-refundable. Cancellation must be done in writing (email).

How to Apply

All applications are accepted through [Zapplication](#), a third-party art show application website. All payments and communications are done through Zapplication throughout the year.