

## CALL FOR ENTRIES: FALL 2021 CONTEMPORARY CLAY FAIR

The Contemporary Clay Fair (CCF) is an exhibition and sale of ceramic artwork, held annually in Santa Fe, New Mexico. All clay artists are encouraged to apply! Please read and follow all instructions carefully.

### APPLICATION PROCESS:

- 1) Mail your completed application + \$25 application fee to  
**CCF 105 Daybreak, Santa Fe, NM 87507**
- 2) Submit 3 JPGs of individual pieces or sets plus 1 jpg of a grouping that shows the breadth of your work to [ccfsantafe@gmail.com](mailto:ccfsantafe@gmail.com).

<b>SHOW DATES:</b>	<b>Saturday &amp; Sunday, November 20-21, 2021 10AM - 5PM</b>
<b>SHOW SET UP:</b>	<b>Friday, November 19, 4 - 7 PM</b>
<b>NON-REFUNDABLE APPLICATION FEE</b>	<b>\$25.00</b>
<b>POSTMARKED APPLICATION DEADLINE:</b>	<b>Wednesday, September 8, 2021</b>
<b>JURYING:</b>	<b>Wednesday, September 15, 2021</b>
<b>NOTIFICATION sent via email</b>	<b>Saturday, September 18, 2021</b>
<b>CONTRACTS &amp; SPECIAL EVENTS LICENSE APPLICATION sent via email</b>	<b>Saturday, September 18, 2021</b>
<b>TABLE FEE</b> <i>(Mail your fees with completed, signed contract &amp; special events license application.)</i>	<b>\$185.000 + \$10 for city license fee if needed</b>
<b>CONTRACT &amp; FEES DEADLINE:</b>	<b>Saturday, October 2, 2021</b>
<b>LAST DAY FOR REFUND:</b>	<b>Saturday, October 9, 2021</b>
<b>SHOW LOCATION:</b>	<b>Santa Fe Woman's Club 1616 Old Pecos Trail Santa Fe, NM 87505</b>

**Eligibility:** All clay artists with e-mail are eligible to apply. Selection of the participants is made by the steering committee, which considers quality, originality, focus and breadth of each artist's work, quality of photographs and teamwork during previous shows (if applicable) in the scoring of each application. Emerging artists are welcome. Incomplete or late applications will not be considered. All CCF Steering Committee decisions are final.

**Requirements prior to and during the show:** Artists are required to help with general show set-up and take-down, and are assigned several jobs during the show, e.g. kitchen help, cashier, bagger, etc. Artists must be present during the entire show. Each artist is required to bring one food item each day for the refreshments area. Each artist is required to attend a brief pre-show orientation meeting.

If desired, each participating artist may submit a mailing list after acceptance to the mailing coordinator for the group mailing. The group mailing list is neither shared with any other group or person, nor used for any event other than the Contemporary Clay Fair. We will send the artists a copy of the digital postcard before the show so each artist can send them out to their own customers and friends.

**About the space:** The show is held indoors at the Santa Fe Woman's Club, an intimate space of about 2500 square feet. Generally 30 artists participate in each show. Each accepted artist is provided with a table or footprint area of approximately 3 x 6 feet. Table assignments are made by the steering committee. Display requirements will be provided upon acceptance to the show.

**Publicity and Attendance:** The Contemporary Clay Fair advertises in regional newspapers, magazines, and on the internet and radio. We display street signage, send digital postcards to our CCF mailing list and maintain a website. Admission is free and refreshments are complimentary. Approximately 1000+ attendees are regularly recorded for each show.

**Show Sales:** Sales are handled at a central cashier station and artists are paid within one month after the show. Every item must have a price label with the artist's initials and must be priced in whole dollar amounts to include the City of Santa Fe tax. Artists who use inventory numbers **must put their inventory number on a separate label with a “#” before the number.** Artists are responsible for reporting and paying their own gross receipts tax. A 5% fee is deducted from gross sales for bank fee processing and venue rental.

**Questions:** Please read the show information and application carefully. If you have any questions regarding show and/or application information, please contact Karin N. Bergh, Communications Coordinator, by email at [ccfsantafe@gmail.com](mailto:ccfsantafe@gmail.com).

- **Read important image information - page 3**
- **Complete application form - page 4**
- **Complete image list - page 5**

## SAMPLE

### PHOTOGRAPHS: CONTEMPORARY CLAY FAIR

Note: These images are for your reference only. Specific image size and resolution guidelines are on the application.



Here are 3 sample images of individual pieces representative of the artist's work. A photo of a set (e.g. a canister set, a tea set, etc.) is also acceptable. Tips: Use an uncluttered background and non-glare light. A tripod is helpful in obtaining a clearly focused image. If you do not have proper lighting, photographs can be taken outdoors on a cloudy day for minimum glare.



Sample showing variety and breadth of work.

### PHOTOGRAPHY TIPS - Please read carefully!

#### The quality of your images is important for two reasons:

1. The digital images are what the Steering Committee uses to jury your work.
2. Digital images of accepted artists' work are used in publicity for the show. In order to be considered for publicity, you must leave sufficient background to allow for flexibility in cropping by advertisers. (See Example 1).

**SUBMISSION REQUIREMENTS:** 300 DPI (digital pixels per inch), JPG (jpeg), no greater than 7" and no smaller than 3" on any side. 4 images total: 3 images of individual pieces + 1 image showing the breadth, or variety, of your work.

**Naming image files:** use last name, first name, title and entry number. No spaces in filename, capitalize name and title words, underscore between title and entry number.

**Example:** SmithJohn\_Nightbirdscup\_1.jpg

**Submit ONLY images representative of the work you would bring to the show if accepted. DO NOT submit extra images. Submit ONLY 4 Total images: Three images of individual pieces + one image showing the breadth, or variety, of your work.**

# APPLICATION FORM

## CONTEMPORARY CLAY FAIR FALL 2021

Complete the application and send it in with your non-refundable application fee of \$25, check made payable to *Contemporary Clay Fair* by September 8, 2021 to:

**CCF**  
**105 Daybreak**  
**Santa Fe, NM 87507**

Print Name \_\_\_\_\_

NMCRS# : (required) \_\_\_\_\_

Email address: (required) \_\_\_\_\_  
\_\_\_\_\_

Best Contact Phone Number \_\_\_\_\_

Address \_\_\_\_\_

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

**Email 4 IMAGES + image list (page 5) by September 8, 2021 to:**

**[ccfsantafe@gmail.com](mailto:ccfsantafe@gmail.com)**

Each image in jpeg format 300 dpi sized to approximately 3 x 5 inches.

Images 1, 2, and 3: Professional quality images (one piece or set per photo) representative of your current body of work.

Image 4: Professional quality image representative of the breadth of work you will bring to the show.

**Naming image files:** use last name, first name, title and entry number. No spaces in filename, capitalize name and title words, underscore between title and entry number.

**Example:** SmithJohn\_Nightbirdscup\_1.jpg

I have read and understood all of the requirements for participation in the Contemporary Clay Fair. My complete application is enclosed. If accepted into the show, my submitted photographs may be used in advertising and publicity related to the show.

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

**IMAGE LIST**  
**CONTEMPORARY CLAY FAIR FALL 2021**

PRINT ARTIST NAME \_\_\_\_\_

**IMAGE 1**

NAME/TITLE: \_\_\_\_\_

RETAIL PRICE \$ \_\_\_\_\_

DIMENSIONS (height x width x depth in inches) \_\_\_\_\_

MATERIALS / METHODS \_\_\_\_\_

PHOTO CREDIT \_\_\_\_\_

**IMAGE 2**

NAME/TITLE: \_\_\_\_\_

RETAIL PRICE \$ \_\_\_\_\_

DIMENSIONS (height x width x depth in inches) \_\_\_\_\_

MATERIALS / METHODS \_\_\_\_\_

PHOTO CREDIT \_\_\_\_\_

**IMAGE 3**

NAME/TITLE: \_\_\_\_\_

RETAIL PRICE \$ \_\_\_\_\_

DIMENSIONS (height x width x depth in inches) \_\_\_\_\_

MATERIALS / METHODS \_\_\_\_\_

PHOTO CREDIT \_\_\_\_\_

**IMAGE 4**

NAME/TITLE: (Breadth of Work) Group Shot