



**ALLEN**  
NEIGHBORHOOD CENTER

## **ALLEN FARMERS MARKET** 2019 OUTDOOR SEASON

### Art in the Market Guest Artist Application

The **Allen Farmers Market** is a project of the Allen Neighborhood Center (ANC), a community development non-profit located at 1611 E. Kalamazoo in Lansing. The outdoor market is held on Wednesdays and is located inside the Allen Market Place and outside in the parking lot, on the corner of E. Kalamazoo and Allen St. The dates and hours of operation for the outdoor season are Wednesdays, May 15, 2019 – September 25, 2019, 2:30 pm to 7:00 pm.

#### **What is *Art in the Market*?**

Known for its integration of food and health, ANC is committed to bringing a larger dose of the arts into our lively, weekly Market. In much the same way we have featured local musicians and dancers at our market for years, we would like to provide exposure for local visual artists (painters, photographers, potters, glass artists, jewelers, textile artists) and increase art appreciation and awareness among our patrons. Please check out the details below regarding exposure, selection, space and attendance, and, if you are interested, complete and return the form. Thank you for considering!

#### **Exposure**

Nearly 17,000 people attended the market in 2018, amounting to 500-700 people at each outdoor market and 150-200 people at each indoor market. Artists will be listed in the Market Alert e-bulletin (distribution over 5,700) and featured (tagged, if they have a page for their business) in two Facebook posts on the Market page (over 4,000 likes) the week of their visit. We encourage artists to promote their appearance at the Market to their networks as well. We hope to engage a Sponsor in order to provide a \$50 stipend to artists for their participation, but until that sponsor is secured, we can only promise robust exposure.

## **Selection of Guest Artists**

Please attach photos or include a website link so we can access photos of your work. Art in the Market Coordinator Abie Kopacz, with assistance from ANC staff, will choose one guest artist for each week of the outdoor market season, depending on how many applications are received.

## **Space and Attendance**

Artists will be provided a 10x10 ft. tent, a 6 ft. table, and chairs if needed. A folding wall on wheels can be provided for hanging pieces, and access to electricity is available if artists bring their own extension cord. Any additional display needs must be provided by the artist. Artists are responsible for set up and tear down of their pieces.

Artists are expected to be in place no later than 2:00 pm and ready to interact with the public at 2:30 pm. Due to safety concerns, no vehicles are allowed in the Market after 2:00 pm. Artists must stay until the closing of the market at 7:00 pm unless the Market Manager has granted permission in advance. The Market will be open rain or shine, but space inside the Allen Market Place can be made available if weather is a concern the day of the visit. A 6 ft. or 8 ft. table can be provided for indoor display.

## **Sales**

Artists will handle all cash, check, or credit sales of their work. Other types of market currency in the form of tokens and coupons will not be accepted for art pieces.

Thank you for your interest in contributing a visual arts presence to the Market!

Name: \_\_\_\_\_

Business Name (if different from above) \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Preferred method of contact: *Email* \_\_\_\_ *Text* \_\_\_\_ *Phone call* \_\_\_\_

Website/Facebook \_\_\_\_\_

Can we list you (with photos) on our website and Facebook? Yes \_\_\_\_ No \_\_\_\_

Please choose an option below that matches with your preferred engagement level:

- I want to exhibit my pieces only.
- I will provide an artist talk and/or demo during the market so patrons can learn about my work.
- I will suggest interactive activities to accompany my exhibit that ANC can offer.
- I will provide materials for and lead an interactive activity to accompany my exhibit.

Please indicate below the dates you wish to be considered for participation during the 2019 outdoor season.

<input type="checkbox"/> May 15	<input type="checkbox"/> July 3	<input type="checkbox"/> August 21
<input type="checkbox"/> May 22	<input type="checkbox"/> July 10	<input type="checkbox"/> August 28
<input type="checkbox"/> May 29	<input type="checkbox"/> July 17	<input type="checkbox"/> September 4
<input type="checkbox"/> June 5	<input type="checkbox"/> July 24	<input type="checkbox"/> September 11
<input type="checkbox"/> June 12	<input type="checkbox"/> July 31	<input type="checkbox"/> September 18
<input type="checkbox"/> June 19	<input type="checkbox"/> August 7	<input type="checkbox"/> September 25
<input type="checkbox"/> June 26	<input type="checkbox"/> August 14	

**Waiver of Liability and Statement of Authenticity:**

In consideration for participating as a presenter in the Allen Farmers Market, I assume all risks of injury suffered while on and/or upon the premises of the market and release and agree not to sue the Allen Neighborhood Center, its employees or anyone connected with the Allen Neighborhood Center of any claim, damages, costs, or cause of action which I have or may in the future have as a result of injuries or damages sustained or incurred while on and/or upon the premises of the Allen Neighborhood Center or Allen Farmers Market as a guest artist.

I, the undersigned, have read the waiver of liability and statement of authenticity and both understand and agree to abide by each.

Signed: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Please complete and return to:**

**Allen Farmers Market  
1611 E. Kalamazoo St.  
Lansing, MI 48912  
Or email to [abiek@allenneighborhoodcenter.org](mailto:abiek@allenneighborhoodcenter.org)**