

Art for the Masses (AFTM) FAQ 2019

About the Show

What is Art for the Masses (AFTM)?

Featuring fine art and artisan work from over 60 North Carolina artists, AFTM continues the tradition of making original art accessible to everyone. Participating artists will retain 100% of the proceeds from their sales and all artwork sold is marked \$300 or less. AFTM is free and open to the public with a requested door donation to help fund public arts projects at the university, such as the bi-annual Big Print event. The program is coordinated through Campus Life Arts & Programs, the Department of Art & Art History, and the Office of Community Engagement.

When and where is this year's show?

AFTM 2019 is scheduled on Saturday, November 23 from 9 a.m. to 3 p.m. It is located in the UNCW's Burney Center. AFTM is traditionally scheduled on the Saturday before the Thanksgiving holiday.

How big are the artist spaces?

The Art for the Masses spaces are 9'x9'.

What comes with the space?

Each artist will be provided with an 9'x9' space in which to exhibit artwork, as well as a standard 6 foot folding table and a chair for sellers. Table and chairs are optional. We will not supply power in 2019.

Returning Artists

I want to apply for this year's AFTM. Do I have to submit a new application?

Yes, AFTM requires you to submit a new application, each year we select a new jury so previous participation does not guarantee acceptance.

I participated in last year's AFTM and would/would not like the same space.

Please specify on this year's application. We will do our best to ensure you are provided the same space you had last year, but please note that our space is limited and this is not guaranteed. 2019 will be a new layout and only be in the Burney Center.

The Application Process

What is the registration process for AFTM? I would like to participate in this year's show.

AFTM begins accepting applications for the show on Tuesday, August 20, 2019. The application closes on Monday, September 30, 2019.

After the work has been juried, you will be informed whether or not your application has been accepted or rejected. If your artwork is accepted and you wish to participate in the show, we ask you to pay a \$65 registration fee for an 9'X9' space.

When do the applications open for the 2019 show? Where do I find them?

The applications will become available on Tuesday, August 20, 2019. You will be able to find them online at www.uncw.edu/artforthemasses.

When do applications close for the 2019 show?

The application process will no longer be available on Monday, September 30, 2019.

How can I be notified when the application becomes available?

Email us at artformasses@uncw.edu, and we will put you on our email list. When the application becomes available, we will email it directly to you.

How do I submit a print copy of my application?

Notify us by calling our office at 910.962.7722 or emailing us at artformasses@uncw.edu; we will mail you a paper application to the desired address. Please mail the complete application to:

Shannon Pelkey

UNCW Art for the Masses

601 South College Road Box 5922

Wilmington, NC 28403-5672

What images of my art should I submit?

Please attach five images of your artwork to the application. These images must be high-res JPGs, and they must be representative of all of the work you intend to bring to AFTM. Artists may *not* display work not approved by the jury through the application process.

If I'm submitting a print application, how should I include my images?

Please submit five photo prints of the same size (8x10 is preferable) along with your print application. These works must be representative of the work you intend to bring to AFTM.

Who is involved in the jurying process?

Our AFTM jury committee consists of artists from different mediums, art professors at UNCW, student artists, and people loosely affiliated with the arts and humanities. The jury is varied so that arts across mediums receive the same attention.

What kind of artwork is the committee looking for?

The AFTM jury committee is seeking original, high quality, fine art and artisan goods.

When will I know if my artwork has been accepted or rejected?

AFTM will send out acceptance and rejections emails (or snail mail, per request) on Monday, October 14, 2019. If your work has been rejected, we encourage you to apply again next year.

Who do I contact about technical difficulties with the online application?

Call 910.962.7722 or email artformasses@uncw.edu for technical help with your application.

I missed the application deadline for this year's show, but would still like to participate.

Unfortunately, we do not accept late applications. We encourage you to submit next year! Call us at 910.962.7722 or email us at artformasses@uncw.edu, and we will be contact you next year to be sure you receive an application. Be sure to check the website and our Facebook page for updates.

How do I tell people about the show?

We appreciate our artists spreading the word about the event. Like us on Facebook (<http://www.facebook.com/artforthemasses>), follow Campus Life Arts and Programs on other social media (Twitter and Instagram: Campus_Life), and share our posts and events on your personal or professional pages.

Artist Payments

How much do I pay to secure my space at AFTM?

There is a \$65 registration fee for an artist's 9'X9' space. When you are accepted, information about payment will be sent to you.

May I purchase multiple Art for the Masses spaces?

Multiple spaces may not be acquired. If you accidentally purchase multiple spaces, the extra spaces will be refunded. Please be sure to make accommodations for the 9'X9' space you are permitted.

Where do I pay?

Accepted artists will be able to pay online via credit card. The payment link will be sent to you with your acceptance email or letter. Payment may also be mailed by check or money order to:

Shannon Pelkey
UNCW Art for the Masses
601 South College Road Box 5922
Wilmington, NC 28403-5672

When is the payment deadline?

The payment is due by Wednesday, November 6, 2019. The payment link will close, and all mailings should be time stamped on that day.

Can more than one artist share a space?

Multiple artists are not permitted to share spaces unless they are representing one nonprofit organization, as per proof of a 501c3 form.

AFTM Booths, Load-In and Load-Out times

How do I know where my booth is located?

On November 20, AFTM will send you an update via email letting you know your booth location and number.

How do I know where and when I am able to load-In?

The same email sent out on November 20 will also let you know your load-in times and zone. We will also attach a map specific to your particular load-in.

Am I able to load-in outside of my designated time?

Do not load-in your artwork outside of the designated time. We have assigned you that particular time based on building codes. It is important you follow this time so we do not disrupt any activities in the buildings or create a fire hazard.

When do I load-out?

Load-out begins as soon as the AFTM show ends at 3 p.m. All personal belongings must be removed from the premises by Saturday, November 23, 5 p.m. All items that are present within the buildings after 5 p.m. will be considered “abandoned,” and therefore property of UNCW.

Day-of-Show

Where do I park?

Artist parking will be available in Lot M (across from the baseball field) and Lot E (outside of the Fisher Student Center). Handicapped parking is available nearby each facility.

How do potential customers pay me?

All artists are individually responsible for how their customers are able to pay them.

What about Debit/Credit Card connections? Will there be access to Internet connection?

Per university policy, UNCW Wi-Fi will not be available and should not be used by artist to complete any transactions or payments. Artists must use their own cellular data, hotspots, or other devices to complete all transactions. If you are using Internet connection in conjunction with credit and debit card services, please be sure to make the proper accommodations.

Are there any ATMs nearby?

ATMs are not located in the Burney Center, but there are some in the Fisher University Union building (across from the Fisher University Center) that opens at 10 a.m. that morning and remain open for the duration of the event.

Is food available?

A food truck will be parked outside the Fisher Student Center during the event.

Who do I contact during the show with any problems?

The Art for the Masses program coordinators and intern will be on site to address any issues you may have. Volunteers are also available to ask any questions, but will not take over a booth or handle business for an artist.

After AFTM

Is there a way for me to give AFTM feedback?

Yes. We will send out a feedback survey a week after AFTM. We encourage you to let us know how you felt about AFTM, and what we could do to improve it!