



## 46<sup>TH</sup> ANNUAL OUTDOOR FINE ART AND FINE CRAFT SHOW ARTISTS' INFORMATION

August 3 - 4 and August 10 - 11, 2019

Saturdays 10 AM - 5 PM and Sundays 10 AM - 4 PM - OPEN RAIN or SHINE!

Located in the Delaware Beach resort area, The Rehoboth Art League's two weekend annual Fine Art and Fine Craft show draws local discerning collectors as well as those from the Baltimore-Washington, Philadelphia and New York City areas. The wooded historic campus of over 3.7 acres draws over 10,000 people annually, many who are returning patrons eager to see their favorite artist's new works. Adult show patrons pay a \$5 entry fee good for both days of a single weekend. The RAL provides free shuttle service for all four show days from two locations off of busy Rte. 1. Show advertising is placed in regional magazines, newspapers, and radio. Direct mail, social media, Chamber and Tourism event calendars feature the show as a signature event in the Coastal Delaware region.

The Art League is within walking distance of the beach and downtown Rehoboth Beach. Artist booths are set up throughout the property creating a welcoming atmosphere for art patrons to view the best in fine art and fine crafts. Many amenities are provided to make the show welcoming for participating artists', including a complimentary continental breakfast each show day (8:30 a.m. – 9:45 a.m.) and a reception on both Saturday evenings, from 5:00 p.m. – 6:30 p.m., providing a chance for artists to unwind, swap show stories and get to know each other.

### The RAL Property—layout and set up considerations

The RAL campus is comprised of 3.7 acres of wooded and landscaped terrain. The buildings are actively used throughout the year as galleries and classroom space. During the show weekend, the main classroom building, Chambers, is converted into a café with food service from one of the local restaurants. Artists may arrange to have their lunch pre-ordered and delivered from this service in advance of the show to avoid standing in line during show hours. The main gallery building, Corkran, will feature the RAL's 81st Annual Members' Fine Art Show – a favorite among RAL patrons. It is also the main office area where artists may take care of show business in advance. The Homestead and Paynters Studios are two 18th century buildings that will also feature special exhibitions or works from the RAL membership. The Children's Studio will also have an 'artist only' comfort station. The entrance is located just to the left side of the Lemonade Stand.



Most pathways for the show are natural, unpaved areas.

Show layout is designed to provide an easy flow for patrons to visit the artists and to accommodate the trees and historic structures. However, it has limited ability to handle much vehicular flow at any one time. As an historic site, the RAL is undergoing considerable capital improvements to its buildings and grounds. Thus, each year the show layout may alter slightly to accommodate construction projects or storm water management needs. Though booth locations are set in advance, an aggressive storm may cause a shift in show layout up to the second weekend of the show and require booth relocation.



## Setup and Overnight Storage

The RAL campus is situated in the heart of the Town of Henlopen Acres, a small residential community next to Rehoboth Beach. RAL works closely with Town officials to minimize impact to the property owners within the town during show operations. Strict guidelines related to parking and access to the RAL's property on show weekend has permitted the RAL to continue this favorite event over the years. We rely on the artists to help by adhering to show timelines, set up/tear down procedures, and most importantly parking regulations. When setting up we ask artists to keep noise levels down in consideration of our neighbors.

Artists are strictly not permitted to be on the Art League's campus before 8:30 a.m. on Saturdays or Sundays of the show, and must have their vehicle off the property by 9:30 a.m. Therefore, advance set up is encouraged. When arriving on Saturday/Sunday mornings there is a strict Henlopen Acres policy that cars may not remain idling for any more than five minutes. Therefore, while waiting for access onto the property please pay attention to this policy. Set-up for each weekend will be permitted on the Thursday and Friday, between 10:00 a.m. and 3:00 p.m., prior to the Outdoor Art Show dates. Check-in times are 10:00 a.m. – 3:00 p.m. on Thursday and Friday before the weekend show. Everyone must be off the campus by 5:00 p.m. on the Thursday and Friday of the weekend show. Breakdown is the following Monday (between the hours of 10:00 a.m. and 3:00 p.m.). For artists participating both weekends, tents may remain up between weekends. With advance notification, the RAL can provide secure overnight storage for artwork. Artists understand they are storing their works at their own risk. Artwork may not remain in storage during show hours.

## Tear Down

Artists are not permitted to tear down their space until the show closes at 4:00 p.m. on Sunday. Vehicles are not permitted on the RAL property until the Artist's booth space is completely torn down and the artists have received permission from staff members that the campus is free of patrons and safe for car traffic. When packing up at the end of the day (on Sunday), artists must leave the RAL campus no later than 7:00 p.m. The Art League staff cannot help with the set-up or breakdown of spaces.

## SHOW POLICIES

*RAL will monitor compliance to these rules during the show and any artists not complying will be asked to remove their work and will be asked to leave the show with no refund.*

- The show is held during rain or shine. In the event of rain, all exhibitors who desire it, will be assigned an indoor space. Exhibitors may choose to remain outside.
- The Rehoboth Art League is not responsible for damage to artwork or display materials due to weather or unrelated incidents. Artists store art and materials at their own risk.
- **No smoking is permitted on the Art League campus, parking lot, or in any buildings/structures at any time.**
- Applicants must be current members in good standing with the Rehoboth Art League at the time the application is submitted.
- Only one exhibitor is allowed per space. Artists must be present with their works on every day of the show.
- Works must be original and conceived, designed and executed by the exhibitor – therefore, no commercially produced or kit items are permitted.
- Giclée prints must be identified as such, and be limited, with an emphasis on original work.
- Artists are not permitted on the RAL grounds prior to 8:30 am on the Saturday or Sunday of the show weekends, and are encouraged to set up in advance of the show weekend.
- Parking guidelines are strictly adhered to in the town of Henlopen Acres. Parking is never located on the RAL campus or the perimeter of the RAL property during the Outdoor Show for any artist.
- Artists will be given a parking permit and must park in their designated space or risk parking fines.



### **Artist Parking**

No vehicles are permitted on the RAL property after 9:30 am on show days. Artists will be given a parking permit and a location to park their vehicle. There is no guarantee the vehicle will be near the RAL campus – as the RAL relies on property owners within the Town to provide parking spaces. Trailers and large trucks are not permitted in residential parking areas, and must be given RAL permission to be parked at the Town Hall. RAL provides shuttle service for artists in the morning and at the end of the show both to and from their vehicles. Artists will be asked to provide their vehicle information and parking needs when submitting their initial application. Those with physical disabilities are requested to notify the RAL in advance (with their booth fee payment) so that we can accommodate their special needs.

The Town does not permit any part of a vehicle or its trailer to be on the asphalt road at any time. Even a temporary “one minute” stop could result in a fine. Artists are required to pull onto the RAL property grass when setting up – and make sure their entire vehicle (tires/bumper) is off the road. No parking areas (which are marked with red flags or ‘no parking’ signs) must be respected.

### **Artist Housing**

Several community members have graciously opened their homes to permit artists and their show partner to stay on the Friday and Saturday evenings only of the show weekends. Artists who require housing for Friday/Saturday may request housing in advance with their booth fee payment. There is fifty-dollar (\$50.00) non-refundable fee to arrange housing, per weekend. Housing is on a first come, first serve basis and is not guaranteed. Absolutely no smoking is permitted on the property, or in the home, of the homeowners. Artists are not permitted to directly contact previously assigned home owners.

### **Artist Amenities**

RAL offers artists a complimentary continental breakfast from 8:30 to 9:45 am on each day of the show. RAL staff or volunteers will take lunch orders and payments (**cash, exact change only**) from artists at check-in, if you want to have lunch delivered to your space from the show food service provider. There is an air-conditioned comfort station for exhibiting artists in the Children’s Studio, which offers a bathroom and free water. RAL also offers a light reception each Saturday evening for artists participating in that weekend’s show.

### **Show Promotion**

Getting the word out is critical for the success of the Outdoor Art Show. The Rehoboth Art League invests in paid advertising, public service announcements, social media and online promotion of the show. Show attendance has continued to increase each year.

### **Unique RAL Show Traditions**

During the Outdoor Show, our *81st Annual Members Fine Art* show will be on exhibit in our main galleries. This is a signature exhibition for the RAL and generates a great deal of publicity and patron traffic. This exhibition also offers cash awards. As a member artist you may wish to consider entering a work for this show in the future.

### **Docent Art Sale**

During the show, the volunteer docents of the Historic Homestead sell art donated by show artists to benefit the care of the Homestead. Every Outdoor Show artist is asked to make an art donation valued \$100 or more to support this fundraiser.

### **Dogfish Head Beer Garden**

Started in 2014, and sponsored by Dogfish Head, the RAL offers beer to patrons with proceeds benefiting the Historic Gardens of the Homestead and on the hill near the Paynter’s Studio.

### **Lemonade Stand**



# REHOBOTH ART LEAGUE

Our special RAL lemonade recipe is a refreshing beverage that is offered during the show. Proceeds benefit RAL's visual art outreach program which provides free art instruction to youth in underserved communities in southern Delaware.