

EMERGING ARTIST BLOCK

The Madison Museum of Contemporary Art (MMoCA) wishes to support and encourage the next generation of art fair artists. Beginning in November 2023, early career artists may apply to the **2024 Art Fair on the Square** in the “Emerging Artist” category. This special category is intended for artists with little or no experience in exhibiting and selling work at an art fair. MMoCA believes that selling artwork at this type of event, with typically 150,000-200,000 art enthusiasts, allows artists the trifold benefit of exposure, sales, and the opportunity to start communicating with potential patrons.

Approximately 12 Emerging Artists will be grouped together on the ‘Emerge Block’ at the top of State Street, a radiating block and major access point to the Capitol Square (SEE MAP). This block is separated from the main artist display areas on the Capitol Square. Emerging Artists will pay a lower jury fee and lower booth space fee than artists who will be exhibiting on the square proper. Information about tent, table and chair rentals will be made available (*those fees are additional, that is, not included in the booth space fee*). Emerging Artists will receive tips, best practices, and by request, guidance before the event from Museum staff, volunteers or past exhibiting artists.

Additional features and activities of the Emerge Block are to be announced.

RULES & REQUIREMENTS

Emerge Block Applicants are limited to:

- Artists who are 18 years of age or older when applying.
- Early career artists.
- Artists who have not exhibited at any juried art fair more than 5 times prior to applying in this fair’s ‘Emerging Artist’ category.
- Artists with some evidence of professional achievement (sales or a gallery rep, etc), but do not yet have a substantial record of accomplishment.
- Preferred: Artists who can provide a link to a website with at least 10 images of their artwork (in addition to the four submitted to this fair via Zapplication).

MMoCA especially encourages the following types of artists to apply:

- Graduate students or recent graduates
- Artist apprentices
- Artists working with new media or non-traditional materials
- Artists whose work would add diversity to the work typically offered at the event
- Early career artists residing in the Midwest

PROCESS

Emerging Artists will proceed in the same manner as established artists, by applying online at www.Zapplication.org in the ‘Emerging Artist’ category of the **Art Fair on the Square - Madison, WI 66th Annual 2024**. All artist applicants will be reviewed by jurors.

- Emerging artists will start by making a profile on www.Zapplication.org. Next, artists will upload at least four images: 3 should be individual artworks + 1 grouping* of your works.



- Then, artists will search for “**Art Fair on the Square - Madison, WI 66th Annual 2024**” to start the application process for the 2024 event. Be sure to read through all rules.
- **IMPORTANT:** When selecting a category, choose “**Emerging Artist**” for your category/medium/discipline.
 - *Since Emerging Artists have little to no experience exhibiting, MMoCA does not require a formal booth display image. Artists applying in this category can upload any image that shows a grouping of the artwork that will be displayed if invited. Artists will need to tell the Zapplication system that the 4th image is indeed a booth shot and then will be allowed to complete the online application.
- Complete the online application and submit it with payment before March 1, 2024.
- MMoCA reserves the right to screen and research applicants to ensure they are a fit for this category, and that they do not already have extensive experience exhibiting and selling artwork at art fairs. A short phone interview may be conducted prior to invitation.
- Submitting an application in the Emerging Artist category does not guarantee an invitation to exhibit. Artwork will be evaluated and scored by jury on the criteria of skill, originality, impact, design, diversity of materials/content, and stage in career. Artists with the highest scores and those who best meet the ‘Emerging Artist’ description, will be invited to exhibit, based on the number of booth spaces made available.
- Emerging Artists are eligible for onsite Invitational Artist awards.

FEES

- Application Fee: ~~\$40~~ \$30 (Emerging artists may use coupon code **EMERGE24** at check out for \$10 off the \$40 jury fee.)
- 10x10’ Exhibiting Space: \$375 (vs. the standard \$675 booth fee).

BOOTH PLACEMENT

EMERGE Block booths extend roughly 4 feet into the street beyond the curb to maintain emergency access. The remaining 6 feet are on the sidewalk.

Due to emergency lane access requirements in Madison, WI, each artist’s booth space lies partly in the street, and partly on the raised curb. Curbs are roughly 5-6” in height. You will want to plan in advance for how you will address this. (480 artists per year x dozens of years have figured this out, so don’t worry too much!) Also, please note that there is not always space between neighboring booths.

