



ARE YOU NEW TO THE BETHESDA ROW ARTS FESTIVAL OR NEW TO FINE ART SHOWS?

PLEASE READ THIS

ABOUT BRAF

Every September, over 30,000 high-income art enthusiasts from the Washington, DC Metro Area and its surrounding suburbs, including Bethesda, Chevy Chase, and Upper Northwest, flock to the Bethesda Row Arts Festival. With an average household income of \$196,910 within a three-mile radius of the festival, it stands as one of the nation's most affluent and educated art marketplaces.

Renowned among artists, the Bethesda Row Arts Festival is often regarded as one of the top ten events in the country. It's a highly competitive event, and the quality of all artwork presented must be exceptional, showcasing the highest creativity and skill levels.

This festival is not suitable for first-time exhibitors or those who haven't participated in similar events.

HOW TO APPLY

The application process begins on January 15 at bethesdarowarts.org. In addition to general information like name, address, and contact details, applicants must submit four digital images of their artwork and one image of their booth or sales display. Please note that the booth or sales image is only used to verify previous experience with similar shows and is not a factor in the application scoring process.

The application is reviewed by a panel of judges composed of working artists and full-time art professionals. The images are reviewed anonymously by jurors online. Artists are identified by a number and judged solely based on the

digital images submitted. Each image is displayed in a row, providing information about the materials, dimensions, and artist statements.

The jury uses a rating scale of 1 through 5, with 1 indicating "do not consider" and 5 indicating "a perfect fit." The three jury scores are averaged to determine a combined score. The jury's decisions are final. Approximately 180 top applicants receive invitations, while about three dozen of the next highest-scoring artists form the waitlist.

Invitations are sent out, and artists have two weeks to respond. After the two-week deadline, all invitations are no longer guaranteed, and invitations are also extended to the waitlist. At this point, the first artist to respond is guaranteed a spot until all available booth spaces are filled.

The application deadline is April 30. There are no extensions.

SHOW PRESENTATION

If invited to participate in the show, you will need to display your work in a professional manner. Most of the artists who participate in these types of shows own a tent setup which has been customized to best showcase their work. These tents are expensive to purchase, but since these artists do many shows per year, the cost is spread out over the course of their season.

BRAF offers a limited number of rentable tent packages (\$1,360 includes booth space fee). An example of the tents can be viewed at <https://bit.ly/braftentsample>. The walls and ceiling are opaque coated canvas. The only natural light is from the front of the tent. Depending on setup, the

concrete block weights may reside inside your tent. All tent packages are supplied with two 6' tables and 2 chairs. Tents are fully weighted. We highly recommend bringing a small step ladder to open and close your tent before/after the show. BRAF staff is not available nor allowed to assist with the opening or closing of your tent.

All artist-supplied tents must be weighted. You must have four (4) weights on your tent, with a minimum of 40 pounds each. If you do not bring enough weights, you will be asked to remove your tent and/or leave the show. Because of insurance issues, we are unable to supply weights without a full tent rental. No stakes, drilling into the street, or tying down to Bethesda Row property is allowed.

COMPETITION CATEGORIES

BRAF allows submission in multiple categories. If invited into the show, you may only exhibit and sell items in the accepted category. You will be asked to remove non-compliant works.

BRAF staff is unable to give guidance as to which category best fits your art. This is a personal determination to be made by the artist only.

CERAMICS: Original clay and porcelain work other than jewelry. If multiple pieces of the same design are displayed, each must be signed.

DIGITAL ART: Includes any original work in which the original image, or the manipulation of other source material, was executed by the artist using the computer. Work must be in editions, signed and numbered, on archival papers, inks and emulsions.

DRAWING: Work created using dry medium including pencil, chalk, pastel or charcoal, etc. or from fluid mediums like inks and washes applied by pen or brush. A minimum of 75% of work for sale (hanging and in bins) must be original works. Hand-colored reproductions are not considered originals. All work must be clearly labeled as original or reproduction.

FIBER — DECORATIVE: Any work created from fiber, including leather and basketry. No machine tooling, machine-screened patterns or other forms of mass productions allowed.

FIBER — WEARABLE: Any work created from fiber, including leather. No machine tooling, machine-screened patterns or other forms of mass productions allowed.

GLASS: Glasswork that has been handcrafted by glass blowing, molding, casting or kiln-forming. No alterations of pre-fabricated glass objects.

GRAPHICS/PRINTMAKING: Original works created using traditional printmaking methods including block, lithograph, serigraph, etc.

JEWELRY: All jewelry must be entered into this category. NO STRUNG PEARLS OR BEADS. You may only display jewelry if you have been accepted in this category.

METALWORK: Includes all non-sculptural, non-jewelry works crafted from metals. No production studio work is allowed.

MIXED MEDIA 2D: Two-dimensional work that incorporated more than one type of physical material in their production.

MIXED MEDIA 3D: Three-dimensional work that incorporates more than one type of physical material in their production.

OIL/ACRYLIC: Two-dimensional work created in oils / acrylics. A minimum of 75% of work for sale (hanging and in bins) must be original works. Hand-colored reproductions are not considered originals. All work must be clearly labeled as original or reproduction.

PHOTOGRAPHY: Prints created from the artist's original negative processed by the artist. Prints must be framed to hang on the walls. If prints are in a bin, they must be matted and signed.

SCULPTURE: Three-dimensional work created in any medium.

WATERCOLOR: Creation of a still life, portrait, landscape, abstract or other image on a flat surface with watercolors. A minimum of 75% of work for sale (hanging and in bins) must be original. Hand-colored reproductions are not considered originals. All work must be clearly labeled as original or reproduction.

WOOD: Original works in wood that are hand-tooled, machine-worked, turned or carved.

**Applications are accepted via ZAPP only.
The link is available through brarts.org**

**No slides, CD's of images, or other envelopes,
packages or boxes will be reviewed or returned.**