SOUTHERN VERMONT ARTS CENTER
HOLIDAY CRAFT MARKET

PROSPECTUS

HOLIDAY CRAFT MARKET SHOPPING
DECEMBER 4 & 5, 2021
10 a.m. - 5 p.m.

930 SVAC Drive
Manchester, VT 05255
(802) 362-1405
www.SVAC.org
submissions@svac.org

Southern Vermont ARTS CENTER
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APPLICANT ELIGIBILITY
SVAC welcomes applications from established and emerging artists making original work that shows accomplished artistry, design, and quality craftsmanship. Accepted media categories include: baskets, ceramics, decorative fiber, wearable fiber, furniture, glass, jewelry, leather, metal, mixed media, paper, and wood.

HOW TO APPLY
Please submit an online application at https://www.svac.org/holiday-market/. Application should include 3-4 high resolution images along with booth specifications.

FEES
There is no fee to submit an online application. Accepted artists will pay a booth fee of $175 payable to SVAC by October 29, 2021. Instructions for payment will be outlined in the acceptance letter. Artists will keep all proceeds from work sold.

APPLICATION DUE DATE
Applications are due by October 8, 2021.

NOTIFICATION
Applicants will be notified of their application status via email by October 22, 2021. Accepted artists will be required to submit a show contract and booth fee by October 29, 2021.

BOOTH SPECIFICATIONS
Accepted artists will be allotted an approximately 8' x 8' space and one 6' table. Artists may bring additional lighting (must provide own extension and/or power cords), own tables, and display mechanisms.

PREPARING IMAGES
Please consider the following:
Use professional quality, high-resolution photography. Images should be provided at a resolution of at least 300 dpi. Once accepted, artists are invited to send additional high-resolution product shots to be considered for marketing materials.

MARKETING
SVAC will promote the Holiday Market through a variety of channels:
- Event announcement card mailed to SVAC’s membership
- E-newsletter to 4,500 subscribers
- Social media posts
- Feature on webpage (11,000 page views)
- Advertising in local magazines & newspapers

INQUIRIES:
SUBMISSIONS@SVAC.ORG

The Southern Vermont Arts Center (SVAC) is a multidisciplinary arts organization in Manchester, VT with a mission to promote and nurture the arts. SVAC strives to provide opportunities for local and regional artists, to introduce the wider community to artwork and performances of national relevance, and to engage diverse audiences. To do this, SVAC creates a community space for the arts through exhibitions and events at Yester House and the Elizabeth de C. Wilson Museum & Galleries; concerts and performances in the Louise Arkell Pavilion; adult art workshops and children’s summer camps in the Hay Madeira Education Studios; and exploration of the Stroup Family Sculpture Park.