

ABOUT THE SHOW AND BOUTIQUE

Textile Art Alliance's 7th Annual Wearable Art Fashion Show and Boutique features limited edition clothing and accessories produced by local fiber artists. All forms of wearable art are offered for sale, including jackets, vests, tops, coats, skirts, outfits, and accessories such as bags, jewelry, scarves, shawls, hats, gloves and other imaginative wearables. Items are presented in both the Artist Boutique and a Runway Fashion Show. Every item displayed must be for sale.

Shopping at the Artist Boutique before and after the Fashion Show and Runway sales are open to Fashion Show patrons at no additional charge. From 3:00 to 5:00 shopping after the Fashion Show at the Runway Sale and the Artist Boutique will be open to the public by admission (\$5).

This event is a fund-raiser sponsored by the Textile Art Alliance of the Cleveland Museum of Art. Proceeds from the Show support TAA programs and textile art purchases for the Museum.

Publicity

TAA & CMA will conduct a pre-show marketing campaign. Press releases will be sent to media, including those hosting internet web sites. Flyers and/or invitations will be provided to artists on request. Artists may place ads in the Program distributed at the Fashion Show.

Program Advertising

Available for artists at a discounted rate.
Programs distributed to all attendees.

Business card size (3.5"x2") - \$25 artist (\$40)
Double size (3.5"wx4" high) - \$50 artist (\$75)

Format: digital image, jpeg file format – 600 dpi preferred (300 dpi accepted) OR business card will be scanned if digital image not available. Quality of scanned reproduction is not assured.

For questions contact Mary Ann, 216 736-4467,
tip060@windstream.net.

For more information contact:

Fashion Show Coordinator:
Karen Hinkle: 330 527-0968
clothcare@aol.com

taafashionshow@windstream.net

www.taacleveland.org



THE CLEVELAND MUSEUM OF ART

CALL FOR ENTRY



7TH ANNUAL WEARABLE ART FASHION SHOW & BOUTIQUE

**Sunday, October 17, 2010
LaMalfa**

**5783 Heisley Road
Mentor, OH 44060**

**10:30-1:00 Boutique preview
shopping for luncheon attendees**

1:00 Fashion Show & Lunch

**3:00-5:00 Boutique and Runway
Sales open to the public**

**FUND-RAISER Sponsored by
Textile Art Alliance
for the benefit of the
Cleveland Museum of Art**

OPPORTUNITIES FOR PARTICIPATION

Fiber Artists may rent a vendor boutique table and/or submit items for the runway fashion show.

All featured wearable items must be fiber or contain a fiber construction technique.

BOUTIQUE TABLE

Space is 8' x 8'. Table rentals include a table fee and a raffle donation.

TAA will provide a skirted table (8'), sales receipts, and a centralized checkout. Artists are responsible for the setup, display, and sale of their work. Booths must be attended during all sales periods. Sales will pause during the lunch and Fashion Show; security will be provided in the boutique area so artists may attend the show. Purchases made during the event must be recorded on sales receipts provided. Racks, display equipment, special lights and extension cords, as well as tissue paper and/or packaging, are the responsibility of each artist.

BOUTIQUE SETUP

Setup for the tables will be at LaMalfa Sunday, October 17 between the hours of 8:30 and 10:00 am. Artist vendors' entrance is at the right (south) side of LaMalfa. Shopping begins at 10:30. Shopping continues until 1:00, pauses

during the fashion show and lunch, and resumes, for the public and fashion show patrons, following the show from 3:00 - 5:00. Clean-up and departure may begin after 5:00 and must be complete by 6:00. Booths **MUST** be manned from 10:30-1:00 and from 3:00-5:00.

TAA RAFFLE

The Raffle is an important fund-raiser for this event. It showcases each artist's work and provides additional exposure to patrons. Boutique Table vendors are required to donate one item (minimum value \$25) for the fund-raising raffle. It is requested that raffle items whenever possible be delivered with runway items. A tax donation slip will be provided to each donor.

JURIED RUNWAY FASHION SHOW

A goal of the runway show is to highlight & promote the artistic work of the Boutique artists. All Boutique artists are required to submit at least one item for the show; up to three ensembles may be submitted. Since items in the show must be visible from a distance, no small pieces of jewelry will be accepted. The runway fashion show is a juried show, a necessity given the time constraints of the show. TAA provides all models. TAA will ensure that one boutique artist ensemble is included in the show.

Boutique/vendors artists are not charged for runway participation.

APPLICATION/SELECTION PROCESS

Boutique Tables

April 15, 2010 ----- Cost \$35
Early application deadline.
After April 16, 2010 ----- Cost \$60
Late table applications accepted on a space available basis, no later than October 7.
Electricity Hook-up ----- Cost \$35

Runway

Cost \$15

Contract Deadline ---- September 24, 2010
After deadline, contact committee to see if space is available.
(No charge for Boutique Artists.)
Delivery Deadline -- **September 24, 2010**

Boutique vendors (new and returning):

Submit 4 digital images on CD or good quality photographs of your current work **AND 1 photo of booth set-up**. These will be used in the selection process for new vendors and for publicity purposes. Table space is limited and must be secured and confirmed in advance of the show. Acceptance of wearable art works will be made on quality of workmanship, creativity, uniqueness, the need for specific product offerings, and the availability of booth space. Acceptance and booth assignments will be determined by the selection committee as applications arrive. In the event that an application cannot be accepted, the registration fee and slides or photographs will be returned. The Textile Art Alliance will deduct a 30% commission on all sales and special orders written as a result of the event. CMA will send artist payment within 2-4 weeks after the event.