

# 2020 Cranberry Fair

## Information & Guidelines



### Application Process

The Cranberry Fair is a juried event, to which each applicant has to be selected. Everyone interested in participating in the fair must apply before the end of July of the current year. Valid applications will then be entered into the Jury Process, and those artists selected to sell their work will then be invited to participate at the fair.

Applications can be made **electronically** or **physically**.

A **physical application** asks for a printed application form, the portfolio which holds your CV, naming of previously attended fairs and the description of your arts/crafts, along with samples or photos of the pieces you intended to present at the fair. Forms can be downloaded from our website [www.cranberryfair.com/Forms](http://www.cranberryfair.com/Forms), required through our email address: [northernfibrescranberryfair@gmail.com](mailto:northernfibrescranberryfair@gmail.com) or be picked up at 357 Klukshu Ave., Whitehorse. The required payment of \$110.00 per application can be made via a cheque made out to the *Northern Fibres Guild*. Physical applications and cheque payments can be dropped off at 357 Klukshu Ave., Whitehorse.

An **electronic application** requires to fill out an online application form on our website [www.cranberryfair.com/Forms](http://www.cranberryfair.com/Forms) and then to attach copies of your portfolio and samples. Electronic payment of your participation fee of \$110.00 can be made via e-transfer to the Northern Fibres Guild email address: [northernfibres@gmail.com](mailto:northernfibres@gmail.com)

If you choose to **mix** parts of above options, please make sure you provide all three required parts in the end: **form, portfolio & samples** and the **payment**.

We recommend that you supply physical samples with your application, which represent what you wish to sell at the fair. Photos or online documentations often fall short of truly demonstrating the quality of your work.

The application deadline of **July 31<sup>st</sup>** must be respected.

The fair coordinator checks if your application is **complete** and **valid**, then adds you to the **Jury Selection Process**. One applications is made from one individual artists applying for one spot.

**Group applications** sharing one table will be considered **only on a one-time basis**, and only if all samples represent a coherent body of work from that group. The following year members of this group will have to apply as individuals. Within the group application each group member has to provide a filled out form, a portfolio and his/her samples. Each application is juried in separately. In the end only the applications which are accepted and juried in will be able to share a table.

Items **accepted** into the Jury Process:

- Must represent arts or crafts
- Must be handmade in the Yukon or Atlin
- Cannot be print books; hand bound books are accepted as an art of book(let) making
- Cannot be food or drink items

## Jury Process

The Jury Process is set for the first week in August. A jury group, consisting of arts and crafts proficient people, will select all participants for the current year's fair. The group is picked by the fair coordinator and will change each year. The jury group decisions are based on the following four criteria: *Quality, Originality, Diversity and Creativity*. These criteria have been set by the *Northern Fibres Guild*, founder and organizer of the Cranberry Fair.

Selected participants will be informed immediately after the jury process has taken place. Their participation fee will then be credited to the *Northern Fibres Guild* bank account. Samples will be returned either (if supplied) via a pre-stamped and labelled envelop or left at 357 Klukshu Ave., Whitehorse for pick up.

Applicants not selected will also be informed of the jury's decision, while their participation fee will be refunded to them. If the applicant wishes so, the application portfolio and any physical samples that have been provided will be returned to the applicant either (if supplied) via a pre-stamped and labelled envelop to the artist/crafter or left at 357 Klukshu Ave., Whitehorse for pick up.

## Cancellation

Once applicants are selected by the jury group their participation fees are non-refundable.

Applicants who were accepted by the jury group and subsequently cancelled are automatically ineligible to apply for one year. The coordinator might fill cancellations from an established waiting list

## Fair Day

The 2020 Cranberry Fair is scheduled to take place at the *Kwanlin Dun Cultural Centre*, on November 29<sup>th</sup>, as long as long as the Yukon government has deemed it safe for the fair to occur. In light of the current COVID-19 pandemic, we cannot be sure that the fair is going ahead in its traditional form, but at this point we are proceeding with the planning.

Set-up for participants is from 7:30am to 10:30am. Doors will be open to the public from 10:30am to 11:00am for seniors and people with mobility issues and from 11:00am to 4:00pm for all. Tear-down takes place from 4:00pm to 6:00pm.

Each **participation fee** provides the artist/crafts person with a square display area of 6' by 6', a table the size of 6' x 2.5', equipped with a matching skirt and cover, 2 chairs, WIFI and power access, a nametag and small snack bag. Participants are asked **to bring** their own extension cords to reach the next power outlet as well as extra lighting systems if needed. Special requirements (backdrops, shelving, request to be near a door or another artist, etc.) need to be indicated in the application form. The fair coordinator will try and accommodate these as best he/she can. Past participants are not guaranteed the same location in the room as the previous year.

Personalized **name tags** are provided and we ask participants to wear those during the fair. In case you bring a helper we can supply a tag for that person, too. "*Created in the Yukon*" **gift bags** and **price tags** are available at the *Yukon Chamber of Commerce: #205 – 2237 Second Avenue*.

Artists are responsible for their own **sale transactions**. It is advisable to bring sufficient float, a receipt book or equipment for electronic payment. There is no official credit card payment option at the fair. There will be WIFI during the fair for those who need online connections. The password will be released on the morning of the fair. An ATM machine is located in the venue hall.

The *Northern Fibres Guild* distributes one **snack bag** to each table. Lunch is not provided. Volunteers are available for set up prior to the fair opening and to give artists a break from their tables when needed.

**Prevent Shoplifting** – Keep a careful eye out when people are crowded around your table. If you feel you need an extra set of eyes, bring a friend along to help you out.

Artists are invited to complete a **survey** distributed after the fair. All opinions and recommendations are valuable to the *Northern Fibres Guild* in their endeavor to improve and provide a high quality event for the sales of arts and crafts.