



boardwalk art show

PRESENTED BY PNC

2024 BOARDWALK ART SHOW ARTIST PROSPECTUS

Event Summary

The Virginia MOCA Boardwalk Art Show is one of the only outdoor art shows produced by an accredited museum and strives to have the highest caliber of fine art in the relaxing setting of the Virginia Beach Boardwalk. Set against the backdrop of the Atlantic Ocean, this three-day festival welcomes over 175 juried artists from across the country and features fine art and contemporary craft across several mediums. With the breadth and quality of art on display, ranging from classic and contemporary to the unconventional and eccentric, it's no surprise the Virginia MOCA Boardwalk Art Show has been ranked as a Top 15 Fine Art Show of the Decade by *Sunshine Artist* magazine.

This is a juried show which means that each artist will be selected by our jurors from an average application pool of over 700.

All 2023 winners will be exempt from jurying in 2024. A coupon code will be sent via email to all applicable artists. After filling out your application, you will input the coupon code at checkout, bypassing the jury fee and the jury process, and will subsequently be invited to attend the show.

All proceeds from the Boardwalk Art Show directly support the Virginia Museum of Contemporary Art (Virginia MOCA), a non-profit contemporary art museum that presents thought-provoking, ever-changing exhibitions and educational programming, inviting individuals and communities to explore our shared humanity through exceptional, locally relevant and nationally resonant, contemporary art.

General Information

Dates and Deadlines

October 4–6, 2024	Boardwalk Art Show
December 21, 2023	Applications available
January 15, 2024	Early Bird application deadline
April 30, 2024	Application deadline

May 31, 2024	Late application deadline
July 1, 2024	Invitations sent to artists
August 15, 2024	Purchase and cancellation deadline: last day to accept invitation and pay fee, or cancel and receive 50% refund.

Media Categories

Media categories are used by Virginia MOCA as a tool for organizing artists' images into logical, related groups for the jury's review. While a balanced show that equitably showcases all types of fine art as well as diversity among media is a principal objective, we establish no quota or entitlement by medium category.

The Virginia MOCA Boardwalk Art Show reserves the right to re-categorize an artist's submission in accordance with the below media definitions. The artist will be notified if such revisions are necessary.

- **Ceramics:** All original clay and porcelain work other than jewelry is accepted in this category. No machine-made or mass-produced work is permitted. All work must be signed.
- **Digital Art:** This category includes any original work for which the original image, or the manipulation of other source material, was executed by the artist using a computer. Work in this category must be in limited editions, signed, and numbered. The number of limited editions must be acknowledged on the application in order to be considered for the show. Traditional photographs taken through digital media should apply in the photography category.
- **Drawing:** Works created using dry media including chalk, charcoal, pastels, pencil, wax crayon, etc. Fluid medium of inks and washes applied by pen or brush are to be entered in this category. Professional reproductions are allowed, as long as they are limited-edition, numbered, signed, matted, or backed. Reproductions may comprise no more than 25% of the work on sale and may not be hung on the wall. Commercial printing is not permitted.
- **Fiber:** All work crafted from fibers including two-dimensional, basketry, embroidery, weaving, leatherwork, tapestry, and papermaking. No machine tooling, machine-screened patterns, or other forms of mass production are permitted. No factory-produced wearable items may be exhibited, regardless of additional modification or enhancement by the artist.
- **Glass:** No forms of mass production are permitted. No alterations of prefabricated glass objects (for example, pressed wine bottles).

- **Jewelry:** All jewelry, whether the work is produced from metal, glass, clay, fiber, paper, plastic, or other materials, must be entered in this category. No commercial casts, molds, or production studio work is allowed. With the exception of natural materials, all beads must be handmade. No pre-strung pearls or beads. Any work considered buy-sell is not permitted.
- **Metalworks:** Includes all non-sculptural, non-jewelry works crafted from metals. No production studio work is allowed.
- **Mixed Media:** Includes non-sculptural original work incorporating more than one type of physical material or process in its production. For example, an etching which is then painted or a collage combining handmade paper and photography. Professional reproductions are allowed, as long as they are limited-edition, numbered, signed, matted, or backed. Reproductions may comprise no more than 25% of the work on sale and may not be hung on the wall. Commercial printing is not permitted.
- **Painting:** Works created in oils, acrylics, watercolor, etc., are in this category. Professional reproductions are allowed, as long as they are limited-edition, numbered, signed, matted, or backed. Reproductions may comprise no more than 25% of the work on sale and may not be hung on the wall. Commercial printing is not permitted. Prints may not be hung on the wall.
- **Photography:** Photographic prints made from the artist's original image, which have been processed by that artist, or under his or her direct supervision, and which have been properly signed and numbered as a limited edition, may be entered in this category. Photographers are required to disclose both their creative and printing processes as well as the numbering of their limited editions. All photographic prints must be high resolution, and it must be clear that their work is photography. All signatures and numbers must be hand-written. Photographs that are not signed and numbered are ineligible.
- **Printmaking:** Printed works for which the artist has hand-manipulated plates, stones, or screens and which have been properly signed and numbered as a limited edition may be entered in this category. Professional reproductions are allowed, as long as they are limited-edition, numbered, signed, matted, or backed. Commercial printing is not permitted. Printmakers are required to disclose their creative and printmaking processes as well as the numbering of their limited editions.
- **Sculpture:** Three-dimensional original work done in any medium.
- **Wood:** Original works in wood that are hand-tooled, machine-worked, turned, or carved are accepted in the wood category.

Collaboration

Each exhibiting artist must submit a separate application with only one artist per entry, unless applying as a collaborative team. Collaborating artists are defined as two artists working together to create the same body of work, each taking an equal part in the design and creation of any one work of art (i.e., Riley throws the bowl; Charlie decorates and glazes the bowl). Collaborators are not assistants, apprentices, or employees who aid the artist in framing, selling, setup, administration, etc. If accepted, collaborating artists may only display and sell work resulting from their collaborative process. Both artists must be listed on the application and present for the duration of the show. **Setup is not permitted until each artist has checked in and presented photo identification at Registration.**

Multiple Applications

Artists wishing to exhibit work produced in more than one medium will need to complete and submit applications for each category. Artists may submit up to three applications. Each application must have its own set of digital images and jury fee and must represent either work in different media category or distinctly separate bodies of work within one category. If multiple applications are accepted into the festival, the artist may display those categories of work in the same booth; only accepted categories may be brought and presented in the show.

Digital Images

Five images are to be submitted for each application. Four images must be of individual pieces of work. The fifth image must be an overall display of the artist's work, showing continuity and presentation. The fifth image is mandatory. If a booth image is not available, submit an image taken of a grouping of works to identify the scale and confirm consistency in work style. Note: Any work outside of the medium and context of the four images submitted that may appear in the booth shot would not be considered accepted by the jury. Images must represent the body of the artist's work to be exhibited at the Boardwalk Art Show.

Awards and Judges

Judging for cash prizes takes place on the first day—and potentially second—of the show. Judges are invited from around the country to judge the show each year. They are not exhibitors, but have professional careers as curators, gallery owners, and university professors. Many are working artists. Artistic excellence is the criteria for selecting the awards. Approximately \$20,000 is awarded each year. Prize money varies every year. The Best in Show prize has ranged from \$5,000–\$7,500 for the past several years.

Liability Insurance

Artists are required to show proof of liability insurance, naming Virginia Museum of Contemporary Art and The City of Virginia Beach as an additional insured. For those without liability policies, short-term event policies can be purchased for the weekend of the show; we recommend purchasing a policy through ACT Insurance via this link:

<https://app.actinsurance.com/events/6930>.

Sales

Artists retain all revenue from the sale of their work. Virginia MOCA will not receive commission on sales. Six percent (6%) sales tax is due to the Virginia Department of Taxation. You will receive the necessary information prior to the show.

Parking

The Boardwalk Art Show is located on the Oceanfront Boardwalk in the resort district of Virginia Beach. Unfortunately, there is no free parking. Limited trailer parking is available a few blocks from the Oceanfront, which is subject to change based on the city's availability. Artists are encouraged to stay at Oceanfront hotels to be in close proximity to the show.

Load-In and Drive-On Program

To load-in, you may dolly onto the boardwalk from one of several permitted access roads (roads that connect the boardwalk to Atlantic Avenue); however, we encourage you to use our Drive-On Program, which takes place on Thursday, October 3, 2024.

During our Drive-On Program, artists are assigned a shift time between noon and 4:30 PM based on their location on the boardwalk. Shifts begin from a registration site several blocks from the boardwalk. From there, artists are guided onto the boardwalk, enabling them to park directly in front of their booth space for 40 minutes to unload. They are then guided off the boardwalk by Virginia MOCA staff/volunteers. Artists must sign up for the Drive-On Program when they apply to the show—there is a question on the application asking if the applying artist would like to participate, and this is the only opportunity to sign up for the Drive-On Program. To load-out artists may dolly off the boardwalk or access their booth by vehicle through permitted access points. Virginia MOCA volunteers will be on-site to assist artists during load-out.

Featured Artist Opportunity

Each year Virginia MOCA selects one artist or collaborative pair to serve as that year's Featured Artist, to have their work reproduced on the annual Boardwalk Art Show Commemorative Poster. Selected from among the pool of accepted artists, the Featured Artist is identified by the Virginia MOCA Boardwalk Art Show Committee based on their work's artistic affinities with the culture and spirit of the art show, ability to generate sales, and collectibility, as well as the artist's reputation and ability to partner with Virginia MOCA.

The Virginia MOCA Boardwalk Art Show is one of the oldest art shows on the East Coast, taking place along a scenic promenade against the backdrop of the Atlantic Ocean. Since 1956, it has celebrated art, community, and the coastal culture of Virginia Beach, and the Featured Artwork is intended to evoke and encapsulate the essence of this longstanding and beloved outdoor art show.

The chosen Featured Artist will receive:

- Free booth space (\$450 value)

- Publicity throughout the current year's show weekend
- The honor of being selected to an elite list of Featured Artists since the show's inception in 1956
- The opportunity to participate in a Featured Poster signing and Artist Talk event

Artists must consent to their artwork image being reproduced for the poster, for use on social media, the Virginia MOCA website, e-newsletters, and other uses not mentioned. Virginia MOCA will only use the selected image in connection with the Boardwalk Art Show poster and event.

To be considered for the 2024 Boardwalk Art Show Featured Artist opportunity, **please send your qualifying artwork to boardwalkartshow@virginiamoca.org**. You may submit up to two images for consideration, and these can be different from the images submitted for jurying via Zapplication.

Rules and Regulations

Through the creation and enforcement of the Boardwalk Art Show Standards, the Virginia Museum of Contemporary Art (Virginia MOCA) strives to earn and maintain the confidence of exhibiting artists and show attendees. These rules and regulations are designed to protect participating artists from unfair competition while showcasing a high level of talent, artistry, and craftsmanship in all media and stimulating increased show attendance and sales. We celebrate the artists and artisans and respect the effort that they put into their artistic practice.

The Virginia MOCA Standards Committee strives to maintain impartiality in the administration of the show's rules and regulations, ensuring that they are enforced equally and fairly across all artists and media. It is important that artists make every effort to meet the standards put forth by the Museum, comply with the provisions specific to their medium, and create an appropriate, professional atmosphere for the sale of artwork.

Virginia MOCA reserves the right to refuse or remove any artists or artworks in violation of the show standards at any time during the Boardwalk Art Show. Our reputation for enforcing the rules is deserved. All displays will be visited by Virginia MOCA to ensure that exhibitors comply with all show rules. It is our exclusive right and responsibility to remove work that is not in compliance. Repeated non-compliance will result in expulsion and ineligibility for judging, awards, and participation in future shows.

Standards and Rules

1. All work must be original, handcrafted artwork, created by the artist or collaborative team that applied to the show. No work produced with commercial patterns, kits, molds, plans, stencils, or prefabricated forms may be exhibited.

Artist guarantees the accuracy of the description of the works presented and the authenticity of the work as the creation of their own hands.

2. All work exhibited must be of the quality, category, and overall body of work of that selected by the jury. Failure to meet this requirement will result in the Virginia MOCA Boardwalk Art Show team asking the exhibitor to remove the noncompliant items.
3. Each exhibitor's work will be screened by jurors during the art show to ensure that artists comply with the show standards and rules set forth in the Artist Prospectus. Virginia MOCA reserves the right to advise the artist of any work that is not consistent with the juried images and show standards and may take any action deemed necessary for compliance.
4. All work must be designed, created, and executed by the accepted artist, in partnership with a collaborator, or with assistants working under the artist's direct supervision. Work made in a production studio—that is, by multiple individuals other than the applicant who design, fabricate, and assemble the work—is not acceptable.
5. No more than two artists may collaborate on work. Both must be included on the application and must be present and available for the duration of the art show. If only one artist of a collaborative team is present, their work will not be allowed in the show.
6. Artists must be present with their work for the entire three days of the art show. No agents, dealers, spouses, or other representatives may attend in place of the artist. All artists, including both members of a collaborative team, are required to check in at Registration upon arrival. Virginia MOCA requires photo identification at check-in and throughout the days of the show to ensure compliance.
7. All sales must be conducted between the artist and the purchaser.
8. There is a \$20 minimum on price and at no time during the show will sale, grouping, or discount signs be allowed.
9. Artists may sell reproductions in browse bins, which must be placed inside the artist's booth, may occupy only minimal space, and should not obstruct patron traffic flow. Reproductions must abide by the stipulations set forth in the "Policy for Selling Reproductions" outlined below.
10. No work or structure may protrude outside of the artist's booth space or inhibit a neighboring artist's booth.
11. Artist statements describing technique, materials, and processes must be displayed in the booth.
12. This is a rain or shine event, and no refunds will be given for cancellation due to weather. The decision to close the show due to weather is at the sole discretion of Virginia MOCA.
13. Virginia MOCA reserves the right to remove any artist from the show for any reason.
14. Specifics on each medium category can be found in the Artist Prospectus and Accepted Artist Packet. Please read these as you must abide by them.
15. No signs advertising bulk purchases, buy-one-get-one, or any other deals or coupons are allowed.

Policy for Selling Reproductions:

Virginia MOCA defines a reproduction as a machine-made duplicate of an original work, copied by digital or photographic means and produced on an offset press, serigraph press, or from a computer using an inkjet or electrostatic printer. This includes giclée prints.

1. Artists must disclose to the public the process used to create reproductions (e.g., “Giclées are professionally produced digital reproductions made using inkjet technology”).
2. All reproductions should be kept in a browse bin, located inside the artist’s designated booth space. A label clearly defining the work as a “reproduction of an original” must be attached to the browse bin.
3. For artists in the Painting, Drawing, and Mixed Media categories, no reproductions are permitted to be hung within a booth. Only original works of art may be hung on the booth walls.
4. Reproductions may not be displayed in the same browse bins as original works.
5. Only limited-edition reproductions of no more than 250 from one source will be permitted.
6. Reproductions must comprise no more than 25% of the total artwork for sale and must be signed and numbered by the artist.

Prohibited:

- Commercially manufactured or reproduced items.
- T-shirts and commercial clothing.
- Jewelry made from commercially produced parts or purchased beads.
- Any work considered buy-sell.
- Any item that employs the use of commercially available molds or patterns.
- Items that have been purchased and then embellished.
- Reproductions of original work. See specific category for exceptions and special notes.

Booth Information

Exhibition Space

Each exhibitor will be provided a 10’ x 10’ space along the Virginia Beach Boardwalk. Due to the strong winds often expected at the Oceanfront, tent structures are to be of professional grade and **must be properly weighted with at least 250 lbs. at the front two corners** (the back of the tent can be secured to the boardwalk rails). Artists may rent tents, weights, tables, and chairs directly from Virginia MOCA through Zapplication upon acceptance to the show. Artists may provide their own display booth/tent, heavy weights, and/or tables in order to display their work in an outdoor environment; however, we highly encourage each artist to rent weights directly from Virginia MOCA. For those who choose to do so, two 350-lb. concrete blocks will be delivered directly to your booth space upon arrival.

Fees

\$45	Application fee (non-refundable)
\$10	Additional late fee if application submitted between 5/1/2024–5/31/2024
\$450	10' x 10' exhibition space
\$900	20' x 10' exhibition space
\$175	Additional fee for corner (limited number available)
\$425	Optional 10' x 10' tent rental with sidewalls and weights
\$750	Optional 20' x 10' tent rental with sidewalls and weights
\$100	2 tent weights (does not include tie down straps)
\$18	Optional 8 ft. table
\$17	Optional 6 ft. table
\$5	Optional folding chair
\$100	Optional ad in Festival Program

Each application must be accompanied by a jury fee payment. Applicants may choose to pay online by credit card, or they may pay by check made payable to Virginia MOCA (mailed to 2200 Parks Avenue, Virginia Beach, VA 23451). The non-refundable jury fee check will be deposited on receipt. Work will not be juried if the fee is not collected by the late deadline of 5/31/2024.

Cancellation Policy

On or before 6/30/2024	100% Refund less the 2.95% Zapplication Fee
On or before 8/15/2024	50% Refund less the 2.95% Zapplication Fee
On or after 8/16/2024	Not eligible for a refund

Application fees are non-refundable. Cancellation must be done in writing (via email).

How to Apply

All applications are accepted through [Zapplication](#), a third-party art show application website. All payments and communications are done through Zapplication throughout the year.