



November 2008

Since our first show in 1983, we have earned the reputation as the best juried outdoor show and sale of handmade Canadian art/fine craft in the Pacific Northwest. The Filberg Festival features an eclectic mix of creative work selected anew each spring - perhaps you will join us July 31st, August 1st, 2nd & 3rd in 2009!

Over the past few years we have deliberately raised the profile of our entertainment line-up to attract new customers and shoppers to our event. Last year we had *Spirit of the West*, *Murray McLaughlin*, *JP Cormier*, *Michael Kaeshammer*, *Fred Eaglesmith*, *Jill Barber*, our secret Great Canadian Songs surprise performers *Quartette*, plus we had many more amazing and talented Canadian singer/song writers. We featured many new artisans along with a host of favourites from years past in our 2008 show. Sales were strong and we had over 20,000 visitors – keeping our attendance figures solid and bucking current tourism and event trends. We are currently planning an irresistible line-up for 2009 to augment the hand made attractions at our show, and to keep our media profile high. The Festival Team vigorously markets the event and with the help of our participants and media sponsor partnerships we are becoming better known to the huge population of metropolitan Victoria which is within an easy day-trip.

The Filberg Festival takes place in a nine-acre, beautifully treed, waterfront park and garden in the town of Comox, on Vancouver Island. Our webpage www.filbergfestival.com has more information and photographs. The park is kept open year-round to visitors at no charge except at fundraising events like the Filberg Festival. Gate admission is charged at the Filberg Festival to fulfill our role as primary fundraiser for our governing society, a registered charity and not-for-profit organization. The park is closed three days before and after the Filberg Festival for event preparation and clean up.

We keep costs reasonable for all participants, and are proud of the “show” we can offer to the public for our modest admission price. I have reduced booth fees for student/emerging artisans to support the rejuvenation of Canadian craft making as a profession. Invited artisans are also encouraged to feature the work of an apprentice or protégé at their booth. My goal is to have a professional craftsperson here from each province and territory. Travel bursaries are available for those travelling from the Territories, and Eastern Canada.

Over 250 people volunteer to make our event a reality. Many Jury participants give one or all of their Jury pieces to our Volunteer Appreciation night (See permission line on application). We are happy to receive your gifts – thank you! Please do not make the donation of Jury pieces conditional upon your invitation to take part in the Festival – at the time we pack up, results have not been compiled, and we do not know who is invited and who is not. Donations are given to the volunteers, or used as fundraisers to offset the party costs.

Thank you for giving the Filberg Festival the privilege of seeing your work. The creative brilliance of dedicated artists and craftspeople is the heart of our event – I truly wish there was space for all of you.

Sincerely,

Festival Producer

2009 Filberg Festival Information Letter

Jury Dates & Timelines

SENDING/DELIVERING:

Bus, Courier or Canada Post shipments: may arrive **February 9th – Feb 20th at: Filberg Lodge, 61 Filberg Rd. Comox BC, V9M 2S7.** Make sure your carrier is instructed to deliver right to the door.

Artisan 'by-hand' deliveries: only **February 21st & 22nd:** (Sat/Sun) **12 noon to 4 PM** deliver to Filberg Lodge, 61 Filberg Road, Comox – festival site: 250 339-2715.

PICKING UP:

March 7th & 8th (Sat/Sun only) 12 noon to 4 PM **AFTER Jury, In Person PICK-UP** of entries at **Filberg Lodge, 61 Filberg Road, Comox**

If you or your helper cannot pick-up on these two days, contact the Lodge 250 339-2715 or leave a message at 250 334-9242 to make an appointment. All unclaimed and unaccounted for jury entry parcels, as of 4 PM **March 8th**, will become the property of the Festival for use as volunteer gifts or raffle items.

Each year so many people forget these dates....please mark your calendar.

March 25th: (or before) Jury results letters in the mail – please do not phone for your results.

Timeline for Filberg Festival Participants

April 17th 2009: Deadline for return of 2009 Contract and Booth fees: *Possible new invitations to craftspeople*

June 30th 2009: Booth Assignments & Set-up letters in mail

July 30th 2009: Craft Booth Set-up 10 AM to dark

July 31st – August 3rd 2009: Festival days 11AM to 8 PM Fri, Sat, Sun, 11 AM to 6 PM on Mon

NB: All participants must be onsite, in their booths **ready to go at 10:30 AM each day**

August 3rd 2009: Pack-up 6 PM until dark

November 2009: 2010 Jury application forms and information letter are available online at www.filbergfestival.com

Fees

Jury Participation

\$25 per category, **payable to the Filberg Festival**, by cheque or money order with application. The jury fee is non-refundable. There is no limit to the number of different categories you may enter – this means you are accomplished at working in two different media, not just two different styles within the same category. No critique or comment is provided. A \$25 fee will be charged for returned cheques.

Festival Booth Options

Do **not** send booth fees with your Jury Application

- \$700 single booth for four days, maximum size 12' x 12'.
- \$600 per side of shared booth site for four days, each spot is 10' x 10' (site is 10' x 20')
- \$525 for a 2-day booth, Fri/Sat or Sun/Mon, Includes a 10' x 10' waterproof booth with sides
- \$1200 large single (10' x 20') only one or two of these are available

The Park also has three buildings that can accommodate either two craftspeople or one craftsperson if someone wishes to pay the entire fee him/herself. A minimum of \$150 for the use of our space is added to the \$600 or \$700 booth site fee for each craftsperson. These buildings have power available. Preference will be given to fragile product and/or those travelling from far away. With the exception of the booths provided to the 2-day participants, craftspeople must bring everything they need to do business: Waterproof tent, tables, chairs, shelves,

displays etc. Other than the existing buildings, there is power available only at one or two booth sites for demonstrators.

Jury Process & Criteria

Jurors

The Filberg Festival uses up to twelve independent Jurors and the complement changes each year. Each Juror is an expert in their field - teachers and/or professionals working in their medium. For many years, the Craft Association of BC has found our craft Jurors (not Soaps or Specialty Foods), many of whom have previous experience as Jurors for other shows, exhibitions, or craft competitions. The Jurors will recommend a selection of excellent work to be invited to the Festival, and will also recommend a selection of "back-ups" should room come available via withdrawals or cancellations. Our jury process is anonymous and impartial, with the aim of finding the best selection of fine work to present to our loyal audience. **No written critique is provided.**

Distribution of Applications

We do mail applications on request. However, most of the applications are downloaded from our webpage. If you are receiving this by mail, this letter and application form is available online as a pdf file: go to www.filbergfestival.com Competition is Canada-wide, and in 2009 we have the goal of attracting an artist or maker of fine craft from each province and territory. We will offer travel bursaries to those travelling from Eastern Canada and the Territories.

Applicants

Our event is an excellent opportunity to develop your business and gain exposure to thousands of potential customers. We consistently have 250-300 entries but the unfortunate reality is we only have room for 125-140 participants each summer. It is possible that, even though your items are creative and expertly made, you may not be invited to participate due to lack of space. **Please do not submit your work if you are unable to accept the possible response: "Sorry, we cannot offer you a spot this year. Thank-you."** Keep in mind that an opening may occur if someone withdraws in your category. Participation one year is not an indication of automatic participation in the coming year. If you are not invited this year, please do try again as the "mix" of entries and Jurors changes each season as does the final line-up of those artists and makers participating in the event. If you are currently an apprentice or a full-time student at an Accredited Applied Art School, or a recent graduate, please include a copy of your latest transcript. To encourage young/emerging craftspeople with a limited body of work, we will reduce Booth Fees and/or allow two students to share a single booth site.

Entries

Entries are grouped by category for display in the Jury. Entries compete within categories. A single entry in a category does not imply an automatic invitation – we do not have quotas. Filberg Festival reserves the final decision on category assignment and you may specify your preference on the application. There is always overlap, and sub-groups, but for the past several years our general groupings have been as follows: Sculpture, Metal, Ceramics(functional, decorative), Glass(stained, blown, etched), Jewellery(fine, costume, glass, beaded), Home Décor(textiles, mixed-media, wood), Garden Décor(cement, wood, metal), Fashion Accessories, Textiles/Fibres (woven, silk), Clothing(adult, children), Toys, Leather, Specialty Foods, Soaps & Lotions, Fine Arts(painting, photography, prints, mixed-media), Mosaics, Wood(home décor, turned, furniture), and the ever inclusive Misc. Jewellery was the most populated category last year.

PLEASE READ THE DIRECTIONS, Twice! Take your time because all entries must meet the outlined criteria, **and** arrive complete with the components as per the Application Checklist. Call or email if you need clarification – I am happy to answer your questions. Entries can be delivered and returned by hand or by using couriers – see page two for delivery and pick-up schedule. Make sure your courier, bus, or mailed parcel is delivered **right to the door at Filberg Lodge, 61 Filberg Road, Comox, BC, V9M 2S7. NO Delivery Confirmation Available from us:** The Filberg Festival Jury Committee receives and processes between 250- 300 entries each year. **It is impossible for us to confirm arrivals, they come in and are stored until unpacking day - you must request confirmation from your courier or express post.**

General Criteria

The Filberg Festival reserves the right to make determination on any of the following criteria. The applicant may ask for an exemption in writing, and include it with the jury entry. The Filberg Festival Jurors will evaluate all work for its creativity, quality of design, workmanship/technique of execution, uniqueness and originality, and market appeal. Send your best-made, best-designed, and best-selling work. The entry should accurately represent the work you will sell at the event. The final selection of artisans will offer a balance of media, styles, and price points to create an exciting show and selection of work for sale to the visiting public.

1. Applicants must Canadian citizens or landed immigrants.
2. Pieces sent to the Jury should be work made in the last year and not previously submitted.
3. All work must be designed/created and executed/produced by the invited artist and the artist must be present to sell their work during the four days of the Festival – **no agents or imported work.**
4. People applying as partners must each work on each piece.
5. Artists/Craftspeople may sell work only in the categories specified in the invitation letter.
6. With the exception of furniture, work must be for sale. Custom orders may be taken, and samples displayed, but this must not be the majority of sales. This is primarily a 'cash and carry' event. Prices may not go up between the Jury and the Festival so be sure to price your work carefully. No "Sales" or "Mark downs" or "seconds" allowed during the Festival especially on the last day. Those of you selling in retail outlets - your price must match or be lower than prices found there.
7. Only those juried in the Jewellery category may sell jewellery. Jewellery must be made by the artist, not imported and slightly embellished. It is very important that jewellers are accurate and specific about their processes and the level of their individual involvement in each piece.
8. Commercial kits or moulds are not appropriate, nor are hobby-crafts that require simply following directions. Items produced will be original ideas or a creative treatment of traditional items. Originality and creativity, and professionalism are to be demonstrated by all work, not just assembly and handiness.
9. Photographs (as fine art) must be taken by the artist, and printed or processed with their supervision.
10. Any commercially produced parts used must play a subordinate role in the finished product and may not be sold separately.
11. Books, tapes or CD's, imports, commercially screen-printed T-shirts, garments or items manufactured in or out of Canada, out-sourced, and/or production line pieces simply assembled are ineligible.
12. All Government regulations re: health, safety, and labelling must be met. (Plastic eyes on toys must anchor firmly through fabric, not just be glued on)
13. Makers of garments or other textile items must specify their process, where they are made, and the level of their individual involvement in each step of its creation.

Photographs

The photographs of your work must be well done. Consider supporting another working artisan – a professional photographer. Make sure that the quality of work in the photos is the same as the work you send in to be evaluated. If you are successful, these photos may be scanned for promotional purposes. None will be returned. Poor photos will result in your entry being undervalued.

Specialty Foods & Soaps & Lotions

1. Preference will be given to the products that are most handmade – we do not want items that are simply bought in bulk and repackaged. We need photos as above, and the process description should include mention of any relevant training or professional expertise. Entries will be opened and sampled by jurors, therefore nothing will be returned.
2. Follow all the Artist/Craftspeople criteria above, **PLUS** the following:
3. **Four** samples (as opposed to the two for the General Categories) and a complete product list with prices. If you wish to sell soaps and lotions, samples of **both** your soaps and your lotions must be included.
4. In the Work Process Description, explain how the preparation and packaging have met all relevant government regulations. Describe your preparation process, and if you grow your own ingredients.
5. Include a copy of a current local business licence unless it is not required where you produce the product.
6. Invited applicants will be required to provide proof they have public liability insurance for their food product if invited to the festival. Do not send insurance copies now.

Entry Checklist

1) PAPERWORK:

Completed Application form with signed Waiver. Copy the form if entering more than two categories \$25 cheque or money order payable to Filberg Festival, dated no later than February 22, 2009. One cheque can pay for multiple entries. Eg. Two categories = \$50

A Personal Work Process Description – **Per Entry/Category**, Typed. No more than one side of an 8 ½ "x 11" piece of paper. **This is your personal declaration and should all be in the first person** i.e. "I raise my own sheep and I spin and dye the wool, etc." This is your chance to explain to the Jurors exactly how you do your work – all the elements that cannot be known by simply looking at a piece. On a separate piece of paper, please provide a resume which lists all shows and/or events, education, exhibitions, publications, and relevant memberships, and clip to the photo page/work process page.

Do Not Show Your Name on these pages – the jury is an anonymous process – all work is numbered for display to ensure submissions are properly displayed.

If you are currently a student at an Accredited Applied Art School, or a recent graduate (within 2 years), please include a photocopy of your latest transcript. – For Office use only. Third or fourth year apprentices may also apply.

A photo page of THREE "in-focus" photographic quality images. No collages please, they don't work for scanning for the program. **Per Entry/Category- 2/3** may be of groupings of pieces. Send different pictures from the work sent to the jury. Show the range and variety of your work & indicate sizes and prices. All photos must be attached/on one piece of paper (8 ½ x 11) Please insure that the work sent in and the work in the photos are of consistent quality.

Per Entry/Category place the pictures inside a clear plastic "sheet protector" (available at any stationery supply store) with the binder holes on the left of the photos. Print your work process description and place it in the same plastic binder back to back with the photos. The resume sheet can be on its own if it will not fit into the Work Process page. **THESE WILL NOT BE RETURNED**

SPECIALTY FOOD ONLY - A copy of your local business license, and a complete product list with prices.

2) ACTUAL WORK:

TWO pieces of work per entry/category. Exception: Jewellery - one of your two items may be a "set"

Specialty Food and Soaps/Lotions

FOUR single product items per entry OR one item plus a sample grouping/gift basket: All will be handled/sampled/prepared to evaluate ingredients, taste, texture, quality, etc. No returns.

*Photo sheet, work process description, product list with prices required, as mentioned above.

*Labels need to be provided intact so ingredients can be seen – call for clarification if necessary

3) PRESENTATION OF WORK:

Put the price on each piece of work where easily visible while piece is displayed

(Except food/soaps above)**Cover Signature or personalized identifying labels** - *this jury process is anonymous*

Framed work is fine but do not send in easily damaged, expensive, wooden frames. Pictures should be able to stand upright to ease display – matted and presented to their best advantage. Presentation counts and is part of your work.

Mount jewellery for display: Attach it to a display board or enclose it in a jewellery box.

All entries will be closely inspected by the Jurors and Selection Committee, so be aware that your display will probably be opened/undone so it may be handled.

4) DELIVERY OF WORK

Courier, Bus, and Canada Post Deliveries may at the Filberg Lodge, between February 9th – 20th 2009.

Incoming by Canada Post **YOU MUST** request signature upon delivery or they do not deliver it to the door.

If you send your work by bus, pay for and specify delivery to the door in Comox, address below.

Display on parcel: Filberg Festival, 61 Filberg Rd, Comox BC, V9M 2S7 phone: 250 339 2715.

By-Hand/In Person Deliveries entries can be dropped off and picked up at 61 Filberg Road in Comox (the actual Festival site – go down to the main building by the waterfront) Feb 21st & 22nd See page two for schedule NB pick up days are March 7th & 8th – please remind your friends, mark your calendar so you don't forget to come and get your work.

5) ONLY IF WE ARE GOING TO PACK-UP AND RETURN the ENTRY(Courier/Expresspost/Bus), INCLUDE:

TWO self-addressed labels, with your phone number Size appropriate to your parcel, *and*

Adequate postage stamps or completed Express Post envelope (no cash)*(put stamps in a sealed bag or envelope* OR

Completed courier labels Costs must be on your account or your parcel will be sent back by bus (the bus does their own shipping labels) Loomis and Purolator have changed their criteria to require pre-established accounts.

Do not use UPS or CANPAR

Please include 'all of the above,' TOGETHER, in the same parcel.



2009 JURY APPLICATION FORM

HAND DELIVERY DEADLINE IS 4 PM, SUNDAY FEB. 22ND, 2009

See page two of Information Letter for the delivery and pick-up schedule

Mail/Bus/Courier February 9th - 20th and Hand Delivery only February 21st & 22nd:

The Filberg Lodge, 61 Filberg Rd, Comox BC V9M 2S7 250 339-2715

(PLEASE PRINT CLEARLY)

Artist/Maker's

First and Last Names _____

Business Name or Name on Jury Cheque _____

Address _____ City _____

Postal Code _____ Ph(____) _____ EMAIL _____

Indicate your preferences 1,2,3:

___ Single booth \$700

___ Shared booth \$600

___ 2- day booth \$525 (includes booth) Fri/Sat or Sun/Mon (If none are circled either may be assigned)

___ Building ___ Large Single \$1200

___ Student

Please keep all or part of my entry for your volunteer party (initial here please) _____

Specifically keep:

WAIVER: I release the Festival, its Organizers and Agents from any responsibility in the case of loss or damage to my goods during my involvement with jurying.

_____ Artisan/Applicant's Signature

Filberg Festival reserves the final decision on category assignment.

ITEMS DELIVERED

First Category: _____

Prices

Select a classification for your work and write it in if you wish

1A _____ \$ _____
Briefly describe what you have submitted e.g. Hand-woven Alpaca Sweater \$350

1B _____ \$ _____

Each Entry/Category needs a description and photos sheet.

Second Category: _____

Prices

(Food Applicants use this section for your 3rd and 4th items)

2A _____ \$ _____
e.g. Turned Wood Bowl - Maple Burl \$150

2B _____ \$ _____

JURY FEES

No Cash. Please use a cheque or money order payable to **FILBERG FESTIVAL** dated no later than Feb. 22, 2009

E.g.: 2 categories (4 items) @ \$25 = \$50 **\$25 even per category** _____ @ \$25 = \$ _____

RETURN METHOD:

I will pick up ___ or, my friend will pick up for me. (Put ↑ Name & phone # of delegate above for identification purposes only)

Or Bus _____ Courier on Account/prepaid _____

Or Canada Post (specify method) _____

If you are able to three-hole punch this sheet here before you send it in, please do so. Thanks.