

A LITTLE INFORMATION FROM BEHIND THE SCENES

This year is the 71st year of Salem Art Fair and Festival, the longest-running major Art Fair in the Pacific Northwest and one of the top-ranked Art Fairs in the nation.

The Salem Art Fair and Festival's longevity is a testament not only to the committed staff of the Salem Art Association, but to thousands of volunteers, businesses and community groups who have made the festival their own. The chemistry of this event, its inclusive nature, its clarity of purpose and commitment to quality, combined with the magnificent setting of the beautiful historic Bush Pasture Park are important pieces that have made this event a beloved community event.

For the Salem Virtual Art Fair 2020, we were determined to continue the tradition of this very special event: its inclusivity, clarity of purpose and commitment to quality. We have risen to the challenge of bringing you the quality you have come to expect at Salem Art Fair and Festival. We are very proud to present at our Salem Virtual Art Fair many of the same artists who would be here in person for our regular event.

Every year we get many questions about how artists are chosen for the Fair, and so we are taking this opportunity to answer some of those questions.

JURYING PROCESS

The artists are chosen by a 4-person panel of jurors, usually consisting of 4 professional artists who are widely recognized as skilled in their particular medium with a knowledge of Fair requirements. Other arts professionals, including gallery owners or directors, college art instructors, or arts administrators may also be chosen.

The application process is handled by ZAPplication, an application management and jurying system for hundreds of events nationwide. ZAPplication also provides the sorting and presentation of the artists' images, as well as providing the calibrated projectors that are used for jurying.

The projected images are viewed in a blind jury process. The identities of the artists are not disclosed to the jurors. The jury views each artist's set of 3 artwork images and a booth shot, which are projected in a horizontal grouping. Each juror records their own vote on their own computer. Any discussion is limited to questions regarding medium, process and materials, and that information is provided by the Art Fair Director as images are being reviewed, if the jurors request it. The artists also write an information statement into their application, often about their process, which can be shared with the jurors.

The criteria for scoring are Artistic Merit, which includes creativity, design and originality; Craftsmanship/Technical Competence; and Consistency of Style and Presentation. The booth shot helps determine the artist's professional presentation.

The jurors scores are collected, added and averaged. Decisions of the jury are final. Approximately the top-scoring 200 artists are invited to Salem Art Fair and Festival and about another 20 are on the Waiting List.

CATEGORIES

Media categories are used by the Salem Art Fair & Festival as a tool for organizing artists' images into logical, related groups for the jury's review.

While a balanced show that equitably showcases works of fine art and fine craft as well as diversity among media is a principal objective of Salem Art Fair and Festival, the festival establishes no quota or entitlement by media category. During the jurying process, all artists in a Category are shown together. Decisions by the jurors are made exclusively on the quality of the work.

EMERGING ARTISTS

About a decade ago, many Art Fairs established a new Category: Emerging Artists. Recognizing that it is difficult for a new artist to break into a group of more established artists, this program helps artists who are new to a career in art OR who have little or no experience selling art as a Fair Artist. Since most have not had a booth before, they are instead juried from images of four current artworks. For SAF&F, entry into the Emerging Artist Program is limited to Oregon and Washington artists. Two artists are selected from entries in this Category.

The program serves as a mentorship for the emerging artists. They are teamed up with veteran Fair Artists for guidance during the months leading up to the Fair on questions about preparation, display and sales. Emerging Artists pay a reduced fee for their booths and are provided with a booth and some booth supplies.

We have two Emerging Artists among the artists showing in **Salem Virtual Art Fair 2020** who were juried into our regular Salem Art Fair and Festival for this year:

Adrienne Feldstein in Painting and Aaron Snyder in Wood.