

East Lansing Art Festival, East Lansing, MI:

In our rules of participation and in our application we very directly state that we do not allow buy/sell, manufactured items or factory operations in our show. This is my 5th year as festival director and I have seen a decline in the attempt of buy/sell folks to even bother applying. One reason I think that is may be the high cost of our application fee \$40 - However, we have identified that this is a hardship for true artists as well and we plan to cut that cost substantially for our 2013 show. I also believe the decline in buy/sell apps at ELAF is word of mouth that we're tough on this issue and not easy to trick.

We conduct our jury process over the course of three days with 8-10 different jurors each day. We group each session of our jury by category, 3D the first night, 2D the second and finally Mixed Media the third. The jurors in each session have a background or expertise in the category of works they are scoring. We instruct our jurors to flag any application that seems to have questionable items so they are our first line of defense. Often times if the work submitted does not match that which is displayed in the booth - this is a red flag to jurors. Or buy/sell items are spotted in the booth shot. After the jury scores all the applications the ELAF Artist Review committee made up of festival board members reviews the scores and the flagged applications. Any applicant that is deemed to potentially be buy/sell or manufactured is disqualified immediately.

If an application is in question the artist review committee will review the artist's website - if they have one. We will also do research online to see if any information comes up that indicates buy/sell or factory operations. If anything looks remotely questionable the artist is not invited to attend.

Even with all that due diligence we can sometimes still get tricked. If this happens most likely other artists will bring it to our attention at the show. We will question the accused artist and inspect their work on display. The board of directors reserves the right to ask an artist to remove offending items or to ask the artist to pack up and leave the festival. Thankfully I have never had to do that, and knock on wood I hope I never have to. But I am prepared to do so if need be.

We try very hard to do our policing up front to avoid ever having to remove an artist from the show once the event is going on. We have had some artists rat out other artists during the event and after much investigation we could not prove that the artist was breaking any of our rules - so in those cases we did not ask the artist to leave. That has only happened to me two times over the course of 5 years - thank goodness!

Since we err so much on the side of caution some artists may not have the opportunity to exhibit at our show - not because they aren't creating original work, but because the way they market themselves may indicate a problem... for instance if I go to an artist's website and it mentions that I can order unlimited copies of their work or states that they have representatives selling the work - that would be a red flag that the artist does not fit our rules of participation and they would probably be be flagged by the artist review committee as "do not invite". So unfortunately the tough rules to keep buy/sell and factory work out can hurt artists who aren't buy/sell or factory if they aren't careful about how they market themselves - but it is such a pervasive problem that we have to tow a hard line.