



Tephra ICA Arts Festival 2025 Policies

ABOUT THE EVENT

The annual Tephra ICA Arts Festival is a competitive, juried event that is consistently rated as one of the best outdoor art festivals in the country, both for the quality of the artwork presented and for its exceptional artist hospitality. This event is produced as a fundraiser for Tephra Institute of Contemporary Art (Tephra ICA), formerly Greater Reston Arts Center (GRACE), a 501c3 non-profit with a 50-year history in promoting innovative contemporary art. The funds generated from the event support the institution's year-round exhibitions and educational programs which are always free and open to the public. Tephra ICA's goal for the Festival is to connect artists with patrons and to support promotion and sales of the artists' work, while keeping the cost to artists as low as possible (thus, no commission is collected by Tephra ICA on any artwork sold).

ARTWORK

All artwork must be original, well-conceived, and expertly executed works, created within the last five years, either by hand or with appropriate tools, by the exhibiting artist and comply with the media definitions listed below. Artists who wish to apply in multiple categories may submit separate applications, fees, and images for each medium in which they would like to be considered. An image of the same artwork will not be accepted in more than one application. Artists may submit only one application per medium. If only one application is accepted, then only artwork in the media category selected may be exhibited.

Ceramics – Objects created out of clay, earthenware, stoneware, porcelain, or terracotta.

Glass – Functional and/or sculptural objects created by blowing, casting, kiln, or molding as well as all cold-working processes. (Does not include jewelry)

Jewelry – Artwork created through the fabrication of various materials with the intent to be worn as ornamentation. All jewelry, whether produced from beads, clay, crystal, fiber, found objects, gems, glass, metal, paper, plastic, semi-precious stones, stones, or other materials, should be entered in this category.

Digital & Multi-Media Art / Drawing / Mixed Media 2D – Flat artworks on paper, canvas, clay board, panel, or other flat surfaces, that incorporate one or more than one type of art material such as

charcoal, crayons, chalk, graphite, pastels, pencils, or fluid-media ink, pen, or markers OR Images made with the primary assistance of a computer and/or featuring technological components.

Painting – Artworks produced on a flat surface using acrylic, botanical, gouache, oil, tempera, or watercolor paint media.

Photography – Artworks produced with the primary use of a camera

Printmaking – Images hand-pulled from stones, plates, glass, or screened surfaces using a printing press, roller, or hand brayer.

Sculpture / Mixed Media 3D / Metal – Three-dimensional artwork created using any medium, including casting, forging, twisting, and fabricating various metals. (Does not include jewelry)

Textiles – 2D or 3D artworks hand-tooled from the rawhide of non-endangered species or created from fibers including batik, basketry, bookmaking, decorative fiber, embroidery, leather, papermaking, quilting, sewing, tapestry, wearable art (not including jewelry), and weaving.

Wood – Artworks including functional and/or decorative furniture, made from wood that are hand-tooled, machine-worked, turned, or carved.

Rules regarding original fine art and reproductions of original works:

“Prints” are defined as images produced *by the artist* through print-making techniques, such as lithography, or development by use of a negative like photography. **“Reproductions”** are copies of original works also known as giclée prints. Artists using digital printing as a way to produce their original images must disclose their process at the time of application. All artists selling prints, digital prints, and/or reproductions must adhere to the following guidelines:

- All artwork must be high-quality, fine art, and meet “archival quality” standards. The works must be printed in limited editions and must be properly signed and numbered by the creating artist.
- Artists must disclose the printing process used at the time of application and have a visible description in their booths.
- Photographic prints must be made from the artist’s original negative and/or image. The prints must be processed under the artist’s direct supervision by a reputable service.
- Only limited-edition prints of no more than 250 from one source, hand-pulled, signed and numbered by the artist, will be permitted.
- Reproductions must not comprise more than 10% of the total artwork for sale and must be signed, numbered, and matted.
- All reproductions must be clearly marked “reproduction” on labels and display signs; and they *must* be kept in a browse bin within the designated booth space.
- No reproductions are permitted to be framed or hung within or on a booth.

- Artworks digitally printed on canvas will be permitted as part of the 10% of total art for sale.

INELIGIBLE WORKS

- Artwork made from or including materials or parts acquired from the killing of endangered species (exotic leathers, feathers, tusks, elephant, or mammoth ivory), dried/silk flower arrangements, bonsai, or commercially made objects.
- Artwork produced with commercial kits (e.g., molds, patterns, plans, prefabricated forms) or by other commercial or factory methods.
- Artworks created by a production studio producing works in volume.
- Factory produced items, including but not limited to commercial clothing, candles, T-shirts, or soap.
- Mass-produced materials of an artist's works, including but not limited to postcards, notecards, stationery, calendars, posters, magnets, or books. Artists who hand-make notecards, postcards, books, or journals will be permitted to sell them in small quantities at the discretion of the Tephra ICA curatorial team.

BOOTH SPACE

All booth spaces are located on asphalt in marked spaces measuring 10' x 10' 6". All tents and/or structures must fit within the allotted footprint. Artists will be asked to keep awnings down during set up. Artist displays inside the tent must be constructed to withstand crowds, wind, and inclement weather. The Festival's outdoor location is subject to wind, which can be strong in this urban setting. All artist display structures must be commercial or professional quality. All frame tents must be weighted with at least 50lbs per leg per Fire Marshal standards and to ensure stability in inclement weather, 75-100lbs per leg is recommended.

Accepted artists will be required to share information about their booth infrastructure and submit a picture showing their tent and weight set up, for formal approval. Additional equipment such as tents, weights, tables, and/or chairs can be rented from our onsite vendor.

Due to high wind concerns, lightweight, accordion-style, pop-up tents are not permitted. Artists with accordion-style tents that have been sufficiently modified to address concerns of stability, weight, and airflow, are subject to approval by Festival staff. This type of tent requires a minimum of 100lbs per tent leg. Other types of innovative artistic displays that are not standard tents are also subject to approval by Festival staff.

Booths that do not comply with these standards will be shut down and all fees will be forfeited.

ELECTRICITY

Artists may not connect with onsite power, and are not allowed to use generators. Artists may utilize quiet battery powered lighting systems within their booths.

SECURITY

Tephra Institute of Contemporary Art (Tephra ICA) will not be held responsible for damage, theft, or loss of Artist's artwork or property or that of any other participating artist. However, Tephra ICA does hire additional Reston Town Center security personnel to patrol the Festival grounds after hours. Artists are strongly advised to remove the temptation and secure/remove all valuables each night.

INSURANCE

The artist(s) assumes liability for their booth setup, products and business operations while participating in the Tephra ICA Arts Festival. Artists are required to hold liability insurance policy with a general liability coverage of at least \$1,000,00 per occurrence and must be able to provide upon request proof of insurance, with Tephra ICA Arts Festival and Tephra Institute of Contemporary Art listed as additionally insured.

BOOTH FEES

Participating artists are required to pay a booth fee of \$525.00 to secure a standard space, assigned at the discretion of the Festival Director if a Block Reservation Request (see below) is not made. Block Reservation Requests are optional and allow an artist to request a street location (not a specific booth space). Additional options for larger display spaces are limited and given on a first-come, first-served basis. Fees are as follows:

- 10' x 10' in line = \$525
- 10' x 10' end cap (standard space with 5 additional feet of display area on one exterior side) = \$787.50
- 10' x 20' in line = \$1,050
- 10' x 20' with one end cap (standard space with 5 additional feet of display area on one exterior side) = \$1,312.50
- 10' x 20' with two end caps (includes 5 additional feet of display area on both exterior sides) = \$1,575.

Optional Block Reservation Request Fee:

For an additional \$150 per 10' x 10' space, invited artists may choose to make a Block Reservation Request in their preferred area of the Festival footprint with the following provisions.

- Block Reservation Request Fees are:
 - \$150 per 10'x10' standard booth or
 - \$300 per 10'x20' double booth
- Requests must be submitted with full payment by midnight EST, **March 3, 2025.**
- Requests will be honored on a first-come, first-served basis by date and time of receipt.

- The Festival Director will place artist booths based on type of artwork *and* requests. Two artists making the same request will both need to pay the additional fee. Only in rare instances will Tephra ICA place artists in the same category with similar work near each other.
- If Tephra ICA cannot fulfill your request, the entire Block Reservation Request fee will be refunded.
- There is a period of more than 1 week between the announcement of the booth assignments and March 28, 2025, which is the last day for full booth refunds. If during that time, and upon review of the Festival footprint, an artist who made a request feels that it has been unfilled, then they can email hbarco@tephraica.org for a refund. **After March 28, 2025, refunds will not be issued.**

BOOTH ASSIGNMENTS

Assignments will be announced by March 20, 2025 via Zapplication email.

REFUND POLICY

The application fee is non-refundable. **Booth fees will be refunded if a refund request is submitted to hbarco@tephraica.org by March 28, 2025. No refunds will be made after March 28, 2025.**

In order to accept the invitation to participate in the Festival, they submit the Booth Request form via Zapp, purchase their booth space via zapp, and submit a rental order form is applicable. By completing these registration steps, the artist automatically guarantees commitment to comply with event policies and to participate in the Tephra ICA Arts Festival.

In the event a registered artist cannot participate:

- the artist must email hbarco@tephraica.org, on or prior to **March 28, 2025**
- the artist will be refunded their full booth fee, less the \$50 processing fee unless otherwise specified
- at its discretion, Tephra ICA may invite an alternate exhibitor

SALES TAX

Participating artists are responsible for collecting and paying 6% Virginia Sales Tax on all sales made during the Festival.

Using the ST-50 Form (provided online and in your artist packet), artists need to submit the required information and payments to the Virginia Department of Taxation by June 20, 2025.

LEGAL AGREEMENT

By submitting an application, and agreeing to participate if invited, you recognize that an outdoor Festival environment cannot be guaranteed as completely free of risk of illness, virus, or disease and that each artist assumes that risk and accepts and acknowledges that Tephra Institute of Contemporary Art (Tephra ICA) is not responsible or liable for any disease or illness that any artist may contract as a result of participating in the Festival.

I warrant that I hold proper event liability insurance to cover any damages incurred through my participation in the Festival.

Tephra ICA reserves the right to cancel the Tephra ICA Arts Festival and/or reduce the festival footprint due to, but not limited by, unforeseen circumstances, forces of nature, or other exigencies. If the 2025 Tephra ICA Arts Festival is canceled after production and marketing arrangements have been made, Tephra ICA cannot guarantee booth fee refunds, however participation in a future event will be offered as compensation.

(Please note: weather events during the Festival weekend that may result in reduced Festival hours are not considered cancelation of the Festival and will not result in refunds. The Festival proceeds rain or shine, and all artists assume the risk of possibly reduced or wholly eliminated hours during the Festival.)

I hereby submit this registration to be considered as an exhibitor at the 2025 Tephra ICA Arts Festival and understand the application fee is non-refundable. I agree to abide by the Festival policies and regulations as established by Tephra Institute of Contemporary Art (Tephra ICA).

I also warrant that the artworks submitted for jurying and the artworks to be shown are produced solely by myself, or in collaboration with the co-artist named, in the category in which I have applied. I also authorize use of the images submitted with my application or duplicates thereof for Festival publicity, documentation, or archival purposes, without charge.

I acknowledge that the Festival policies include strict requirements on the types of tents permitted on the site, and I understand that innovative artistic displays and pop-up tents that have been sufficiently modified to address concerns of stability, weight, and airflow, must be proposed and approved by Festival staff in advance of Festival dates.

I agree to grant a limited license to Tephra Institute of Contemporary Art (Tephra ICA), its agents, successors, and assignees to reproduce, electronically or otherwise, in limited resolution, in any and all media or formats (including without limitation the Tephra ICA website, Festival printed materials, advertising, and social media), and use my original artwork for a period of up to eighteen (18) months beginning February 1, 2025, all for the purpose of promoting Tephra ICA and/or the Tephra ICA Arts Festival. Tephra ICA acknowledges that I retain full copyright of my original artwork, and any use of that artwork by Tephra ICA outside of the limited license granted in the previous sentence requires my prior, express permission. I accept and acknowledge that the Tephra Institute of Contemporary Art (Tephra ICA) reserves the right to make final interpretation of all rules.