

2021 Boardwalk Art Show Artist Prospectus

Event Summary

The Boardwalk Art Show (BWAS) is produced by the Virginia Museum of Contemporary Art (MOCA) and is one of the oldest outdoor fine art and contemporary craft shows on the east coast. Now in its 65th year, BWAS is consistently ranked in Sunshine Artist Magazine's top 100 best fine art shows. Three arts professionals from across the country will jury the submissions and select 250 artists to participate in the show. With an average attendance each year of more than 225,000, this three-day festival attracts collectors and artists from across the nation. The show runs along the Virginia Beach boardwalk overlooking the sandy beach and Atlantic Ocean.

All proceeds from the Boardwalk Art Show directly support the Virginia Museum of Contemporary Art, a non-profit institution which provides thought-provoking, contemporary art exhibitions and children's art education programs.

General Information

Dates and Deadlines

October 22-24, 2021 Boardwalk Art Show

November 1, 2020	Applications accepted
April 30, 2021	Application deadline
May 31, 2021	Late application deadline
July 1, 2021	Confirmation sent to artists
August 15, 2021	Deadline to accept invitation, turn in liability insurance, and pay fee
August 31, 2021	Deadline to cancel and receive 50% refund

Categories

Ceramics	Metalworks
Digital Art	Mixed Media
Drawing	Painting
Fiber	Photography
Glass	Sculpture
Printmaking	Wood
Jewelry	

Collaborative Work

Artists must submit separate applications, unless applying as a team. If artists are accepted as a team, they may only exhibit the collaborative work they were accepted for and both artists must be in attendance.

Multiple Applications

Artists wishing to exhibit work produced in more than one media category may submit up to three applications. Each application must have its own set of digital images and jury fee. Each application must represent either work in different media category or distinctly separate bodies of work within one category.

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 4 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.

Liability Insurance

Artists are required to show proof of liability insurance, naming Virginia Museum of Contemporary Art as an additional insured. For those without liability policies, short-term event policies can be purchased from several vendors which MOCA will share with accepted artists.

Awards and Judges

Judging for cash prizes takes place on the first day of the show. Three 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 college professors. Many are working artists. Artistic excellence is the criteria for selecting the awards. Approximately \$25,000 is awarded each year. Prize money varies every year. Best-in-Show has been a \$7,500 prize for the past several years.

Sales

Artists retain all revenue from the sale of their work. MOCA will not receive commission on sales. 6% sales tax is due to Virginia Department of Taxation. You will receive the link to the form in your registration packet upon acceptance.

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 in various lots a few blocks from oceanfront, which is subject to change based on the city's availabilities. Artists are encouraged to stay at oceanfront hotels to get free parking spaces.

Load-in and Drive-on Program

To load-in you may dolly on from an access road (several numbered cross streets), but there is no guarantee that you will be able to park close to your booth. You may also choose to access your booth directly with your vehicle on Thursday during the Drive-On Program. You must sign up for the Drive-On Program when you apply to the show. It is a question on the application. This is your only opportunity to sign up for the Drive-On Program. To Load-out you may dolly off the boardwalk or access your booth via your vehicle.

Rules and Regulations

Standards and Rules

1. All work must be original and made by the artist's hands.
2. Artist statements describing technique, materials and processes must be displayed in the booth.

3. No more than two artists may collaborate on work. Both must be included on the application. Both must be present at the art show. If only one artist of a collaborative team is present, their work will not be allowed in the show.
4. Artists must be present with their work for the entire art show.
5. Artists may only show work in categories and body of work selected by the Jury. All work exhibited must be of the quality, category and body of work of that shown in the juried images.
6. There is a \$20 floor limit on price per item. Discounts and negotiations on price may be done verbally only.
7. No work may protrude outside of the artists booth space or inhibit a neighboring booth.
8. 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 the MOCA staff.
9. MOCA reserves the right to remove any artist from the show for any reason without notice or refund.
10. Original work must comprise 75% of your booth, and only original work is permitted to be displayed on the walls of your booth.
11. Reproductions must be clearly labeled as reproductions and numbered in a limited edition. Reproductions on paper must be matted.
12. Digital Art, Printmaking and Photography: original work must be done in limited editions, numbers, and signed. The number of limited editions must be acknowledged on the application.

Works Not Accepted

1. Work done by a production studio is not acceptable. All work must be designed and executed by the accepted artist.
2. No machine-made or mass-produced work is permitted.
3. No work considered as buy-sell is permitted.
4. No commercial casts, molds, or production studio work is allowed.
5. Original work may not be commercially printed.
6. Glass: No alterations of prefabricated glass objects are permitted (for example, pressed wine bottles).
7. MOCA retains the right to determine the authenticity of original work. Artists who are found to have unacceptable works will be removed from the show.

Booth Information

Exhibition Space

Each exhibitor will be provided a 10'x11' space along the Virginia Beach boardwalk. Artists are to provide their own display booth, heavy weights, and/or tables in order to display their work in an outdoor environment. Professional grade tents and weights are required due to strong winds at the oceanfront. Tents, weights, tables, and chairs are available to rent directly from MOCA through Zapplication upon acceptance to the show.

Fees

\$45	Application fee
\$10	Additional late fee if application submitted between 5/1/2021 and 5/31/2021
\$450	10' x 11' exhibition space
\$900	20' x 11' exhibition space
\$175	Additional fee for corner (limited number available)
\$395	Optional 10' x 10' tent rental with sidewalls and barrel weights
\$750	Optional 20' x 10' tent rental with sidewalls and barrel weights
\$95	Optional barrel 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 an application 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 application fee check will be deposited upon receipt. Work will not be juried if the fee is not collected by the late deadline of 5/31/2021.

COVID-19 Cancellation Policy

On or before 6/30/2021	100% Refund less the 2.95% Zapplication fee
On or before 8/31/2021	50% Refund less the 2.95% Zapplication fee
On or after 9/1/2021	Not eligible for a refund

Application fees are non-refundable

If Virginia MOCA cancels the art show at any point, refunds will be issued in full less the 2.95% Zapplication fees.

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.