



PROSPECTUS

2023 POTTERS MARKET AT THE MINT

Overview

The Mint Museum is pleased to announce the return of Potters Market at the Mint (PMM), to be hosted at Mint Museum Randolph on Saturday September 21, 2024, from 9:15 AM – 4:00 PM. PMM will feature the work North Carolina ceramicists producing both functional and conceptual wares.

The Mellanay Delhom Award (\$1,000 cash and automatic entry to next Potters Market), The Daisy Wade Bridges Award (\$750), and the Best New Exhibitor Award (\$500) will once again be presented.

Key Dates:

January 4th, 2024 - Applications Open at Noon

January 31st, 2024- Applications Close at Midnight

February 15th, 2024 (Anticipated) - Juror Selections and Wait List Announced

September 20, 2024- Potters Market Set Up

September 20, 2024- Preview Party with Sale Opportunities

September 21, 2024- Potters Market at the Mint

Application: <https://www.zapplication.org/>

Access Code: Del91832

Application Fee: \$40

Who's Eligible:

Ceramicists whose primary residence and studio location are both in North Carolina are eligible to apply.

Mint Museum Uptown
at Levine Center for the Arts
500 South Tryon Street
Charlotte, NC 28202

Mint Museum Randolph
2730 Randolph Road
Charlotte, NC 28207

704.337.2000
mintmuseum.org



Show Objectives

The stated mission of Potters Market at the Mint is to produce a showcase of the highest quality North Carolina ceramic art. In planning the event, we have three guiding objectives that are of equal importance:

- We want to support the artists, helping further their business success and ability to sustain their creative practice.
- We want to raise funds for The Mint Museum.
- We want to develop new audiences for the Mint and for the ceramic arts.

Show Format

The pandemic and the events of the last three years have taught us all that we must remain flexible and anticipate that circumstances can change throughout the year that might necessitate adjustments to the show format. We reserve the right to adjust as necessary, always prioritizing the health and safety of all exhibitors and attendees, while also remaining true to the Show Objectives articulated above. With that understanding, here are the event details as they are known at the time of the application process going live:

- The 2024 show will be roughly the same size as in previous years, with 55 booths available. We expect to have a tent with a similar footprint (100'x150') but it may not be identical in style/height. We will have a mix of booth sizes including 10'x10' and 10'x15' with optional premium location upcharges.
- The primary event will be a one-day sale on Saturday, September 21, 2024, with sales beginning at 9:15am and continuing until 4:00pm.
- The Friday Night Preview Party will allow sales.
- Load-in and set-up will take place on Friday, Sept. 20, with load-in times assigned in advance. Set-up should be complete by 5:00 as judging for awards will begin after 5:00.

Jurors

We are pleased to have 3 nationally recognized ceramics experts as jurors for the 2024 show:

- Angelik Vizcarrondo-Laboy, Curator and Writer of Contemporary Art and Craft
- Maria White, Studio Potter, and Independent Filmmaker
- Dr. Sequoia Miller, Chief Curator for the Gardiner Museum of Ceramic Art and Associate Professor at the University of Toronto

Application Process Overview

Applications will be submitted through ZAPP at zapplication.org. Their site provides good guidance for artists to help with navigation and uploading images, and you can begin now building an Artist Profile in ZAPP, with no cost until you apply for an event.

Application timeline:

- January 4, 2024: Application Period Opens at zapplication.org
- January 31, 2024: Application Period Closes at Midnight
- February 15, 2024: Applicant Notification (Anticipated)

Application fee:

- \$40.00 (Nonrefundable).

Eligibility

The show is open to ceramic artists living and working in North Carolina. This means that your primary residence and primary studio location are both in North Carolina. If you are currently in North Carolina only as part of a temporary arrangement, such as a residency, apprenticeship, or school program, you are ineligible. If you have questions about eligibility or have unique circumstances, please send an email to info@pottersmarketatthemint.com prior to completing your application, as application fees are non-refundable, including if we deem your application ineligible.

You may submit an application either as an **Individual Application** or as a **Group Application**. If an Individual Applicant is selected by the jurors, at their option, they may join with another selected Artist and share a booth.

If submitting a Group Application (2 or more artists), you must conform to these specifications:

- One person must be listed in ZAPP as the applicant/contact person, and they will be the primary contact for all communication with the Organizers from time of application to the actual event.
- Only the artists listed in the Group Application will be listed as Participating Potters in show publicity, the show program, and booth signage. These artists are considered “Partner Participants” in the Legal Agreement.
- Group Applicants are required to estimate how much of the work exhibited will come from each artist, either as independent work or as collaborative pieces. If the amount of work contributed by each artist is not material (say, 30% or greater), a group application is probably not appropriate.
- Images included with the application should be proportionately allocated to each artist and/or to collaborative work such that the images are aligned with the amount of work that will be exhibited.



If you have questions or think there are special circumstances that impact how to submit your application, please send an email to info@pottersmarketatthemint.com prior to completing your application.

All participating artists must be prepared to present an attractive and professional booth space that is fully stocked with sufficient inventory to meet the demand of a high-volume show, with work still available for viewing/purchase through the close of the show at 4pm. By submitting an application, all applicants indicate that they have reviewed all the information contained in this prospectus and disclosed on the ZAPP site, and agree to abide by all the rules and guidelines.

Application Requirements

Full application requirements and procedures will be documented in ZAPP. Applicants are required to submit six (6) images of distinct works that conform to the [Image Preparation](#) guidance in ZAPP.

TIPS: Photos do NOT need to be high-resolution as jurors will be reviewing all images independently on their computer. We do not believe it necessary to incur the costs of a professional photographer just for application submissions, though proper lighting, backdrops, composition, etc. are certainly impactful in how your work is perceived. While the application system forces the juror to review each image, the first image in your application serves as an "index" image that the jurors will see repeatedly as they work through the list of applications. Be sure that this image is the one that you think best captures your work style, the one that you would want the jurors to remember.

Applicants are asked to provide a brief description of their work/technique, and a longer artist statement. These statements, along with the information you provide about your website, social media links, etc., will be provided to the jurors but it is at the discretion of the jurors how they choose to utilize this information. If selected for the show, this information will be used to populate our website listing for each artist. You may wish to review our website PottersMarketattheMint.com for examples.

Exhibitor Rules and Guidelines

- Work exhibited and sold in the booth shall be limited to work made by the artist(s) listed in the Individual Application or Group Application, and should be consistent with the work described/pictured in the application. Artists may be supported in their work by assistants, apprentices, etc. but all work should be under the direct supervision of the artist.
- If the artist exhibits/sells other work in their booth by family members, apprentices, etc., it must be clearly indicated as such, and should be very incidental in terms of quantity displayed (<10%). This practice is NOT encouraged, but we recognize that sometimes special circumstances warrant some flexibility.



- All exhibiting artists shall be present at the sale for the full day on Saturday, 9/21/24, and the sales portion of the Preview event on Friday evening.
- Exhibitors are responsible for handling all sales and for all sales tax collection and reporting.
- All tables, chairs, shelves, displays, and artwork must be contained within the boundaries of your booth and cannot extend into the aisle. If you have large work that cannot fit within your booth, you need to contact the organizers in advance to see if arrangements can be made.
- All booths are on the natural lawn surface of the Mint and there will inevitably be uneven surfaces. Exhibitors should be prepared with materials to help level and stabilize all tables, displays, etc. If your booth set-up includes drapes or similar materials, you should consider this an 'outdoors' location and insure that all of your booth is properly weighted/secured as wind can be a factor even inside the tent.
- Booths shall be set up and ready for viewing by 5:00pm on Friday, 9/20/24 and shall not be broken down until 4:00pm 9/21/24.
- Electricity is provided as part of your booth fee, but sufficient power must be ordered in advance. Circuits cannot be overloaded and any connections that exceed the power strip rating must be removed immediately at the direction of the event organizers.
- Load-in times will be assigned in 30-minute blocks. Beginning at your assigned time, you will have access to parking directly adjacent to the tent for unloading and transporting materials to your booth for approximately one hour. Outside of that time, your vehicle will need to be moved to the designated parking area.
- Exhibitors are responsible for insurance for their work, and the Organizers take no responsibility for lost, damaged, or stolen goods. See the Legal Agreement for additional details.
- Organizers provide overnight security for the main tent and no one is permitted in the tent after the conclusion of the Preview on Friday night. No security is provided for parked vehicles on the grounds of the Mint, and vehicles/trailers can be left overnight on the Mint grounds only with permission from the Organizers.

Awards

The Awards are as follows:

- The Mellanay Delhom Award - \$1,000 cash + automatic entry to next Potters Market
- The Daisy Wade Bridges Award - \$750
- Best New Exhibitor Award - \$500

Booth Information

There will be a total of 55 booths available. The exact number of booths of each size and location will be determined as part of the overall layout/design and will be adjusted as much as possible to match demand from the potters. We anticipate keeping booth fees as listed below, but given volatility in the hospitality/tent rental industry, we must reserve the right to set the final booth fee structure after contracts with those vendors are locked in. For now, we expect fees to be:

Mint Museum Uptown
at Levine Center for the Arts
500 South Tryon Street
Charlotte, NC 28202

Mint Museum Randolph
2730 Randolph Road
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mintmuseum.org

- Large Booth 10'x15' - \$700
- Large Booth 10'x15' – end cap/premium location - \$875
- Regular Booth 10'x10' - \$500
- Regular Booth 10'x10' – end cap/premium location - \$650

Booth Fee Includes:

- Space rental
- Booth signage (Standard Show Branded)
- Folding chairs (on request)
- Electricity
- Food/beverages connected to Friday night Preview Event for potter/assistants working during the event
- Water/snacks Friday/Saturday
- Publicity materials
- Nametags/access for all potters and assistants
- Pipe/drape for rear of booth – ONLY center booths that back up to another booth

Booth Fee does NOT include:

- Pipe/drapes between booths
- Tables (available for rent)
- Tablecloths (available for rent)
- Individual booth lighting

Booth Reservations & Payment: Booth reservations and payment will be handled through ZAPP. After the final line-up of potters is locked down, we will survey the potters to get an indication of demand for the different booth sizes, and will then finalize the show layout and announce the timeline for booth selection, payment details, etc. This is expected to take place in late spring.

Note regarding Deposits: Deposits are considered non-refundable once paid. When the results of the jury process are announced and potters are invited to participate in the 2023 show, they will be asked to pay a \$100 deposit to hold their spot in the show. This deposit will be fully refundable until after we finalize the booth fee structure and potters make their final booth selection. After that point, the deposit will be considered non-refundable.

Publicity and Use of Images

The Mint Museum will work actively to promote the event to insure strong attendance of both established collectors and those new to the artform. This publicity will include detailed information about each artist on our website, and social media posts featuring artists and their work. Any information provided as part of your application, including the Artist Statement and all images submitted will be utilized for these purposes **unless the artist notifies the organizers of any restrictions on**



the use of any information or images by submitting an email to info@pottersmarketatthemint.com outlining all restrictions. In the absence of such a notification, the applicant asserts that they are the owner of all images submitted, or have the rights to such images, and is able to grant the Mint use of the images for the purposes outlined. Any other use of images or other copyrighted information by the Mint for the purposes of promoting the event, or any other purpose, such as inclusion in printed publicity materials, inclusion in media ads, or submission for editorial articles, etc. will require the Mint to receive express permission of the Artist, and as requested by the Artist and agreed to by the Mint, receive fair compensation for the rights granted.

Questions: All questions regarding any of the information in this Prospectus can be directed to the 2024 Chair, Kait Marley at info@pottersmarketatthemint.com.

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2024 Potters Market at the Mint Agreement (Legal Agreement required in ZAPP application)

Below is our Participation Agreement that is required of all participants in the 2024 Potters Market at the Mint. Please review all terms and conditions carefully prior to submitting your application.

THIS AGREEMENT is made by and between The Mint Museum of Art, Inc. (the “Organizers”) and the party applying for participation (the “Participant”) in the 2023 Potters Market at the Mint to be held September 20-21, 2023 (the “Event”). By submitting an application for participation, Participant agrees to be bound by the terms and conditions of this Agreement, which is effective on the date the application is submitted. If the application includes individuals other than the Participant (“Partner Participants”), Participant confirms that Partner Participants have been made aware of the terms of this Agreement and have agreed to abide by the terms and conditions of this Agreement. The use of the term Participants hereafter will mean Partner Participants, if any.

The Prospectus, including details about the event, application procedures and Exhibitor Rules and Guidelines (available at PottersMarketattheMint.com/info-for-artists) and in the ZAPP application processing system, is incorporated into this Agreement by reference and is binding on the Participant. Participant will ensure that all persons assisting the Participant during the Event (agents, employees, or personnel) or participating in the Event at Participant’s request will comply with all rules, regulations and terms set forth in the Prospectus.

During the Event, Participant will act with the highest regard for the safety of the attendees of the Event and other artists, and will adhere to all laws and regulations applicable to the goods and/or activities of Participant, including obtaining all licenses, permits, and approvals that may be required to enable Participant to conduct its activities at the Event and fulfill its obligations under this Agreement. Participant is responsible for the collection and reporting of any applicable sales taxes.

Publicity and Use of Images: Organizers will work actively to promote the event to insure strong attendance of both established collectors and those new to the artform. This publicity will include detailed information about each artist on our website, and social media posts featuring artists and their work. Any information provided as part of your application, including the Artist Statement and all images submitted will be utilized for these purposes **unless the artist notifies Organizers of any restrictions on the use of any information or images by submitting an email to info@pottersmarketatthemint.com outlining all restrictions**. In the absence of such a notification, the applicant asserts that they are the owner of all images submitted, or have the rights to such images, and is able to grant Organizers use of the images for the purposes outlined. Any other use of images or other copyrighted information by Organizers for the purposes of promoting the event, or any other purpose, such as inclusion in printed publicity materials, inclusion in media ads, or submission for editorial articles, etc. will require the Organizers to receive express permission of the Participant, and, as requested by Participant and agreed to by Organizers, receive fair compensation for the rights granted.



Liability: Organizers will not be responsible for any loss, liability, injury, damage, or destruction to Participant's property or the property of its agents, employees or personnel or physical injury to the Participant or its agents, employees, or personnel by or from any cause whatsoever, including to the extent caused by acts or omissions by Organizers, and their agents and employees, and hereby releases and waives any claims against Organizers, and their agents and employees, related to such loss, liability, injury, damage or destruction. Participant is solely responsible for purchasing insurance or otherwise arranging insurance coverage if the Participant deems it necessary or appropriate.

Indemnification: Participant agrees to indemnify, defend, and hold harmless the Organizers, and their officers, employees, and agents from and against any claims to the extent caused by the acts or omissions of Participant, its agents, employees or personnel during the Event or in any way related to this Agreement.

Cancellation by Organizers; Sales: Event will proceed regardless of weather, with the exception that the tent must be evacuated in the event of severe weather. In such circumstances, the event closing time may be adjusted to allow the Event to proceed after the risk has passed, or the Event may be closed entirely. Organizers reserve the right to cancel the Event if necessary due to unforeseen circumstances, acts of a third party, or other circumstances which (in Organizers' sole judgement) may compromise the safety of Event participants, and in such event, the Event will not be rescheduled. Depending on circumstances, there will be consideration whether to issue full or partial refunds of fees or charges to Participant, but such refunds are not guaranteed. The Organizers do not guarantee any level of attendance at the Event, or any amount of sales revenue from the Event. There will be no refunds of fees or charges to Participant, under any circumstance, after the Event is over.

Cancellation by Participant: If Participant cancels its participation by written notice to Organizers there will be no refund of any fees previously paid. If Participant cancels, it forfeits irrevocably its right to participate in the Event. Participant may not assign this Agreement to any third party, or delegate any of its obligations without the written consent of the Organizers. Only the accepted Participants can sell, exhibit, or distribute their items and/or conduct activities at the Event.

Changes in Rules and Regulations: The information, rules and regulations set forth in the Prospectus may be changed by Organizers at any time and notice of such change(s) will be sent to Participant in writing. Participant agrees to accept notice of such changes via email or text message, sent to the email address and phone number indicated in the application. During the Event, Organizers may prevent or remove any activity, display product, or conduct which (in Organizers' sole judgment) is inconsistent with the character of the Event or endangers the venue, Event attendees, or other artists.

This Agreement represents the sole and entire agreement between the parties and supersedes all prior negotiations, agreements, or understandings, whether oral or written, between the parties. No waiver, alteration or modification of this Agreement will be binding unless in writing and signed by the parties. This Agreement is made under the laws of the State of North Carolina, and Participant agrees that any



dispute would be resolved in the courts of Mecklenburg County, North Carolina and submits to the jurisdiction of such courts.

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