

the League of Longfellow artists presents



Saturday August 24, 2013
Sunday August 25, 2013
10am to 5pm both days

The League of Longfellow artists is dedicated to bringing attention to the treasures of artistic expression created by artists living/working in the greater Longfellow neighborhood of south Minneapolis.

deadline for artist registration is May 1, 2013.

JOIN EXHIBIT SUPPORT

LoLa 2013 Participation Guidelines, Fees & Registration

Please note: registration and fee structure has been expanded for LoLa 2013.

There are now 3 categories of participation which require registration:

1. Individual Artist Registration

Deadline May 1, 2013

2. Site Registration

Deadline June 1, 2013

3. LoLa Community Sponsorship

Deadline July 1, 2013

Each registered artist and site will receive a confirmation letter and LoLa 2013 Welcome Packet containing additional important information, artist volunteer opportunities and dates to remember.

1. Individual Artist Registration

Participation in LoLa is limited to artists living/working in the greater Longfellow neighborhoods (the geographic area defined as east of Cedar Avenue to the Mississippi River, and south of 28th Street to the Crosstown).

To participate in LoLa 2013, each & every artist must be eligible, registered & pay \$25 fee.

Artists and sites not adhering to this requirement may find themselves restricted from future LoLa art crawls.

Working in the defined neighborhood is defined as being employed by a business in the neighborhood (simply exhibiting in a local business is not sufficient).

The reason for these restrictions is that LoLa is not just another summer art fair.

LoLa is committed to raising the visibility of local artists in this neighborhood and to building a true sense of community for these artists.

Artists' active participation in promoting and facilitating the work of the art crawl is an expectation of registration.

What the Artist Registration fee covers:

- The cost of printing of advance cards, posters, maps
Each artist will be listed on the LoLa website with a description of their art work and a link to their own website;

Artists who participated in LoLa 2012 are listed below

(underlined names are linked to artist's website)

- Helen Adelman / Original-designed purses, children's sun hats, and personalized keepsake pillows
Louis Allgeyer / Narrative Subjects in regional landscapes
Lisa Arnold / I love to creating whimsical other worlds that sparkle! Mosaics are my passion!
Rachel Avenido / Art inspired by cultural juxtaposition. I am influenced by street art, screenprinting Navajo Reservation.

- an image of their work will appear in the site gallery;



August 24, 25 2013

LoLa art crawl in Minnesota

the 10th annual LoLa art crawl. Smaller and more intimate than previous workshops of artists working on jewelry glasses.

dedicated to bringing attention to the treasures of artistic expression and of south Minneapolis.

March 1, 2013 and close on May 1, 2013.
working in the greater Longfellow neighborhood of south Minneapolis, east of the Mississippi River, and south of 28th Street.

Artists participating in LoLa 2012:



21. 3213 42nd Ave S
Tish Murphy B
Traditional rug hooking
Rug hooking demonstrating. Learn more about using this old, utilitarian skill to create art underfoot.

- and a listing in the official LoLa 2013 map with brief description, media type, and highlighting any demonstrations, performances or special art crawl deals.

To register as an Individual Artist, complete 2-page Individual Artist Registration form (see pages 3 & 4)

## 2. Site Registration *(new this year)*

To participate in LoLa 2013, **each and every site must be registered.**

**There is no fee to register to be a LoLa 2013 site.**

**Each site is asked to send in a separate check for \$15 as a deposit for a site sign.** The deposit will be returned after the art crawl when the sign is returned.



- This year each sign will:
- be numbered,
  - delivered to the sites,
  - picked up at the end of the crawl.

If you are an artist planning to exhibit at your own site, please complete both an artist registration form and a site registration form.

If you are not sure where you will exhibit, indicate that on the artist form. You will be contacted by a LoLa volunteer to match you with an appropriate business host or other exhibiting artist.

If you are a business wishing to host artists, please complete a site registration form. You will be contacted by a LoLa volunteer to confirm the specific requirements of your space.

*(optional)*

**Site business name listing on map fee: \$25**

A site that wishes to have a business name listed in addition to the name(s) of artist(s) at the site, can pay a \$25 fee to include that listing on both the LoLa website and the LoLa map.

- 17.** 3019 Minnehaha Ave  
**Mosaic Cafe**  
**Janie M Mork H**  
Colored pencil drawings and prints
- 18.** 3104 30th Ave S  
**Susan E. Perry B D K L**  
Carpet art, jewelry, woodworking and recycled items
- 19.** 3026 36th Ave S  
**Jane Strauss E**  
Photography, cards and books - priced to own
- 20.** 3042 48th Ave S  
**River House Arts**  
**Elizabeth Clay D H**  
Collage paintings, hand-crafted fine silver jewelry  
**John Clay F H**

**deadline for site registration is June 1, 2013.**

To register a site, complete 1-page Site Registration form (see pages 5)

## 3. LoLa Community Sponsorships *(new this year)*

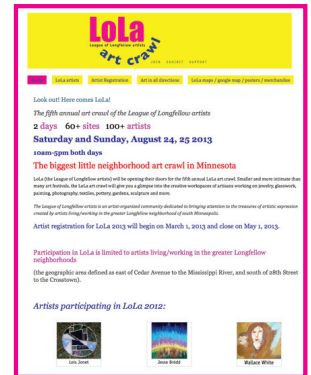
*(new this year)*

**LoLa 2013 offers local businesses, community organizations, & individuals 3 levels of sponsorship.**

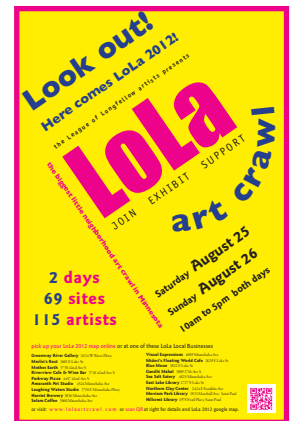
This initiative will allow LoLa to make a greater investment in art crawl promotion and advertising. Sponsorship for LoLa 2013 is open to any and all within and beyond the LoLa geographic area.

### • platinum: \$250

- sponsor logo on website
- sponsor name listed on map



- sponsor logo on posters/ads



### • gold: \$100

- sponsor logo on website
- sponsor name listed on map

### • silver: \$50

- sponsor name/logo on website

**deadline for sponsorships is July 1, 2013.**

To sign on as a LoLa Community Sponsor, download & complete 1-page Sponsor form from LoLa website under Community Sponsors section

**READ THIS.**  
**It's important!**

**Participation in LoLa is limited to artists living/working in the greater Longfellow neighborhoods**  
**(the geographic area defined as east of Cedar Avenue to the Mississippi River, and south of 28th Street to the Crosstown).**

# 2013 Individual Artist Registration Form

To participate in LoLa 2013, **each & every artist** must be registered.

Artist Name *(as you wish to be listed)*:

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## Eligibility:

To verify your eligibility to participate in LoLa 2013, **please confirm that you live or work in the LoLa area:**

Artist's residence address:

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**or** Artist's employer:

Artist's employer's address:

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## Description of your artwork: *(all descriptions are subject to editing by registrar as needed)*

A brief description (5-7 words) of your work for art crawl map:

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A more extensive description (20 words) of your work for the LoLa website:

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If you wish, please provide a URL to your preferred website to be linked on the LoLa website:

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## Categories of your artwork:

You have the option to indicate the category(ies) that best describe your work.

This designation will appear on the LoLa 2013 map. Check as many as are helpful to cover the scope of your work:

- |                                      |  |   |                                     |   |                                    |
|--------------------------------------|--|---|-------------------------------------|---|------------------------------------|
| <input type="checkbox"/> clay        | <input type="checkbox"/> fiber               | <input type="checkbox"/> glass          | <input type="checkbox"/> jewelry    | <input type="checkbox"/> photography                  | <input type="checkbox"/> sculpture |
| <input type="checkbox"/> mixed media | <input type="checkbox"/> painting/drawing    | <input type="checkbox"/> digital        | <input type="checkbox"/> video      | <input type="checkbox"/> wood                         | <input type="checkbox"/> metal     |
| <input type="checkbox"/> textiles    | <input type="checkbox"/> recycled/repurposed | <input type="checkbox"/> noncategorical | <input type="checkbox"/> printmaker | <input type="checkbox"/> I like to do a lot of things |                                    |

## Special Offers

List any special offers, demonstrations or performances that will happen at your site for listing on LoLa 2013 map and website:

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## Your contact info *(so we can get ahold of you - not for publication)*

Artist Address:

City/State/Zip:

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Phone #:

Email Address:

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*For office use only*

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respn

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sign

**Be sure to fill out both pages** *(continued on next page)*

# LoLa 2013 Individual Artist Registration Form *(page 2 of form)*

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## Deciding on a Site:

One of the charms of LoLa is the opportunity to visit artists in their homes or working spaces. This works well for many artists. Some artists however are better served exhibiting collectively with other artists. As the number of artists increases each year, the number of sites has ballooned to the point of being cumbersome for our visiting public. In an effort to be supportive of each artist and hospitable to our public, we strive to limit the number of sites. We encourage artists to cluster with others or to take advantage of the many local businesses that wish to support LoLa by offering exhibit space in their shops. The LoLa Community Partners/Site Coordination Committee is eager to place artists at business sites. A volunteer from the committee will contact you about your site preferences and assist in the arrangements as needed.

### Please indicate below your preferences in site selection.

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I would prefer to exhibit with other artists. Please contact me to assist in selecting a site.

#### OR

I will be exhibiting at a neighborhood business. (business name):

business address:

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#### OR

I will be exhibiting at another LoLa artist site. (artist name):

address:

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#### OR

I will be exhibiting at my own site. *(please complete site registration form too)*

address:

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#### ALSO

I have extra space to host the work of other LoLa artist(s). I have space for \_\_\_\_\_ artists.

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#### ALSO

Exhibiting with me at my site will be LoLa artist(s): *(all artists must submit an Individual Artist Registration Form by May 1, 2013)*

Artist name(s):

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**A reminder: Participation in LoLa is limited to artists living/working in the greater Longfellow neighborhoods (the geographic area defined as east of Cedar Avenue to the Mississippi River, and south of 28th Street to the Crosstown).**

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## Artist Fee:

I've enclosed the Individual Artist Registration fee \$25. (required)

I affirm that all work exhibited will be my original work and that I live or work in the LoLa participation area. I agree to have my site and art information listed in LoLa art crawl map, website, and other promotional materials, to have my site open and available to the public during the entire art crawl published hours: Sat, Aug 24, and Sun, Aug 25, 10am–5pm, and agree to hold harmless the LoLa organization, and its members for any damages accrued during participation in the art crawl event.

Signature:

Date:

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**To participate in LoLa 2013, each artist at each site must send a registration form with \$25 fee postmarked on/before May 1, 2013.**

Checks payable to Longfellow Community Council (LCC). Send completed form (one form per artist) and check to:  
LoLa 2013 c/o Laurie Letofsky, 3317 Minnehaha Avenue, Minneapolis, MN 55406

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## Questions?

registration: Laurie Letofsky (612) 729-2945.

site coordination: Anita White at [gingerinez@AOL.com](mailto:gingerinez@AOL.com) or call (612) 990-5517.

general information: Bob Schmitt at [bob@laughingwatersstudio.com](mailto:bob@laughingwatersstudio.com) or call (612) 333-1881.

# LoLa 2013 Site Registration Form

<i>For office use only</i>
<input type="checkbox"/>
<input type="checkbox"/> recd
<input type="checkbox"/> entrd
<input type="checkbox"/> treas
<input type="checkbox"/> respn
<input type="checkbox"/> img
<input type="checkbox"/> sign
<input type="checkbox"/>

To participate in LoLa 2013, **each site** must be registered.

There is no fee for being a site. There is a returnable \$15 deposit that is required.

**deadline for site registration is June 1, 2013.**

Site name (individual or business):

Address:

Site Contact Name:

Contact's Email Address:

Contact's Phone Number:

## Returnable Site Sign Deposit Fee:

**Site sign deposit** (submit as separate check) \$15 (returnable with return of sign)

Optional if you wish to include the business name in the map listing (*see page 2 of registration info*)

**List site business name listing on map** \$25 (optional)

I affirm that all work exhibited as part of the LoLa 2013 art crawl is created by artists who live or work in the LoLa participation area. I agree to have my site and art information listed in LoLa art crawl map, website, and other promotional materials, to have my site open and available to the public during the entire art crawl published hours: Sat, Aug 24, Sun, Aug 25, 10am–5pm, and agree to hold harmless the LoLa organization and its members for any damages accrued during participation in the art crawl event.

Signature:

Date:

To participate in LoLa 2013, **each site** must send a site registration with \$15 site sign deposit postmarked on/before **June 1, 2013**.

Checks payable to Longfellow Community Council (LCC). Send site form, check, and stamped, self-addressed envelope to:  
LoLa 2013 site c/o Laurie Letofsky, 3317 Minnehaha Avenue, Minneapolis, MN 55406

**Questions?** registration: Laurie Letofsky (612) 729-2945.  
site coordination: Anita White at [gingerinez@AOL.com](mailto:gingerinez@AOL.com) or call (612) 990-5517.  
general information: Bob Schmitt at [bob@laughingwatersstudio.com](mailto:bob@laughingwatersstudio.com) or call (612) 333-1881.

## Just to be sure:

I have enclosed:

- completed and signed site registration form.
- a check for \$15 as a deposit for the site sign.
- a stamped self-addressed envelope for the return of my deposit check.
- a check for \$25 if I wish to have the above business name listed on the LoLa map.

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It's important!**

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