

Announcing the 45th Annual **Excelsior Art on the Lake**, June 14th & 15th, 2025, held on historic Water Street in beautiful downtown Excelsior located directly on the shores of Lake Minnetonka. Excelsior Art on the Lake is an engaging creative event that connects the artist's personal story with a vibrant lake community, while showcasing an array of outstanding artistic work from multiple disciplines.

We hope to see you this summer on the shores of Lake Minnetonka at Excelsior Art on the Lake. The historic lakeside village of Excelsior draws art enthusiasts from across the Minneapolis/St. Paul area with its unique shops, galleries and restaurants. Excelsior Art on the Lake provides an inspiring experience for both the artist and the public.

This PDF includes information regarding Art on the Lake including rules for registration, timeline of events and more. With questions, please visit our FAQ page or contact Sarah Heyd.

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TIMELINE:

Applications Open	12/02/2024
Applications Close	3/29/2025
Jury Week	3/30-4/5/2025
Invitation Acceptance Deadline	4/18/2025
Event Load-In / Start	6/14/2025
Event End	6/15/2025

General Event Information

What: Art on the Lake 2025

When: June 14 from 10 AM - 6 PM, June 15 from 10 AM - 4 PM

Where: Downtown Excelsior, MN. 55331

LOAD-IN OPTIONS:

Friday, June 13 afternoon & early evening time slots will be available

**If Saturday, June 14 morning load in is needed, please contact us to schedule.*

LOAD-OUT OPTION:

June 15 at 4:00 PM

AMENITIES:

- Complimentary coffee and pastries each morning at Chamber Headquarter Tent
- Booth sitters to watch your booth when you need a break (as volunteers are available)
- Free shuttle service between Excelsior Elementary and 2nd and Water Street during load-in/out
- Overnight police security
- Load-in/out Boy Scout assistance

PROMOTIONAL BENEFITS:

- Artist name and booth number listed in the 2025 Excelsior Art on the Lake program and website.
- Each artist's work is featured on the Excelsior Art on the Lake Facebook page
- Digital and print marketing efforts including magazines, newspapers and online digital advertising

SILENT AUCTION:

In order to support the Excelsior- Lake Minnetonka Chamber of Commerce (a 501(c)6 non-profit organization) and allow the organization to continue to host Art on the Lake, we will be hosting a silent auction. A submission form for your silent auction item will be available once you are accepted.

DEBBIE HART ARTIST AWARDS:

In memory of the Art on the Lake's Founder Debbie Hart, and her ideation of Art on the Lake, awards will be given to four artists whose creativity and contribution fulfilled Debbie's vision of making extraordinary artwork accessible to the public. Each winner will be given a cash prize of \$250, a handmade award, and automatic entry and booth fee waiver for the 2026 show.

CANCELLATION CLAUSE:

Accepted artist cancellation within 40 days of show: 25% refund. Accepted artist cancellation within 30 days or is a no-show: 0% refund.

BOOTH AND JURY INFORMATION

BOOTH DETAILS:

Single Booth Fee (10' X 10'): \$350

Double Booth Fee (20' X 10'): \$600

End-Cap Premium Booths: Additional \$100 (first come, first serve)

Jury Fee: \$50

booths will be situated in a quad formation, with no space behind the tent. Each quad will have four feet of space as a walkway. Please email sarah@elmcc.org for special booth requests

JURY PROCESS:

Excelsior Art on the Lake utilizes a blind jury. The jury panel is made up of art professionals with a broad range of experience and perspective. In choosing participants, the jury will look for artists whose personal creative story is reflected in their originality, creativity and mastery of work.

If your work is in more than one category, you must apply separately in each category. Each category will be juried separately and require its own jury fee. A single booth fee will cover accepted categories. You may only show work from the accepted juried categories.

- **Jury fee:** non-refundable \$50 per entry
- **Jury requirements:** 3 images of your current artwork and 1 image of your booth display

CATEGORIES AND PERCENTAGES OF EACH MEDIA ALLOWED INTO THE 2025 SHOW:

- Ceramics (10%)
- Drawing and Printmaking (10%)
- Eco Art (5%)
- Glass (5%)
- Jewelry (10%)
- Leather (5%)
- Metal (5%)
- Mixed Media (10%)
- Painting (10%)
- Photography (10%)
- Sculpture (10%)
- Textiles (5%)
- Wood (5%)
- Artisan Goods (5%)

EXCELSIOR ART ON THE LAKE JURY STANDARDS:

The Standards Committee, in an effort to help artists determine whether their specific artwork complies with Art on the Lake's Exhibition Standards, has prepared the following list of artwork that does not meet the requirements. This list is a guideline to help artists determine whether or not their artwork is eligible to be accepted into Excelsior Art on the Lake.

Ineligible work includes, but is not limited to:

- Cut coin jewelry
- Enamels on manufactured representational copper shapes
- Jewelry made of manufactured components
- Jewelry made from flatware
- Beads, not made by the artist. There are only two exemptions to this rule:
 - If the beads are not made by the artist, they must clearly play a subordinate role in the finished piece; and
 - The requirement that beads must be made by the artist does not apply in the technique known as bead weaving; however, commercial bead weaving kits are not permitted
- Stud earrings in commercial settings
- Pearls whether in necklaces or bracelets.
 - Note: Simple-strung or hand knotted-strung pearls are not eligible even if the pearls have been simple-strung or hand knotted-strung by the artist. Pearl necklaces and/or bracelets may be included if they have an ornament or fastener that is both intricate and a focal point of the piece, handmade by the artist and is of greater value than the piece from which it is hung or attached. Drilled pearls or pearls that have been altered, but not by the artist, are not eligible; such pearls are considered to be purchased beads and are subject to all purchased bead rules. Pearl earrings are permitted as long as the setting has been designed and handmade by the artist.
- T-shirts, sweatshirts, hats, and other commercially manufactured clothes, no matter how embellished by the artist
- No manufactured seams allowed in clothing blanks and upcycled clothing, including ties, pillow covers, etc.
- Scarves made from scarf blanks are limited to 20% of the booth
- Manufactured belt buckles sold separately from the belts
- Manufactured tiles with a design as a major component of the piece
- Enamels on manufactured representational copper shapes
- Commercially made glassware, flatware or serving pieces no matter how embellished by the artist
- Dried flowers, in groups, arrangements, or bouquets
- Wreaths
- Anything made in a commercial mold, in any medium
- Toile painting
- Dough art
- Country crafts
- CDs and tapes
- Services or organizations

ADDITIONAL EVENT REGULATIONS AND REQUIREMENTS:

- Vehicles are not permitted within the event boundaries during show hours.
- All booth material, tarps and other coverings shall be fire-retardant or fire resistant. Open flames are not allowed.
- No gasoline, kerosene or motor oils are permitted in the event area.
- No electricity is provided. Generators are not allowed. Please email carolynne@elmcc.org for concerns.
- Unless artists are officially notified of a fair emergency, booths must be open at the fair starting time and not close before the fair closing time. Artists concerned with their personal safety may close. Artists are expected to reopen as soon as the dangerous situation has ended.
- Rude, obscene or abusive language and/or threatened, actual physical restraint and/or abuse of another Art on the Lake member, Art on the Lake staff or general public are prohibited.
- No debris may be left behind after tearing down.
- Artists must be present and must show their work for the duration of the show. No commercial dealers or agents are permitted to represent the artist.
- Only work that was juried into the show can be present and all artwork must be available for sale.
- Artists may exhibit artwork only in the category in which they are accepted.
- Artists must have a Minnesota Tax ID number and submit a completed Minnesota ST-19 form to the Excelsior-Lake Minnetonka Chamber of Commerce.
- Artists are responsible for the collection, reporting and payment of all taxes.
- Studios involved in volume production are not permitted to exhibit.

TENT REQUIREMENTS:

Tents must be assembled and securely anchored by 8 AM Saturday for Fire Marshall inspection. For tent requirement information, click on Tent Code Enforcement. Each tent must be secured with 35lb weights on each leg (NO BUNJEE CORDS ALLOWED). You are responsible for any fines incurred if not compliant. If your tent does not pass inspection, you will need to do what is necessary to be compliant, or else you will be asked to pack up and depart.

ARTIST VEHICLE PARKING:

Artists parking is available in the designated lot at Excelsior Elementary School.

TERMS AND CONDITIONS

ARTISTS MUST AGREE TO THE FOLLOWING:

1. I have read and understand, in full, all of the information on the additional event regulations and requirements.
2. I have read and understand, in full, all of the information on the terms and conditions. I understand that if I am invited to the show, I will pay my full booth fee, submit my insurance and tax information to notify of my acceptance if accepted.
3. I will carry the necessary insurance coverage for pictures, photographs, art objects, jewelry and other property displayed by the exhibitor at Excelsior Art on the Lake, June 14-15, 2025. I will submit this information to the Chamber of Commerce when purchasing my booth if I am accepted.
4. I will provide officials at Excelsior Art on the Lake with a ST19 form. I will submit this information to the Chamber of Commerce when purchasing my booth if I am accepted.
5. I will only sell items that were juried into the show. Any other items are prohibited.
6. I have personally created all the work on display and I accept the rules and regulations regarding participation in Excelsior Art on the Lake 2025.
7. Excelsior Art on the Lake 2025 has my permission to use my digital art for show advertising and/or publicity.