

The Artist Alley is located in the 3rd floor of Tampere Hall and will be open throughout the whole event. **The artists should be present on Saturday from 10 AM to 5 PM and Sunday from 10 AM to 4 PM.** The area is not guarded. Tracon will close its doors for night time from 2 AM to 7 AM on Sunday.

There is a total of 38 tables available on the Artist Alley. We recommend for one table to have a **maximum of three artists** throughout the event. Electricity or Internet access are not available for the Artist Alley tables. Racks and stands are allowed **on the tables**, as long as they are secured and remain on the allocated **table surface**.

Application for Artist Alley is possible from the April 1st until April 26th 2019 10 PM.

TABLE OPTIONS

Please note that the price of the table does NOT include a ticket to the event. More information of buying tickets can be found in the next section. **Each table includes 1-2 chairs.**

This year it is possible to apply to the Artist Alley for only a single day, as well the more common two day option. Additionally a limited number of larger sized tables are available this year.

The prices are as follows

Artist Alley table 80 weekend – size **80 cm x 180 cm** (width, length). Price: 25€

Artist Alley table 50 weekend – size **50 cm x 150 cm** (width, length). Price: 18€

Artist Alley table Saturday – size **50 cm x 150 cm** (width, length). Price: 10€

Artist Alley table Sunday – size **50 cm x 150 cm** (width, length). Price: 8€

TICKETS

Tickets to Tracon cost 28 €. There are two ways of purchasing tickets for Artist Alley artists:

1. List the desired amount of tickets on the Artist Alley application form. The tickets are personal, so you must provide the names of all ticket recipients. The tickets will be charged alongside with the table payment. **Please note that getting the tickets this way is only possible during the initial filing of the application form.** Additional tickets may not be added to the application later.

The price for tickets purchased alongside the Artist Alley application are priced the same as our online store tickets for visitors, 28 € per person. These tickets will be **personal**, and **only the named person can claim their own ticket.** Please bring with you some form of **official ID**, such as a passport or ID card to claim your ticket. Tickets may be claimed at the venue on Friday and Saturday. Additional instructions will be provided.

Tickets purchased alongside the Artist Alley application form are **only available for artists selling their work on the alley.** Assistants cannot buy their tickets this way. Naturally any exceptions listed on our website, such as for people with disabilities, are applicable here as well.

Every **approved** application to the Artist Alley is granted a maximum of 3 tickets purchased in this manner. Tickets will not be sold this way to rejected applications.

2. If you have already purchased your ticket in another manner, please note on your application form that you don't need additional tickets. The tickets are equal in value and function whichever way they are purchased.

The table price and any possible tickets are billed after the application is approved. The bill must be paid by the due date. If the bill has not been paid within five days of the due date, the application will be rejected and moved to another applicant.

APPLICATION INSTRUCTIONS AND PORTFOLIO JUDGMENT

International attendees should send application through email. Please include following information: name, artist name, link for portfolio and table of choice. Feel free to write additional information of your artwork.

All applications will be reviewed and judged after the application time has passed. The jury will then judge all the portfolios within one week. The jury consists of people in the Tracon organizing committee, gathered by the organizer in charge of the Artist Alley.

The results will be reported personally by email to all applicants.

EVALUATION CRITERIA FOR THE PORTFOLIOS

- **Drawings are evaluated by their quality and presence.** A portfolio should include clearly finished drawings. Sketches or drawings otherwise in a clear need of additional work don't perform as well in the judgment.
- **Originality of work.** Images or screencaps clearly copied from someone else's work are not allowed on the Artist Alley.
- **New content every year.** Applicants who can show new content every year are in a better position in the judgment process than applicants with exactly the same products every year.
- **A wide selection of different kinds of artists and products.** We strive to show a wide selection of artists representing various fandoms and fan cultures, as well as various kinds of original art. The shares of fan cultures and original art tends is roughly 50-50. Manga inspired styles, especially with currently popular series are very commonly seen, but we like to provide room for much diversity on the alley. The jury aims to find the very best presences for the most common series' fan works.
- **Complete jewelry parts, stickers, molds etc...** This being the Artist Alley, we are looking for unique artists. Please take into account that all your works for sale must be of your own making, and this should also be seen on the product. For example jewelry parts, stickers and molds of your own designs can be a part of your selection, as long as it is clear that these are personally designed. It is recommended to provide some "making of" information and photos with the portfolio.

MATURE CONTENT

Images or products containing mature content such as violence, bloodshed or nudity are allowed, but must be kept out of view on the alley table. This kind of material must be kept for example in a closed folder or a box, available on request.

MAP FOR THE ARTIST ALLEY

The map of the tables will be created after the judgment process is done. The map will then be published on the Tracon website.

THE ARTISTS' WRISTBAND

All artists represented on the Artist Alley get a special wristband to show that they have claimed their spots as participants of the alley and are authorized to sell their products. This wristband **must be kept on your wrist** during the length of the event.

Participants receive their artist wristbands from the alley information table, located in the lobby of the 3rd floor, alongside the Indie table. Please get your artist wristbands immediately upon arriving at the event. As with regular tickets, the artists' wristbands are personal and are given only to the named participants for each approved application.

A person without an artists' wristband is not allowed to sell their products on the alley. Artists attempting to sell their works without an artist' wristband may be removed from the venue.

The artist wristband does not replace the need for a regular event ticket. It is used solely to identify approved participants of the Artist Alley.

ADDITIONAL LIMITATIONS

Please familiarise yourself with Tracon's code of conduct. Failure to observe these codes may lead to closing of your Artists Alley table by the security staff. Most importantly remember to act respectfully towards the visitors, staff and other artists on the alley. Please report any inappropriate conduct to our security staff.

The alley is meant for sale of personally made products by individuals. Businesses may not operate on the Artists Alley.

Please note that operating as an artist on the alley may subject you to personal financial ramifications with the tax administration or other authorities. The organizers take no responsibility for any personal financial consequences.