

IRONFEST 2008

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BLACKSMITH INVITATION

Dear Artist/ Blacksmith,

You are cordially invited to be part of the 9th annual Lithgow District Ironfest,

Entitled 'Fusion', Ironfest 2008 will be held at the Lithgow Showgrounds over the weekend of April 25, 26 & 27, 2008, hours: Fri. 10.00am – 4.00pm, Sat. 10.00am – 5.00pm, Sun. 10.00am – 4.00pm.

For those of you new to Ironfest, it is an arts festival with a metal edge; featuring art exhibitions, stalls, live music, street performance, historical re-enactments, blacksmithing demonstrations, workshops, busking competitions, automotive displays, educational, historical and technological displays and lots more!

Ironfest is an artist run, non profit incorporated association, which aims to support artists.

This year, there will be a major re-focus on selling great art. This means we need more information about you. So please send us hi-res images (on CD, or email them to us), your CV and website details if available.

We will also be taking out much more 'art focused' advertising with such publications as the Australian Art Almanac and the Australian Artist Magazine.

Art only is allowed to be sold at Ironfest, and the art being sold must have been made by the seller. (Exception to this is made where the seller can demonstrate a close relationship to the art maker. Some products that fit the annual theme will also be allowed.)

Ironfest works well as a venue for artists to sell good quality art directly to a discerning audience that comes from Sydney (20%), the Blue Mountains (25%), the Central West NSW (20%), Canberra (10%), Lithgow (15%) and other areas (10%). (Our audience exceeded 7,500 visitors this year.)

Ironfest assists artists in selling their work by creating an exciting environment in which to sell, as well as by undertaking extensive promotion and marketing. (Our promotional budget in 2008 will exceed \$30,000 and will include Regional TV advertising.)

In the past, Ironfest has received extensive media coverage on Regional TV, ABC radio and TV, as well as in mainstream Sydney media.

Ironfest 2008 will be a NSW Tourism Flagship Event, which will ensure an even higher level of national media attention as well as additional funds for promotion.

The Ironfest Committee and Ironfest volunteers hope to see you in Lithgow, April 25, 26 & 27, 2008. Please do not hesitate to contact us for more information.

Regards,
Macgregor Ross
Festival Director
Ironfest

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2008

Participant Essential Information

- When:** 25, 26 & 27, April 2008.
- Where:** Lithgow Showground, George Coates Drive, Lithgow, NSW, 2790
- How:** Turn off the Great Western Highway at MacDonald's, into Main Street, Lithgow. Follow it for about ½ kilometre, before turning into the first left, under a railway bridge. You are now in George Coates Drive. The Showground is straight ahead. The Main Gate, directly ahead, will be for visitor pedestrian use only. All participants will need to enter off George Coates Drive after it swings to the left. There will be temporary signage indicating where exhibitors & performers should enter.
- Trading:** 10.00am – 4.00pm Fri., 10.00 am - 5.00pm, Sat. & 10.00am – 4.00pm, Sun.
- Fees:** See application form for details
- Set Up:** Exhibitors will be able to set up from 10.00am on Thurs. 24th April and from 7.00am each other day (Should you wish to set up at any other time please give us a call so that arrangements can be made.) Exhibitors will need to register at the top gate (see map) upon arrival. All exhibitors should be set up by 10.00am and ready to trade!
- Parking:** Free exhibitor parking is available inside the showgrounds in designated areas (see map). All vehicles must be parked in the designated areas at least ½ hour prior to trading. Vehicles will be unable to move during trading periods (Except by prior arrangement. Due to public safety concerns this will be strictly enforced.)
- Preparation:** Most stalls will be outdoors, requiring covers, in the form of tarpaulins, tents etc., chairs and tables if necessary. (The weather in autumn in the mountains can be quite variable. Bring cloths to suit sub zero temperatures in the morning, then temperatures in the high twenties in the afternoon!)
- Selling:** Experience from past shows has highlighted the fact that artists need to present their work in a colourful, interesting and attractive way to best sell their work. (A rewards system based on presentation, uniqueness & originality and integrity of work will be in operation from this year on.) So we encourage you to invest time in how you present your artwork.
- Exhibitors are encouraged to bring along flags of any kind (promotional or decorative) and to dress up to fit with our annual theme, this year being 'Fusion'. (Any fancy dress adds to the entertainment for our visitors.)
- Camping:** Free camping on site in designated areas or in your stall is permitted to all participants, but facilities are limited. Please let us know at the time you book your stall if you wish to camp.
- Come along and join us in exhibiting some of the best contemporary art being made in Australia. Ironfest 2008 will be significantly bigger & better than all previous Ironfest events, so get making!

Ironfest Office: Ph 02 63 531 638 Fax: 63 514 001

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BLACKSMITH COMPETITIONS

Ironfest will, once again, be conducting blacksmithing competitions as part of this year's Ironfest event.

Competitions will take place at the Lithgow Showground, Sat. 25 & Sun 27 April, 2008, starting at 10.00am each day.

On the first day (Sat. 26, starting at 10am) participants will receive 1m X 16mm sq bar.

Participants will then have 2 hours in which to make an object using forge welding.

(The work selected will be used as the prize for the Bike Show.)

Acquisitional Prize for the Judges choice: \$500.00

On the second day (from 10am Sun 29th) participants will be given 3 pieces of steel:

1m X 16mm sq. bar, 1m X 16mm round bar & 1m X 12mm X 32mm flat bar.

The participant will then have up to three hours to make an object of their choice, again using forge welding.

Prize for the Judges choice: \$750.00

PARTICIPANTS SHOULD CONSIDER DEVELOPING IDEAS PRIOR TO THE DAY

CRITERIA

Prizes will be judged on: Skills demonstrated, Techniques employed, amount of work & aesthetic appeal.

RULES

Only forging tools are to be used. (ie no power tools)

No Jigs, and no assistance from any other person other than one designated striker.

Each contestant is to begin with a clean fire.

Contestants will need to provide their own tools.

Participants are encouraged to bring their own anvil and forge, however, the organizers will provide forges, anvils, coke and water (both to quench the steel and the participants thirst).

CONDITIONS

Entrance is free.

All participants must fill in an application form prior to the April 28, 2007, to register.

All participants must be covered for public liability.

(Contestants may provide their own coverage, or take out temporary coverage through Ironfest Inc.

(A fee of \$25 for insurance is payable for two days.)

Proof of coverage will need to be provided prior to registration.

Each contestant will be allocated a time to begin work and should report to the competition co-coordinator ½ hour prior to their designated performance time.

The Judges will be appointed by the Ironfest Inc committee to decide the winners of both competitions.

The Judges decision will be final and incontestable.

Participants must not act in any way that endangers any other person at the festival.

Participants must promptly follow any direction by the competition co-coordinator and/or any Ironfest Official.

Work produced becomes the property of Ironfest Inc and can be used for the purposes of promoting future Ironfest events.

Future announcements with regard to the increase in prize money may be made in the near future. To receive up-dates, please register your interest by reply email, or by faxing us your filled in registration form.

IRONFEST

2008 Blacksmithing Competition

REGISTRATION FORM

NAME:

BUSINESS NAME:A.B.N.....

ADDRESS:

STATE: POSTCODE

PHONE: (BH) (AH)

FAX: EMAIL:

VEHICLE TYPE..... REGO. NO.....

DESIGNATED STRIKER'S NAME.....

DO YOU HAVE PUBLIC LIABILITY INSURANCE? Yes No

Policy Number:Expiry Date:

Please forward a copy of your public liability insurance with this form.

Please arrange public liability for me at \$25.00. **Cheques to be payable to:** Ironfest Inc.

(Please read attached conditions prior to signing.)

I have read the conditions for participating at Ironfest 2006, and I sign my name in acceptance of them, asserting that the information provided by me is true and accurate:

(Signed): (Date):

(Witness): (Date):

(Address):

Please do not deduct GST. I have filled in a hobbyist form. YES NO

Please reply to: 17 Main Street, Lithgow NSW 2790
Fax: 02 63 514 001
Email: ironfest@lisp.com.au
Enquiries: Mac or Alison on (02) 63 531 638

This form & information can all be downloaded from the Ironfest website @
www.ironfest.com.au