

# 2017 WFA ACHIEVEMENT AWARDS PROGRAM

## Innovations & Management Excellence

### FORM FOR DIVISIONS 13 – 27

**FAIR NAME:** Marin County Fair

(New Exhibits - Competition)

**CLASS:** 2

**DIVISION:** 13



a) **What was the goal?** Exhibits are the heart and souls of the Marin County Fair. Each year we develop a theme and create special programs, exhibits and decor celebrating this theme. With innovative spirit, The Marin County Fair continues to host unique and nationally renowned competitions showcasing a variety of activities, including those that extend far beyond traditional fair exhibits and agriculture. Thousands of awards are bestowed in categories such as fine arts, culinary arts, youth, technology and more. Our annual goal is to showcase the creativity of Marinates through our competitions and contests. Over 14,400 exhibits and 7,490 participants were highlighted in the 2017 Marin County Fair. Fair staff created a special competition to celebrate the current theme - "Let The Sunshine In!" The first rock concert was held on Mt. Tamalpais in Marin County in 1967 and we decided to convey the spirit of the Summer of Love through music art and fashion.

b) **How did you achieve the goal?** The multi-faceted competition and excerpts from our Exhibitors' Guidebook explaining the competition rules are described as follows –

**Tie-Dye** – Make a Tie-Dye garment, backpack, two or three- dimensional work of art, piece of jewelry any other item.

**Play-Doh®** – Create a work of art using this classic 60's modeling material. Make an individual person or creature, building, scene, village, etc. Showcase your creativity.

**Flashback to the 60's!** – Enter a copy of one or more of your favorite photos taken by you or a family member or friend in the 1960's. You may also add news clippings, ads, photos of products, etc. from the 60's. Be creative with your presentation.

**Macramé** – Make any item using this form of knotting that was so popular in the 60's. Examples: plant hangers, jewelry, clothing, wall sculptures, lamp shades, purses, ornaments, baskets, etc.

**Bicycle Wheel Decorating** – Decorate a bicycle wheel(s) using any type of paint and/or glued or affixed objects. The first 75 exhibitors to enter will receive a recycled wheel to decorate. Be creative!

**Tin Crafts** – Decorate any metal container such as an Altoid® Tin using paint, needlework, decoupage, mixed media, a diorama scene, or any other technique. Tin Cans – Decorate recycled tin or aluminum can(s) into a functional container (pencil holder, etc.) or a sculptural work of art.

**Selfies!** – Take a Selfie with a hand-held digital device including cameras, tablets, smart phones, etc. Prizes will be awarded for the most fun and creative entries. Selfies must be no larger than 5" x 7" and matted, but not framed.

**Spin Art** – Spin Art competitions will be held daily during the Fair. Contestants will have ten minutes to create a work of art using a spin art machine with a 2017 twist. Fun prizes will be awarded.

**Tangle Art** – Zentangle® style abstract, patterned drawings. Create a structured pattern according to your whim. It should not be representative of any recognizable object; rather, it should be abstract.

**For the Birds!** – Build and or decorate a Bird House, Bird Feeder, Birdbath, or Birdcage. Any type of material may be used.

**Kaleidoscope** – A special category in our Fine Art and Photography Department for psychedelic, abstract and pop art.

### c) **What were the results?**

- The response was OUTSTANDING! Exhibitors were elated with the new categories encompassing Summer of Love theme.
- The "Let The Funshine In!" Contest was multi-faceted and showcased many entries from families, students, groups, and classrooms.
- A total of 365 entries by 503 exhibitors (including group entries) were received.
- Premiums, sponsored cash prizes, gift certificates and ribbons were awarded totaling \$6,200.
- Fair guests enjoyed the diversity and creativity of the entries.
- Jurors were impressed with the exceptional quality of the entries
- Our *Let the Funshine In!* multi-faceted competition was a great addition to our 2017 Competitive Exhibits Program.

# ENTER THE FAIR

## Let The Funshine In! All categories open to Adult, Junior, Family and Groups.

### Tie-Dye

Make a Tie-Dye garment, laundry bag, backpack, two or three dimensional work of art, piece of jewelry any other item.

### Play-Doh®

Create a work of art using this classic modeling material. Make an individual person or creature, building, scene, village, etc. Showcase your creativity.

### Flashback to the 60's!

Enter a copy of one of your favorite photos taken by you or a family member or friend in the 1960's. Reproduction enlargements up to 8 x 10 are acceptable.

### Macrame

Make any item using this form of knotting that was so popular in the 60's. Examples: plant hangers, jewelry, clothing, wall sculptures, lamp shades, purses, ornaments, baskets, etc.

### Bicycle Wheel Decorating

Decorate a bicycle wheel(s) using any type of paint and/or glued or affixed objects. The first 75 exhibitors to enter will receive a recycled wheel to decorate. Call the Exhibit Department at 415.473.7048, if you would like to reserve a wheel.



### Tin Crafts

Tin Boxes - Decorate any metal container such as an Altoid® Tin using paint, needlework, decoupage, mixed media, a diorama scene, or any other technique.

Tin Cans - Decorate one or more recycled tin or aluminium can(s) into a functional container (pencil holder, etc.) or a sculptural work of art.

### Selfies!

A selfie is a self-portrait photograph, typically taken with a hand-held digital device including cameras, tablets, smart phones, etc. The competition is open to youth and adults. Prizes will be awarded for the most fun and creative entries. Selfies must be no larger than 5" x 7" and matted, but not framed.

### Spin Art

Spin Art competitions will be held daily during the Fair. Contestants will have ten minutes to create a work of art using a spin art machine. Fun prizes will be awarded.

### Tangle Art

Zentangle® style abstract, patterned drawings. Create a structured pattern according to your whim. It should not be representative of any recognizable object; rather, it should be abstract.

### Etch-A Sketch® Art Contests!

Contests will be held multiple times daily during the Fair using this iconic mechanical drawing toy that was a rage in the 60's and is still popular today. The contests will be held on-the-spot.

Participants will be given ten minutes to create their Etch-A Sketch® masterpiece.

### 4th Annual For the Birds Competition

Build and or decorate a Bird House, Bird Feeder, Birdbath, or Birdcage. Any type of material may be used. Categories for Juniors, Adults, and Groups.

### 9th Annual Baby Derby!

A race for Crawlers. Babies crawl from one family member to another. The fastest crawler is the winner! Families who enter the contest in advance will receive one free fair admission pass.

### 4th Annual Decorate

Stroller at the Fair. Decorate their stroller with their own work of material. Contest is free fair admission. Decorate Wagons. Prizes, trophies around the fair grounds.

**Pre-Fair  
Exhibit  
Department  
Marketing**

### Additional Competitions

Many incorporating the *Let The Funshine In!* theme.

### Photography Competitions

#### Adult Photography

Prints of any subject may be entered in the Monochrome, Color, Creative/ Alternative categories or electronic images in the Projected Images category.

\* **New!** To celebrate the Fair Theme - *Let The Funshine In!* a new category entitled *Kaleidoscope* for photographic work celebrating Pop Art, Psychedelic Art and Abstract themed work has been added.

\* **New!** To celebrate the Fair Theme - *Let The Funshine In!* a special award will be given for the Best image of a Sunrise or Sunset.

\* Second Annual *In Focus* Competition in honor of renowned photographer Jack Fulton. Submit five images electronically focusing on one subject. The top three entries will be showcased at the Fair in print and digital formats. All additional

## PREVIEW - MARIN COUNTY FAIR COMPETITIVE EXHIBITS PROGRAM

The Exhibitors' Guide is available online starting March 1, 2017. Hard copies of the 270 page guide will be available on March 20, 2017.

Early deadline for submitting entry forms for most departments is Thursday, May 11, 2017.

2017 Fair theme: **Let The Funshine In!**

76th Marin County Fair - Friday, June 30 through Tuesday, July 4.

Information: [exhibits@marincounty.org](mailto:exhibits@marincounty.org)





# Pre-Fair Exhibit Department Marketing

# Fair

**Fair Competitions** Let the Funshine In! celebrates the 50th anniversary of the Summer of Love emphasizing Marin's dedication to the things we value most in our community, Family, Art, Agriculture and the Environment. This summer's Fair celebrates that 1967 spirit with music, art, fashion and more featuring tie-dye and macramé competitions, Flower Power floriculture, Groovy/Psychedelic and Abstract art and photography, and daily 60s fashion parades. The Marin County Fair features over 800 categories, over 13,500 exhibits and over 7,500 annual entrants from the entire San Francisco Bay Area. For the complete list of competitions, check our website at [marinfair.org](http://marinfair.org).

2017 Let the Funshine In! Special Fair Contests include:

- 🌸 Tie-Dye
- 🌸 Flashback to the 60s
- 🌸 Macramé
- 🌸 Kaleidoscope Arts
- 🌸 Tangle Art
- 🌸 Spin Art
- 🌸 Flower Power Floral Arts
- 🌸 Zen Gardens



**Fine Arts, Crafts, Photography** The fine art show has been a tradition at the Fair for decades and is one of the best of any county fair in California. Over 3,000 entries are juried in this popular 800-piece exhibit, featuring painting, graphics, mixed media, sculpture, glass, jewelry, furniture, digital art, and photography. The artworks are on view in the Redwood Foyer of the Marin Veterans' Memorial Auditorium.

**Blue Ribbon Stage** Clever and inventive Marinites share their special talents and experiences with other locals on the Blue Ribbon Stage. Do you make fabulous fudge, decadent desserts



## Tangle Art (Zentangle® Style Art)

Wars - Character: So Legion is the world's Star Wars™ costume with over 4,500 all 50 states, and



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**Decorated  
Bicycle  
Wheels**







**For the Birds!**







**Tie-Dye  
The 60's Revived!**







**Flashback to the 60's**



**Decorated Tin Crafts**







## Floral Headbands



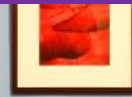
 **If You're Going to San Francisco,  
Be Sure to Wear Some Flowers in Your Hair...**







**Kaleidoscope – Psychedelic, Abstract & Pop Art & Photography**







**Let the Funshine In!  
Art Chairs**



**Let the Funshine In!  
Decorated Cookies**

**Let the Funshine In!  
Coloring Contest**







**Play Doh® Creations**



**Selfies**

**Macramé – The 60's Revisited**





**PDF Entry Information**

**Exhibitor Name:** Elisa Seppa

**WEN:** 8245DE

**Division:** Section 2 - Innovation & Management

**Class:** 13 New Exhibits - Competition

**Title:** Marin County Fair

**Description:**

**Notes:**

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