

The artist alley is located on the 3rd floor of Tampere-talo and is entirely open throughout the event. The alley closes 2 hours before the end of the convention. **We hope that artists are present from 10 AM to 3 PM on Saturday and from 11 AM to 4 PM on Sunday.** This does not preclude artists from spending the whole night at the alley if they wish!

There are 44 tables in the Tracon artist alley. **The size of an artist alley table is 50 x 150 x 72cm** (width, length, height). Artist alley tables will not have electricity or internet available to them. Stands and racks are allowed on the tables as long as they are secure and remain on the surface area of the table.

Prize & Tickets

The price of a table is 15 euros for the entire weekend: this price does not contain a ticket to the event. Please purchase your weekend ticket as soon as the event ticket sales begin or when paying for your table. Your table must be paid for by the due date. If you fail to pay by the due date, your table will be given to the first person on standby.

Application Instructions, Portfolio & Assessment

A link will be posted to our website at Tracon.fi once artist alley submissions open. The link will contain a form asking for all required information. You must attach a portfolio in link form to the form. A jury will assess all portfolios. The jury consists of a team of convention committee members selected by the artist alley representative.

Five (5) randomly selected first-time applicants to our artist alley will receive artist alley tables. The remaining applicants will participate in the jury assessment as normal.

Jury Assessment Qualifications:

- **Clarity and Presentability of Images:** A portfolio consisting of sketches that require some further work are not as impressive a portfolio as one containing clearly complete works.
- **Originality:** Images that are clearly copied from other works or screenshots are not acceptable for the artist alley.
- **New Content Every Year:** An applicant who presents new work every year has a better chance of being accepted than an applicant who presents the same work year after year.
- **Broad Selection of Participants/Products:** Our goal is to create an artist alley with as many different kinds of fandoms and fan cultures present as possible in print and handicraft form, but we also look for original work. The split between fan products and original art is roughly half and half. Most of our artist alley artists represent a manga style, and certain fandoms are more visible in these. The jury unfortunately cannot accept all of the several dozen fanartists who create art involving the most popular anime or manga series, but instead selects the most presentable ones and attempts to give other fandoms and styles a space in the artist alley as well.

Results & Artist Alley Map

The results of the assessment will be announced within one week via e-mail after artist alley applications have closed. The artist alley map will be drafted once the selection process is over. The map will be published as soon as possible after the results are announced.