



Gualala Arts

## Fine Arts Fair

Call for Artists

Application for Artist Outdoor Booth Space  
May 24th and 25th, 2008 (10am to 5pm)

[www.GualalaArts.org](http://www.GualalaArts.org)

### GENESIS OF THE FINE ARTS FAIR

The Gualala Arts Fine Arts Fair is an intimate two-day art festival held in the small Northern California coastal town of Gualala, overlooking the Pacific at the junction of Mendocino and Sonoma Counties. It takes place the Saturday and Sunday of Memorial Day weekend.

Gualala Arts is a non-profit arts organization focused on promoting public interest and participation in the arts. All proceeds from the Fine Arts Fair benefit community art programs.

This unique fair has grown out of what were the very popular Summer Saturday Art Festivals. Based on numerous requests from patrons and artists alike, it was decided to transform SSAF into a multi-day event on a single weekend. This three-day holiday weekend is typically a time when tourists flock to our area of the North Coast to unofficially kick off their summer.

Artist spaces will be tastefully scattered along the periphery of the 15,000 sq. ft. Gualala Arts Center. The Center is located approximately a half-mile inland from the coast. In addition to selling work covering a wide variety of artistic media, several artist will be "in action", demonstrating the creation of their craft during the festival.

### ARTIST SPACES

There is a mixture of irregular spaces, and spaces capable of fitting a standard 10' X 10' booth. Please specify your precise space requirements in the application. Additionally, please specify if you are willing to demonstrate the creation of your artwork during the festival.

Some spaces may be located on uneven terrain. Cool, foggy weather and wind are possible, so be prepared to secure display in these conditions. Weights are recommended for securing your display since drilling into concrete or asphalt, or staking into grass WILL NOT be allowed.

### EXPENSES

Application Fee: \$10 non-refundable (separate check).

Booth Fee: \$50 payable by a separate check or money order, included with application. This check will be returned if the application is not accepted.

Commission: 10% of gross sales.

This Year Only: Commission to be paid on the first \$500 of gross sales for each artist will be deducted from the \$50 booth fee. In other words, there will be no commission due on the first \$500 gross sales for each artist.

Cancellations: The deadline for receiving a full refund of booth fee, if canceling, is May 1st. There will be no refunds after this date.

### APPLICATION PROCESS

Submit completed entry form; three images of artwork (slides, prints, or digital images on CD); one slide, print or digital image of artist's booth; \$10 application fee; and \$50 booth fee to:

Gualala Arts  
Fine Arts Fair  
PO Box 244  
Gualala, CA 95445

Your application will not be accepted if all of the above items are not included. Remember to include a self-addressed, stamped envelope with correct postage if you would like your images returned.

There is no official application deadline; however, no more applications will be considered in a specific artistic medium, once the available spaces for that medium have been filled. For further details, please see the "Artist Selection" section of this application.

### QUESTIONS AND CONTACT

Feel free to contact Gualala Arts with questions: 707-884-1138.

### ARTIST SELECTION

Acceptance to the Fine Arts Fair will be determined based on the images submitted with the application. Applications will only be accepted if the work presented is deemed appropriate and of sufficient quality for this festival. Therefore, submittal of high quality images is of the utmost importance

There is no specific deadline for applications; however, it is advised to apply as early as possible, since jurying will occur on an on-going basis, and will end when all available spaces have been filled in each category.

Although specific space requests will be considered, spaces will be assigned solely at the discretion of the Festival Coordinator, with an emphasis on the aesthetic makeup of the show.

### REGULATIONS AND SETUP

Only handmade original artwork will be accepted. All artwork must be artist's own. No "buy-sell" work.

The artist must be present during festival hours.

Booth area must be kept clean.

Artist may setup on Friday, May 23rd, between 4pm and 8pm; or, on Saturday, May 24th, beginning at 7am. Setup must be complete by 10am on Saturday.

Exhibit may not be taken down before 5pm on Saturday or Sunday.

### IMPORTANT 2008 DATES:

May 1st:	Deadline for booth fee refund
May 23rd:	Booth setup 4pm to 8pm
May 24th:	Booth setup 7am to 10am Festival 10am to 5pm
May 25th:	Festival 10am to 5pm



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Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Website URL \_\_\_\_\_

Resale Number \_\_\_\_\_

Contact the California Board of Equalization to obtain a resale number. A CA resale number is MANDATORY. Artist is responsible for paying CA sales tax.

I have read the above and agree to those conditions as specified. I understand that if I choose to cancel my reservation after May 1, my \$50 booth fee will not be refunded. I also understand that refunds will not be made due to inclement weather. I release Gualala Arts of all liability for any damage, loss, or injury incurred before, during, or after festival hours. I affirm that all work displayed will be original, produced solely by myself, the applicant. I give my consent to Gualala Arts to release my name and to use images of my work for promotional purposes.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**IMAGE SUBMISSION:**

Image # 1: \_\_\_\_\_  
Title/description size price

Image # 2: \_\_\_\_\_  
Title/description size price

Image # 3: \_\_\_\_\_  
Title/description size price

Booth image: \_\_\_\_\_

Would you be willing to demonstrate your artistic process: \_\_\_ Yes \_\_\_ No

If yes, please provide details below or on separate sheet.

**Describe medium and artistic process:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CHECKLIST**

1) Complete entire application form (BE SURE TO SIGN FORM)

Enclose with application form:

- 2) A separate \$10 application fee
- 3) \$50 booth fee (separate check)
- 4) Three images of your work
- 5) One image of your booth display
- 6) Self-addressed, stamped envelope with sufficient postage for return of images

**FOR OFFICE USE ONLY**

Date rec'd \_\_\_\_\_

Application No. \_\_\_\_\_

App. Fee \_\_\_\_\_

Booth Fee \_\_\_\_\_

Images: Art \_\_\_\_\_ Booth \_\_\_\_\_

Notes: