



Gualala Arts

4th Annual

Fine Arts Fair

Call for Artists

*Application for Artist Outdoor Booth Space  
May 28th and 29th, 2011 (10am to 5pm)*

*www.GualalaArts.org*

**ABOUT 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 artists 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 and/or dusty 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: \$75 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 all gross sales.

Cancellations: The deadline for receiving a full refund of booth fee, if canceling, is April 30th. There will be no refunds after this date.

**APPLICATION PROCESS**

Submit completed entry form, three images of artwork, one image of artist's booth, \$10 application fee, and \$75 booth fee to:

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

Applications must be postmarked no later than April 1st. Acceptance notices will be mailed by April 10th.

Your application will not be accepted if all of the above items are not included.

**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

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.

**QUESTIONS AND CONTACT**

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

**IMAGES**

Artist is to submit three images of artwork and one image of booth setup.

Although prints or slides will be accepted, digital images are preferred. Please submit digital images on a single CD, included with your completed application. Minimum image specifications are listed below. Remember to include a self-addressed, stamped envelope with correct postage if you would like your images returned.

**DIGITAL IMAGE SPECS**

- File Type - TIF or high-quality JPEG in the RGB color space.
- Size - must be a minimum of 900 pixels on the long side.
- Please use meaningful file names that correspond with image titles listed on application.
- Please mark your name on CD.

**REGULATIONS AND SETUP**

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

Artist must be present during festival hours; booth area must be kept clean.

Artist may setup on Friday, May 27th, between 4pm and 8pm; or, on Saturday, May 28th, beginning at 7am. Setup must be complete by 10am on Saturday.

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

**IMPORTANT 2011 DATES:**

- April 1st: Application postmark deadline
- April 10th: Acceptance notices mailed
- April 30th: Deadline for booth fee refund
- May 27th: Booth setup 4pm to 8pm
- May 28th: Booth setup 7am to 10am  
Festival 10am to 5pm
- May 29th: Festival 10am to 5pm



Name \_\_\_\_\_

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

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ 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 April 30th, my \$75 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 and 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) \$75 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: