



52nd Annual

Art in the Redwoods

Call for Artists

2013 Outdoor Artist Booth Application
August 16th, 17th and 18th

Application Deadline: April 30th, 2013
www.GualalaArts.org

ABOUT AIR

Art in the Redwoods is a unique festival held in the small Northern California coastal town of Gualala, overlooking the Pacific at the junction of Mendocino and Sonoma Counties. The outdoor portion of the festival takes place on the grounds outside of the Gualala Arts Center, a non-profit arts organization focused on promoting public interest and participation in the arts. All proceeds benefit community art programs.

Live musical entertainment and a variety of outdoor food vendors has become a tradition at Art in the Redwoods. The fine art exhibit portion of the festival, featuring the work of regional artists, adorns the walls of the Arts Center. Drawing a crowd of over 3,000, the event continues to live up to its reputation as being one of our area's most treasured

ARTIST BOOTHS

Booth spaces are 10' x 10' and are pre-assigned. No electrical power is available or allowed. Booths are located outside on Arts Center grounds. As we are nestled amongst the redwoods in a natural setting, the terrain can be uneven.

NEW THIS YEAR! Premium booth spaces are being offered for an additional \$100 booth fee. Please see enclosed application insert for more information if you're interested.

EXPENSES

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

Booth Fee: \$150 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.

Cancellations: The deadline for receiving a full refund of booth fee, if canceling, is July 1st, 2013. There will be no refunds after this date.

REGULATIONS

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. Please use recycling cans and dumpster (near food booths).

APPLICATION PROCESS

Submit completed entry form, four images of artwork, one image of artist's booth, \$10 application fee, and \$150 booth fee to:

Gualala Arts
AIR Booth
PO Box 244
Gualala, CA 95445

Application must be postmarked no later than April 30th.

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

THIS AND THAT...

This application is for the Art in the Redwoods outdoor booths. Acceptance notices will be mailed by May 24th.

IMPORTANT - artist booths will be open on Friday, August 16th, 4pm to 6pm for a preview. The festival will end at 4pm on Sunday, August 18th.

If you have any questions or would like to obtain an entry form for the indoor fine art exhibit, please contact Gualala Arts at 707-884-1138.

Gualala's weather in August is typically a mixture of sun, fog and potential coastal drizzle with moderate temperatures (60 to 80 degrees.)

IMAGES and BIO

Artist is to submit four images of artwork and one image of booth set up. Digital images are preferred, although prints or slides will be accepted. Please submit digital images on a CD, included with your application. Minimum image specifications are listed below.

If not accepted into the festival, images will be returned to the artist if a self-addressed, stamped envelope is provided. Images of accepted artists will be held for comparison with the work displayed at the festival and returned during that weekend. Approximately 50 artists will be selected through the jury process... it is very important that high-quality images are submitted.

DIGITAL IMAGE SPECIFICATIONS:

- File Type - TIF or high-quality JPEG in the RGB color space.
- Size - must be a minimum of 1400 pixels on the long side; however, larger images stand a better chance of being used for festival publicity.
- Please use meaningful file names that correspond with image titles listed on application.
- Please mark your name on CD.

Additionally, if you are interested in the possibility of being featured in local newspaper stories, and other publicity leading up to the festival, it is recommended that you also include an artist bio, in digital format, on the image CD.

IMPORTANT 2013 DATES:

April 30:	Application postmark deadline
May 24:	Acceptance notices mailed
July 1:	Deadline for booth fee refund
August 16:	Booth setup 10am to 4pm Friday Preview 4pm to 6pm
August 17:	Booth setup 7am to 10am Festival 10am to 5pm
August 18:	Festival 10am to 4pm

*Please keep a copy of this completed form for your records



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Name _____

Business Name _____

Address _____

City, State, Zip _____

Phone _____ Email 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 July 1, my \$150 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 Art in the Redwoods promotional purposes.

Signature _____ Date _____

IMAGE SUBMISSION:

Image # 1: _____
Title/description _____ size _____ price _____

Image # 2: _____
Title/description _____ size _____ price _____

Image # 3: _____
Title/description _____ size _____ price _____

Image # 4: _____
Title/description _____ size _____ price _____

Booth image: _____

Describe medium and artistic process (limit to space below):

CHECKLIST

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

Enclose with application form:

- 2) A separate \$10 application fee
- 3) \$150 booth fee (separate check)
- 4) Four images showing your work
- 5) One image of your booth display
- 6) Artist Bio (for publicity)
- 7) Self-addressed, stamped envelope with sufficient postage (if return of images is needed)

FOR OFFICE USE ONLY

Date rec'd _____

Application No. _____

App. Fee _____

Booth Fee _____

Images: Art _____ Booth _____

Notes:



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PREMIUM BOOTH SPACES

After a successful experiment last year, Gualala Arts has decided to offer several “premium” booth spaces for the 52nd annual Art in the Redwoods.

For those artists not familiar with the outdoor booth space arrangement in past years, spaces have historically been laid out in the dirt parking lot on the Arts Center grounds. However, due to other activities associated with the festival, no artist booth spaces have been allowed in the paved lot and concrete walkways closer to the Arts Center building.

This year, we are going to allow a limited number of artist booths in these once-restricted areas. In addition to being closer to the building, the other potential advantage of these to the artist is that they will be on level pavement instead of dirt. Though the number of these spaces has not yet been determined, we estimate that between five and ten of these premium spaces will be added this year.

The premium booth fee cost to you would be \$250 (\$100 more than the standard \$150 booth fee). Also, the 10% commission rate remains unchanged for these spaces. If you are interested, please fill out the application supplement below, and return along with your standard application. **DO NOT** send in the additional \$100 fee at this time. If selected for one of these spaces, you will be contacted to provide payment for that amount after the jury selection process is complete. Note that you still need to send in the standard \$150 booth fee with your application.

If we get more interested artists than premium spaces available, determination of which artists will receive these spaces will be based on the following criteria:

- A jurying process involving our Art in the Redwoods exhibit committee.
- Strong consideration will be given to maintaining an appropriate mix of different media.
- Some consideration will be given to attendance and sales performance at past AIR festivals.

APPLICATION FOR PREMIUM BOOTH SPACE

Yes, I would like to apply for a premium booth space.

I understand that, if selected for one of these spaces, I will be required to submit an additional \$100 booth fee payment, immediately upon notification. I understand that if I choose to cancel my reservation after July 1, this additional \$100 booth fee will not be refunded.

Name _____

Business Name _____

Phone _____ Email Address _____