

2014 Gualala Arts Festival of Trees Registration

Festival of Trees is a major Gualala Arts fundraising event which features several Christmas-oriented venues, including food and beverages, and an array of craft vendors offering their wares for sale and demonstrating their skills. The vendors selected for this event must have artwork based on crafts that existed during the 1850s time period, when Gualala was a mill town. Period crafts would include wood carving, candle making, leather work, pottery, basketry, fiber crafts and needlework, glass making, metal work, soap making, hand-made toys and ornaments, etc. All crafts must be handmade, original artwork. No buy-sell art/crafts.

Artists Spaces:

1. Vendor/artist spaces are available on the floor of the Coleman Auditorium. Here are the number of booths and their sizes on the floor:

- 1 -- 11 X 6 (on the right as you enter the auditorium),
- 6 -- 10 X 8 (three booths on each side of the room), and
- 2 -- 8 X 8 (at both ends of the room, below the stage).
- 3 -- 8 X 8 (Down the center of the room)

The size of the booths will remain as advertised here. For both safety and courtesy reasons, there can be no encroaching into the exits, aisles or other artists space. Please specify your booth size choice when you register, and we will do our best to match you with the appropriate space.

Note: In 2014 there will NOT be a row of trees down the middle of the auditorium floor, so this area may be used for vendors. Estimated: 3 to 4 — 8X8 spaces.

- 2. Country Store vendors will be on the stage as in previous years. (Or on the Auditorium floor if necessary, based on space and prioritization by the Vendor Spokespersons.)
- 3. Interest Group/Guild artists will be in the Burnett Gallery.

Artist Expenses:

The artist must be a member of Gualala Arts. If joining Gualala Arts is part of your application, include \$30 for an annual Individual Membership or \$50 for a Family Annual Membership.

Gualala Arts Commission & Services:

Gualala Arts will collect a 20% commission on all sales. The artist's retail prices should factor in the 20% commission, but **not** sales tax or credit card fees.

In addition, as part of its commission fee, Gualala Arts will provide: space, electricity, tables (**as available**), chairs, publicity, access to a break room, a sales book and food & beverage tickets for the artist. Gualala Arts will not provide Z-panels.

Regulations:

- Only handmade, original crafts/artwork will be accepted. No buy-sell crafts allowed.
- Although custom space requests will be considered, the Vendor Spokesperson retains the final decision on all special requests.

Hours

Friday, November 28, 10 am to 5 pm
Saturday, November 29, 10 am to 4 pm

- The artist must be present during festival hours and not start breakdown before the festival ends. Period costumes preferred, but optional.
- The artists may decorate their booth space, but decorations must be appropriate to the period and season. Artists may bring additional lighting for their booths, including extension cords. (Gualala Arts does not have extension cords.)
- There may be no sub-vendors permitted in the booths without prior permission by the Vendor Spokesperson.

Application Process:

To be considered, a vendor entry form must be turned in no later than March 1 2014. Artists will be notified no later than April 1st re: acceptance of application.

Artist Selection/Invitation:

Auditorium-based Vendors will be notified re: acceptance to the Festival. Acceptance **will not** be based solely on "first-come, first-serve," but also on the aesthetic make-up of the Festival: a well-balanced mix of crafts, demonstrations, etc.

Submit the following:

- **Registration Form** completed and signed.
- If first time applicant, **3 images of craft/art** and **1 image of display** (JPG on CD, print, slide or drawing accepted), must be included with Registration Form.
- **If demonstration of craft planned**, please include description and any special requirements (additional space, electricity, etc.)
- **Gualala Arts membership fee**, if applicable. Make check payable to Gualala Arts.

Submit the Form to:

Gualala Arts --Festival of Trees
PO Box 244
Gualala, CA 95445

If you have any questions, contact the Festival of Trees Vendor Spokespersons for Auditorium-based Vendors: Walt or Susan Rush at 707-882-2441 or Gerda Randolph (785-2206) for Burnett Gallery-based Interest Groups/Guilds.

GUALALA ARTS P.O. Box 244
46501 Gualala Road Gualala, Ca., 95445
Email: info@GualalaArts.org Website: GualalaArts.org
9 a.m. - 4 p.m. weekdays 12 - 4 p.m. weekends
Special Hours on some Holidays

Gualala Arts RESERVES THE RIGHT TO: Refuse to display any artwork Reject any application.

Please Keep a Copy of this Page for Your Records

2014 Gualala Arts Festival of Trees Registration Form

Due No Later than March 1st, 2014

Business/Artists Name or Group: _____

- Art Vendor (Auditorium)
 Country Store (Stage) **Select One Category**
 Interest Group/Guild (Burnett Gallery)

Address: _____

City, State, Zip: _____

Phone #: _____

Email Address: _____

Website URL: _____

Vendors Only 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.

Art Vendors

Check Booth Size Desired:

- 11x 6 feet Only one available
 10x8 feet
 8x8 feet
 Other (Describe:)
 Tables needed

County Store Vendors

of Tables Desired:

- One Two

Interest Group/Guild

of Tables Desired:

- One Two

(Please Note: Vendors One Two may wish to bring their own table(s). The Arts Center has a limited supply, and they will be available on a 1st One Two come; 1st served basis during Wednesday set-up.

Any other supplies or support from Gualala Arts required? Please List.

Description of Demonstration (if desired): _____

Included with Entry Form (check those appropriate):

- Gualala Arts membership fee
 3 images of craft/art (if first time applicant)
 1 image/drawing of display space (if first time applicant)

I have read the above and agree to those conditions as specified. 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 (or Interest Group/Guild), the applicant. I give my consent to Gualala Arts to release my name and to use images of my work for promotional purposes.

Artist/Interest Group/Guild Signature: _____ Date: _____

Dates to Remember

- Turn in your signed Registration Form by March 1st, 2014. Notification of acceptance will occur by April 1st
- Setup is on Wednesday, November 26 from 7am to 1pm or Friday 7am to 9:30am
- Gualala Arts Center closed for Thanksgiving, Nov 27
- Festival November 28, 10am to 5pm
- Festival November 29, 10am to 4pm
- Breakdown Saturday, after 4pm and Sunday, November 1st, 10am to Noon as needed