



Gualala Arts

Call to Artists

2014 Arts Center Festival Season

Enclosed you will find information and an artist application for three of Gualala Art Center's finest art festivals. Applicants may apply for one, two or all. Each festival is juried independently; therefore, work that is selected for one show doesn't automatically guarantee acceptance into the others. California resale number is MANDATORY. Artists are responsible for paying California sales tax. Insurance is suggested but not required. Please note that you must be a member of Gualala Arts in order to participate in the Festival of Trees art fair, but membership is not required for the Fine Arts Fair or Art in the Redwoods.

Questions? Contact Walt or Susan Rush, Event Coordinators: (707) 882-2441 or rushstudio@starband.net

All art festivals are held at the Gualala Arts Center nestled in the majestic redwoods in the small Northern California coastal town of Gualala, which overlooks the Pacific Ocean at the junction of Mendocino and Sonoma Counties. Gualala Arts is a non-profit organization focused on promoting public interest and participation in the arts since 1961. All proceeds from the art fairs benefit community art programs.

7th Annual Fine Arts Fair

May 24 & 25 - 10 a.m.-5 p.m.

Description: This event is held around the Arts Center grounds. Booths may stay up overnight. Single space sizes are 10'x10'.

Components: High quality fine art and crafts, entertainment, kid's activities, great food and fine wines and craft beers.

Weather: During May, the weather is in the mid 60's or above. Early morning fog will sometimes occur which generally burns off by late morning.

Space Fee: Application fee - \$10.00, non-refundable, separate check. Booth fee \$75.00. A commission of 10% on all sales (excluding sales tax) paid to Gualala Arts at the completion of the show.

53rd Annual Art In The Redwoods

August 15th –10a.m. to 4 p.m. Booth set up

4 p.m.-6 p.m. festival preview (Optional)

August Set up 7 a.m. to 10 a.m.

August 16th - 10 a.m.- 5 p.m.

August 17th - 10 a.m.- 4 p.m.

Description: A combination of a judged art exhibit and a fine art festival, this event attracts over 3,000 art lovers over 3 days. Premium booth spaces are being offered for an additional fee. The other booth spaces are located in the parking lot of the Arts Center which is not paved. Booth spaces are 10'x10'. Booths may stay up overnight.

Components: High quality fine art and crafts, music and entertainment, kid's activities, great food, fine wines and craft beers.

Weather: During August high 60's to low 70's usually sunny.

Space Fee: Application Fee: \$10.00, non-refundable, separate check. Booth Fee: \$150.00, regular booth and \$250.00 for premium booth. A commission of 10% on all sales (excluding sales tax) paid to Gualala Arts at the completion of the show.

Festival of the Trees

November 28th - 10 a.m.- 5 p.m.

November 29th - 10 a.m.- 4 p.m.

Description: This is in the Arts Center that is decorated for the holidays. Booth sizes are 10'x8' and 8'x 8'. Also we have the Country Store where you may choose 1 or 2 tables. Space for this show is limited, and you must be a member of Gualala Arts in order to participate in the festival.

Components: High quality fine art and crafts, entertainment, kid's activities, great food, fine wines and craft beers. Also, there is always an appearance by Santa Claus!

Weather: The weather will not be a problem in this event because vendors are set up inside the Arts Center where it will be nice and cozy.

Space Fee: Application fee - \$10.00, non-refundable, Booth fee - none. A commission of 20% on all sales (excluding sales tax)

Additional Items:

Make out 1 check for all the application fees of \$10.00 a show.

Then make individual checks for each booth fee for the shows you want to enter.

Deadline for the three events is March 1, 2014. If you register for all three art festivals you will be given a \$25.00 discount which will be given back after your participation in all three events. If you are only interested in a particular event please fill out that application only and send it in by March 1, 2014.

Thanking you in advance and looking forward to a great year!

Walt and Susan Rush

Event Coordinators