

**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 **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 accompanied by 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 art community gatherings.

**ARTISTS BOOTHS**

Booth spaces are 10' x 10' and are preassigned. 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.

**EXPENSES**

**Application Fee:** \$5 non-refundable  
**Booth Fee:** If you are accepted, the booth fee will be \$150 paid by check or money order (due by July 1) plus 10% commission

**REGULATIONS**

- Only handmade original artwork will be accepted. All artwork must be artist's own. No buy-sell art.
- The artist must be present during festival hours.
- Booth area must be kept clean. Please use recycling cans and dumpster (near food booths.)
- If booth reservation is cancelled after July 1, the booth fee will not be refunded.

**APPLICATION PROCESS**

Submit entry form, four slides of artwork, one slide of artist's booth, the slide description form, and \$5 application fee (check or money order) to:

Gualala Arts  
AIR Booth  
PO Box 244  
Gualala, CA 95445

Remember to include a self-addressed stamped envelope with correct postage for slides to be returned. Your application will not be accepted if all above items are not included.

**SLIDES**

Artist is to submit four slides of artwork and one slide of artist's booth set up. Each slide must be labeled with the artist's name and medium. Indicate the TOP of each slide by marking a red dot on the upper right corner. Gualala Arts is not responsible for any lost or damaged slides. Slides will be returned to the artist if the self-addressed stamped envelope and correct postage are included. Selections will be made through the jurying process. Only 50 artists will be selected; ensure that you are submitting quality slides.

**THIS AND THAT . . .**

This application is for the outdoor booth portion of Art in the Redwoods. 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. The weather in Gualala in August is typically sunny skies with occasional morning fog and moderate temperatures (60 to 80 degrees.)

**IMPORTANT DATES:**

April 22	Application postmark deadline
May 16	Acceptance notices mailed
July 1	\$150 booth fee due
August 19	Booth set up 10 am- 5 pm
August 20	Booth set up 8- 10 am Festival 10 am- 5 pm
August 21	Festival 10 am- 5 pm

Name \_\_\_\_\_

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

Address \_\_\_\_\_

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

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

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

Email Address \_\_\_\_\_

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

Contact Board of Equalization if you need to obtain a resale number.  
Artist is responsible for paying California 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 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 \_\_\_\_\_