

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: \$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 cancelling, is July 1st. 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 (both sides), four slides of artwork, one slide or print 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 post-marked by April 28th.

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.

THIS AND THAT . . .

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

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

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 a mixture of sunny skies and fog, with moderate temperatures (60 to 80 degrees.)

SLIDES

Artist is to submit four slides of artwork and one slide or print of 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. If not accepted into the festival, slides will be returned to the artist in the self-addressed, stamped envelope. Slides 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 jurying process... it is very important that quality slides are submitted.

Use standard size 35mm slides, 2"x2", including mount. Glass mounts will not be accepted. Do not use adhesive labels or tape on slides, as this can jam the projectors.

IMPORTANT: This year, submission of slides is **mandatory** for the four artwork images. If you have questions about creating or preparing slides, contact Gualala Arts for assistance.

IMPORTANT DATES:

April 28	Application postmark deadline
May 24	Acceptance notices mailed
July 1	Deadline for booth fee refund
August 18	Booth set up 10 am - 4 pm Friday Preview 4 pm - 6 pm
August 19	Booth set up 8 - 10 am Festival 10 am - 5 pm
August 20	Festival 10 am - 4 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.

A California Resale Number is MANDATORY. 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 affirm that all work displayed will be original, 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 _____