



Gualala Arts

Call to Artists

2016 Gualala Arts Center Festival Season

Attached you will find information and an artist application for three Gualala Arts Center Art Festivals. Applicants may apply for one, two or all three. Each festival is juried independently; therefore, work that is selected for one show isn't automatically guaranteed acceptance into the others. A copy of your California resale license is **MANDATORY**. Each artist is responsible for paying California Sales Tax. Insurance is suggested but not required. If you are a member of Gualala Arts your fees for the shows will be discounted. You can join by visiting <http://gualalaarts.org/support-gualala-arts/join-gualala-arts/>

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 (<http://gualalaarts.org/>) is a non-profit organization focused on promoting public interest and participation in the arts since 1961. All proceeds from the art festivals benefit community art programs.

All applications: Need to be postmarked no later than March 15th. We will notify your acceptance on April 1st.

Questions? Contact Walt or Susan Rush, Event Coordinators: (707) 882-2441 or rushstudio7@gmail.com

9th Annual Fine Arts Fair

Booth Set Up: Friday May 28th 3:00 to 7:00 May 29th 7:00 a.m. to 10:00 a.m.

Show Hours May 28th & 29th 10 a.m. to 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, children's activities, great food, 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.

This and That: This Fair has limited space available as it has a 80% artist return rate.

Space Fee: Application fee - \$10.00, non-refundable, separate check. Booth fee \$90.00 Gualala Arts Members receive a discount. A commission of 10% on all sales (excluding sales tax) will be paid to the Gualala Arts Center at the completion of the show.

55th Annual Art In The Redwoods

Note, new weekend for this show is now on the 2nd weekend in August

Booth Set Up: Friday August 12th – 10 a.m. to 4 p.m. - Saturday August 13th, 7 a.m. to 10 a.m.

Show Hours: Friday August 12th 4 p.m. to 6 p.m. Art Festival Champagne Preview (Optional)

Show Hours: Saturday August 13th - 10 a.m. to 5 p.m.

Show Hours: Sunday August 14th - 10 a.m. to 4 p.m.

Description: A combination of judged art exhibits and an outdoor fine art festival. This event attracts over 3,000 art loving buyers over 3 days. Booth spaces are located in the parking lot adjacent to the Art Center which is not paved but is treated with an environmentally safe dust retardant. Booth spaces are 10'x10'. Booths may stay up overnight. Premium booth spaces available for an additional fee of 100.00 which is limited to 8 spaces and is located on the asphalt close to the Art Center.

Components: High quality fine arts and crafts, music, entertainment, children's activities, great food, fine wines and craft beer.

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

Space Fee: Application Fee: \$10.00, non-refundable, separate check. Booth Fee: \$165.00, regular booth and \$265.00 for premium booth. Gualala Arts Members receive a discount. A commission of 10% on all sales (excluding sales tax) will be paid to Gualala Arts at the completion of the show.



Festival of the Trees

November 25th - 10 a.m. to 5 p.m. — November 26th - 10 a.m. to 4 p.m.

Booth Set up: November 23th, 1p.m. to 4 p.m. — November 25th, 8 a.m. to 10 a.m.

Description: This festival is held indoors in the Art Center which is decorated for the holidays. Booth sizes are 11 X 16 , 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.

Components: High quality fine arts and crafts, entertainment, kid's activities, great food, fine wines and craft beers. Also, there is always an appearance by Santa Claus, Mrs Clause, Santa's sleigh and reindeer and the Grinch! And Snow!

Weather: The weather will not be a problem because vendors are set up inside the Art 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) will be paid to Gualala Arts at the completion of the festival. This year we will, again, allow the artist to collect their own money and pay their commision at the end of the show.

Application Process:

1) Make out 1 check for each application fee of \$10.00 per show. For instance, if you enter 2 shows make 1 check for \$20.00 not 2 checks, 3 shows 1 check for \$30.00

2) Make individual checks for each booth fee for the shows you want to enter.

Again, deadline for applications **March 15, 2016**. Thanking you in advance and looking forward to a great year!

Walt and Susan Rush, Event Coordinators

Submit completed entry forms, checks, at least 3 JPG images of your artwork and 1 JPG image of your booth and your bio on CD to

Gualala Arts Center Festival Application

P.O.Box 244

Gualala CA 95445

Application will not be accepted if all of the information is not included.

Don't forget if you want to give yourself more exposure and a chance to win a cash prize try entering your work in [Art in The Redwoods Fine Arts Festival](#).

<http://www.gualalaarts.org/AIR/Festival-2016.html>



Gualala Arts

Application for all shows in 2016

Call to Artists

Although specific space requests will be considered, spaces will be assigned solely at the discretion of the Festival application committee with an emphasis on the aesthetic makeup of the show and date of submission

Name _____

Business Name _____

Address _____

City, State, Zip _____

Phone _____ E-Mail Address _____

Website URL _____

Resale Number _____ Please Send A Copy

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.

IMAGE SUBMISSION:

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

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

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

JPG Booth im-
age: _____

Would you be willing to demonstrate your artistic process: Yes No

ARTIST SELECTION

Acceptance to the Arts Fairs will be determined based on the images submitted with the application. Applications will only be accepted if the work presented is deemed appropriate and of sufficient quality for these festivals. Therefore, submittal of high quality images is of the utmost importance.

IMAGES

Artist is to submit three JPG images of artwork and one JPG image of booth setup.

Digital images are preferred. Please submit digital images & your bio on a single CD, included with your completed application Minimum image specifications are listed below. Remember to include a self-addressed, stamped envelope with correct postage if you would like your images returned.

Images may be used in our advertising

DIGITAL IMAGE SPECS

- File Type - TIF or high-quality JPEG in the RGB color space.
- Size - must be a minimum of 900 pixels on the long side.
- Please use meaningful file names that correspond with image titles listed on application.

FOR OFFICE USE ONLY

Date rec'd _____

Application No. _____

App. Fee _____

Booth Fee _____

Images: Art _____ Booth _____

Notes: _____

ARTIST SPACES

Some spaces may be located on uneven and / or dusty terrain. Cool, foggy weather and wind are possible, so be prepared to secure display in these conditions. Weights are recommended for securing your display since drilling into concrete or asphalt, WILL NOT be allowed.

Applications must be postmarked no later than March 15th. Acceptance notices will be emailed by April 1st.

Your application will not be accepted if all of the above items are not included.

Please submit all JPG images and your bio

QUESTIONS AND CONTACT

Feel free to contact Walt or Susan Rush with questions: 707-882-2441. rushstudio7@gmail.com

Mail application to
Gualala Arts Fine Arts Fair
P.O. Box 244
Gualala, CA 95445

Fine Arts Fair Configuration & Space Fee Payment Plan:

<u>Space Configuration:</u>	<u>Non Member Fee</u> Space Fee + Commision	<u>Gualala Arts Member Fee</u> Space Fee + Commision
_____ Single Space (10 X 10)	<input type="checkbox"/> \$90. + 10%	<input type="checkbox"/> \$75. + 10%
_____ Application Fee <input type="checkbox"/> \$10.		

Cancellations:

Art in the Redwoods Configuration & Space Fee Payment Plan:

<u>Space Configuration:</u>	<u>Non Member Fee</u> Space Fee + Commision	<u>Gualala Art Member Fee</u> Space Fee + Commision
<input type="checkbox"/> Single Space (10 X 10)	<input type="checkbox"/> \$165. + 10%	<input type="checkbox"/> \$150. + 10%
<input type="checkbox"/> 1-1/2 Space (10 X 15)	<input type="checkbox"/> \$240. + 10%	<input type="checkbox"/> \$225. + 10%
<input type="checkbox"/> Double Space (10 X 20)	<input type="checkbox"/> \$290. + 10%	<input type="checkbox"/> \$275. + 10%
<input type="checkbox"/> Application Fee \$10. <input type="checkbox"/> Check here if you would like to apply for a premium booth space on the asphalt if accepted fee is \$100. <u>If accepted you will be asked to send fee later.</u>		

Cancellations:

Festival of the Trees Configuration

Art Vendors Space Configuration: There is no space fee but there is a 10.00 Application Fee and 20% Commision. **Plus if you are not a member of Gualala Arts Center you will need to submit an extra \$15.**

Please number 1st & 2nd choices for space configuration Preference

- | | |
|---|---|
| <input type="checkbox"/> 11 X 16 just 1 available | Due to the shortage of tables there will not be tables available for the artist booths, only for the Country store. |
| <input type="checkbox"/> 10 X 8 | |
| <input type="checkbox"/> 8 X 8 | Each booth will have 1 or 2 chairs as needed. |
| <input type="checkbox"/> \$10. Application fee | |

Country **Store Vendors: Please Designate Number of Tables Limited Spaces available**
 One Two

Submit completed entry form, three JPG images of artwork, one JPG image of artist's booth and Bio on 1 CD to,
 Gualala Arts Festivals PO Box 244 Gualala, CA 95445

Applications must be postmarked no later than March 15st. Acceptance notices will be emailed by April 1st.

Your application will not be accepted if all of the above items are not included.

I have read the above and agree to those conditions as specified. 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 promotional purposes.

Signature _____ Date _____