



# Gualala Arts

## Call to Artists

### 2015 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://www.gualalaarts.org/About/Join.html>

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://www.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 [rushstudio@starband.net](mailto:rushstudio@starband.net)

### 8th Annual Fine Arts Fair

May 23 & 24 - 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 85% artist return rate.

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

**Booth Set Up:** May 23rd 7:00 a.m. to 10:00 a.m.

### 54th Annual Art In The Redwoods

August 14th 4 p.m. to 6 p.m. Art Festival Champagne Preview (Optional)

August 15th - 10 a.m. to 5 p.m.

August 16th - 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 are 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 beers.

**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. A commission of 10% on all sales (excluding sales tax) will be paid to Gualala Arts at the completion of the show.

**Booth Set Up:** August 14th - 10 a.m. to 4 p.m. - August 15th 7 a.m. to 10 a.m.



## *Festival of the Trees*

November 27th - 10 a.m. to 5 p.m. — November 28th - 10 a.m. to 4 p.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, and you must be a member of Gualala Arts in order to participate in the festival. You can join by visiting [www.gualalaarts.org/About/Join.html](http://www.gualalaarts.org/About/Join.html)

**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!

**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 commission at the end of the show.

**Booth Set up:** November 25th, 8 a.m. to 1 p.m. — November 27th, 8 a.m. to 10 a.m.

### **Application Process:**

1) Make out 1 check for each application fee of \$10.00 per show.

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

Again, deadline for applications **March 15, 2015**. Thanking you in advance and looking forward to a great year!

**Walt and Susan Rush, Event Coordinators**

Submit completed entry forms, and checks with at least 3 JPG images of your artwork and 1 JPG image of your artist's booth 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-2014.html).**  
<http://www.gualalaarts.org/AIR/Festival-2014.html>



# Gualala Arts

## Application for all shows

Although specific space requests will be considered, spaces will be assigned solely at the discretion of the Festival Coordinators, with an emphasis on the aesthetic makeup of the show.

This year we are trying to make the application process easier by having one form instead of three.

Name \_\_\_\_\_

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

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ E-Mail Address \_\_\_\_\_

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

Resale Number \_\_\_\_\_ Please Send A Copy of resale license.

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:

Image #

1: \_\_\_\_\_  
Title/description size price

Image #

2: \_\_\_\_\_  
Title/description size price

Image #

3: \_\_\_\_\_  
Title/description size price

Booth image: \_\_\_\_\_

Would you be willing to demonstrate your artistic process: \_\_\_\_Yes \_\_\_\_No

### FOR OFFICE USE ONLY

Date rec'd \_\_\_\_\_

Application No. \_\_\_\_\_

App. Fee \_\_\_\_\_

Booth Fee \_\_\_\_\_

Images: Art \_\_\_\_\_ Booth \_\_\_\_\_

Notes:

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

### ARTIST SPACES

Some spaces may be located on uneven 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 mailed on April 1st.

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

### Artist Selection

Acceptance to the all Art Fair's will be determined on the images submitted with the application.

Applications will only be accepted if the work presented is deemed appropriate and sufficient quality for these festivals. Therefore submittal of high quality images is of utmost importance.

### IMAGES

Artist is to submit 3 images of artwork and 1 image of booth setup. Although prints or slides will be accepted, digital images are preferred. Please submit digital images 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.

### 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.
- Please mark your name on CD.

### QUESTIONS AND CONTACT

Feel free to contact Walt or Susan Rush with questions: 707-882-2441.  
rushstudio@starband.net

**Fine Arts Fair Configuration & Space Fee Payment Plan:**

<b>Space Configuration:</b>	<b>Non Member Fee Space Fee + Commision</b>	<b>Gualala Arts Member Fee Space Fee + Commision</b>
_____ Single Space ( 10 X 10 )	<input type="checkbox"/> \$90.00 + 10%	<input type="checkbox"/> \$75.00 + 10%
_____ Application Fee		<input type="checkbox"/> \$10.00

**Cancellations:**

**I understand that if I choose to cancel my reservation after April 30th, my booth fee will not be refunded.**

**Art in the Redwoods Configuration & Space Fee Payment Plan:**

<b>Space Configuration:</b>	<b>Non Member Fee Space Fee + Commision</b>	<b>Gualala Art Member Fee Space Fee + Commision</b>
_____ Single Space ( 10 X 10 )	<input type="checkbox"/> \$165.00 + 10%	<input type="checkbox"/> \$150.00 + 10%
_____ 1 1/2 Space ( 10 X15 )	<input type="checkbox"/> \$240.00 + 10%	<input type="checkbox"/> \$225.00 +10%
_____ Double Space ( 10 X 20 )	<input type="checkbox"/> \$290.00 + 10%	<input type="checkbox"/> \$275.00 +10%

☐ Application Fee \$10.00    ☐ Check here if you would like to apply for a premium booth space on the asphalt if accepted fee is \$100.00 If accepted you will be asked to send fee later.

**Cancellations:**

**I understand that if I choose to cancel my reservation after July 1st my booth fee will not be refunded.**

**Festival of the Trees Configuration**

**Art Vendors Space Configuration: There is no space fee but there is a 20% Commision**

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

<input type="checkbox"/> 11 X 16 just 1 available	<input type="checkbox"/> Check if you need a table on a first come first served Basis Wednesday
<input type="checkbox"/> 10 X 8	<input type="checkbox"/> Check if you need a chair
<input type="checkbox"/> 8 X 8	

**Limited Spaces available**

**Country Store Vendors: Please Designate Number of Tables**

☐ One

☐ Two

**You must be a member of Gualala Arts to do this show <http://gualalaarts.org/About/Join.html>**

**Please notify us as soon as possible if you have to cancel to allow another artist entry into the show.**

Submit completed entry form, 3 JPG images of artwork, 1 JPG image of your artist's booth to:

Gualala Arts Festivals    PO Box 244    Gualala, CA 95445

**Applications must be postmarked no later than March 15th. Acceptance notices will be mailed on 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 \_\_\_\_\_