



Gualala Arts

Call to Artists

66th Annual Art in the Redwoods

Attached is an application form for the 2026 Art in the Redwoods festival, to be held from Friday, August 14th through Sunday, August 16th. Note that you can also apply online (see below for link). Also, you will find important information about the event, including date and time, setup schedule, general information, application fees/booth fees, etc.

The event takes place at the Gualala Arts Center, nestled in the majestic redwoods in the small Northern California coastal town of Gualala, CA, located at the junction of Mendocino and Sonoma Counties. Gualala Arts is a non-profit organization whose mission statement is: **Promoting public interest and participation in the arts since 1961.** All proceeds from this art festival benefits community art programs.

Description: A combination of a judged art exhibit and an outdoor art festival. This event attracts over 2,000 art loving buyers over three days. Booth spaces are located in the gravel parking lot adjacent to the Arts Center. All spaces are 10'x10'. Booths may stay up overnight. Artists may also enter the Art in the Redwoods indoor, judged fine art exhibit. Separate application fees and deadlines apply. See our website (www.gualalaarts.org) for more details.

Booth Space Notes: Some booths may be located on uneven and/or dusty terrain. Cool, foggy weather and wind are possible, so be prepared to secure your display in these conditions. Weights are recommended for securing your display since drilling into concrete or asphalt WILL NOT be allowed. *Artists are required to be stationed at their booth for the entire duration of the event.*

Although specific booth requests will be considered, booths will be assigned solely at the discretion of the Festival Committee with an emphasis on the aesthetic makeup of the show.

Note: As was the case last year, we will not be offering "Premium" booth spaces on the pavement this year.

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

Weather: During August, afternoons are typically sunny, with temperatures in the 60's to low 70's. There is potential for coastal fog and drizzle, particularly in the overnight and morning hours.

Fees: Booth Fee - Starts at \$150 (see below). A commission of 10% on all sales (excluding sales tax) will be paid to Gualala Arts at the completion of the show.

Please Note – an annual Gualala Arts membership is required for all vendors this year. If not currently a member, you can sign up as part of this application process (see below).

Booth Setup: Friday August 14th - 10am to 4pm & Saturday August 15th - 7am to 10am

Cars must be removed 30 minutes before gates open

Show Hours: Friday August 14th - 4pm to 6pm (Optional - Art Exhibit Champagne Preview)

Saturday August 15th - 10am to 4pm

Sunday August 16th - 10am to 4pm

Each artist is responsible for processing their own sales and paying California Sales Tax (**PROVIDING GUALALA ARTS WITH YOUR VALID CALIFORNIA SELLER'S PERMIT NUMBER IS MANDATORY**). Additionally, each artist must provide their own booth and display equipment.

ARTIST SELECTION:

Acceptance to this festival 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. Therefore, submittal of high-quality images is of the utmost importance. If you are not accepted into the show, your booth fee will be refunded. See below for image submittal requirements.



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APPLICATION PROCEDURE:

You can apply, submit images and pay online! See the following:

<https://gualalaarts.org/2026-art-in-the-redwoods-vendor-application/>

To apply for a Gualala Arts membership online, see the following:

<https://gualalaarts.org/support-gualala-arts/join-gualala-arts/>

If Applying by Mail:

- 1) Complete and return the attached application sheet, including your preferred type of booth space.
- 2) Attach **one check**, made out to Gualala Arts, for your booth fee.
- 3) If you are not currently a Gualala Arts member, attach **a separate check** for your membership fee. Note that you will be contacted about your membership status if your membership is not current.

IMPORTANT: Please submit **three images of your work and one image of your booth setup**. Images should be TIFs or high-quality JPEGs, with a minimum image size of 1000 pixels on the long side. Images can be directly uploaded as part of the online application process. If applying by mail, please email your images to Scott Chieffo (scott@gualalaarts.org).

PLEASE KEEP A COPY OF THE FESTIVAL APPLICATION SHEET FOR YOUR RECORDS.

If applying by mail, send all requested information, with your checks, to the address below (*any images should be submitted by email*). Application will not be accepted if all of the requested information is not included. Please be sure to complete the form in its entirety.

Deadline to Apply: All application packets must be postmarked no later than May 15th. You will be notified of your status no later than June 1st.

If applying by mail, submit your application form and event fees to:

Gualala Arts Center Festival Application
PO Box 244
Gualala, CA 95445
Attention: Scott Chieffo

Questions? Contact Scott Chieffo, Festival Coordinator @ (707) 884-1138 x1013 or scott@gualalaarts.org

Gualala Arts

Application for Booth Space – Art in the Redwoods

(Please print legibly)

Name: _____

Business Name (if different): _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Email Address: _____

Website URL: _____

CA Seller's Permit Number: _____

Contact the California Department of Tax and Fee Administration to obtain a Seller's Permit. A CA Seller's Permit is **MANDATORY**. Artist is responsible for paying CA sales tax.

Art in the Redwoods Configuration & Space Fee Schedule:

Booth Configuration:	Booth Fee + Commission
<input type="checkbox"/> Single Booth (10 X 10)	\$150 + 10%
<input type="checkbox"/> 1-1/2 Booth (10 X15)	\$225 + 10%
<input type="checkbox"/> Double Booth (10 X 20)	\$275 + 10%
<input type="checkbox"/> Annual Membership Fee	\$30 Individual or \$50 Family (contact Scott Chieffo at Gualala Arts if unsure of your current membership status)

Please remember: If paying for a membership in addition to your booth fee, please attach separate checks for each. All checks should be made out to Gualala Arts. Additionally, please remember to email your images to Scott Chieffo (scott@gualalaarts.org) before the application deadline.

Cancellations:

By signing below I acknowledge that I understand that if I choose to cancel my reservation after June 15th, my booth fee will not be refunded.

PLEASE READ AND SIGN:

I have read the above information and the information Gualala Arts provided with this application outlining fees and cancellation policies. I agree to the 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.

Name: _____ (please print legibly)

Signature: _____ Date: _____

FOR OFFICE USE ONLY

Date rec'd _____

Application No. _____

Booth Fee: _____

Membership Fee: _____