



2010 ATLANTA ARTS FESTIVAL PROSPECTUS

PURPOSE:

The Atlanta Arts Festival is a two day, outdoor festival with an emphasis on the visual arts. Set in historic Piedmont Park, the festival fills the fall time art festival void in the City of Atlanta.

This autumn festival of excellence in the arts is an event dedicated to bringing together outstanding artists from throughout the country with the large and enthusiastic art buying community of the Atlanta area.

The Atlanta Arts Festival is produced by a highly qualified staff and strong volunteer pool, both with multiple years of event production and promotion in the City of Atlanta. This annual September event is committed to delivering a quality experience for both artist and patron!

ITEMS OF INTEREST:

- Held in Piedmont Park
- Juried show; artists selected by a panel of experts
- Limited number of participants to increase sales
- \$7,200 in award money
- Artists retain all proceeds from their sales
- Commemorative poster image will be selected from a show participant

FESTIVAL DATES & ARTIST MARKET HOURS:

Saturday, September 18, 2010 - 10:00 a.m. - 7:00 p.m.

Sunday, September 19, 2010 - 10:00 a.m. - 6:00 p.m.

LOCATION:

The Atlanta Arts Festival will be held in historic Piedmont Park in Atlanta, GA. The park is located approximately 2 miles northeast of downtown Atlanta. The park runs along 10th Street and Piedmont Avenue in midtown Atlanta. The festival will utilize the central and western side of the park (Bath House to Piedmont Avenue) and all booths will be on the pavement.

DATES & DEADLINES:

Application deadline by midnight (EST) - **April 26, 2010**

Notifications emailed by - **May 7, 2010**

Acceptance fees due by - **June 4, 2010**

Booth, corner & electrical fees refunded until - **June 30, 2010**

Set up dates - **September 16 & 17, 2010**

Show dates - **September 18 & 19, 2010**

ARTISTS' PARTICIPATION:

Artists accepted for participation MUST be in attendance during the entire festival. Only one artist may display per booth unless the work produced is a collaboration of two artists. Both artists must sign this application and be present during entire festival. No agents, dealers, or representatives may attend in place of the artist(s). Work produced by apprentices or employees is unacceptable. All participating artists will be required to show a Photo ID upon check-in. By applying to the Atlanta Arts Festival, artist agrees to abide by the rules, policies, and decisions of the Atlanta Arts Festival Staff and Committee. Submission of this application is regarded as a commitment to exhibit and adhere to the rules set forth in this application.

APPLICATION PROCESS:

Artists may apply only once to a category / medium. No multiple applications under the same category / medium will be accepted. Artists may apply for more than one category / medium, but a separate online application must be completed for each category / medium including its own set of images and application fees by the required deadline.

DIGITAL IMAGE REQUIREMENTS:

Your application submission must be accompanied by three (3) digital images of your artwork and one (1) digital image of your booth. Digital images must be current and show artwork completed within the past two years.

Digital image quality is essential and can make a difference in your acceptance. The jury has only your digital images with which to judge your work. The best image is one that is full framed with the artist's single work, is well lit and is representative of the body of work intended for exhibition. Your booth image should show your booth as it is set up for exhibition at an outdoor show, **but without the artist's name, banners, title of artwork or people visible in the digital image or image title**, so as to remain anonymous to jurors. It should contain all work to be exhibited since it stands as a visual contract between you and the Atlanta Arts Festival. Failure to follow the digital image requirements will result in disqualification.

Note: Please focus on digital image preparation before applying to the show. Go to www.zapplication.org/imaging_tips.phtml for assistance.

The Atlanta Arts Festival reserves the rights to use submitted images for publicity and affirmation purposes before, during and after the event.

ARTIST RULES & STANDARDS:

The Atlanta Arts Festival is designed for artists who create and execute original, professional quality work. The Atlanta Arts Festival's Staff and Committee will monitor the show for misrepresentation and to ensure compliance with the rules and standards. Artists will be required to remove all work that is questionable and/or not in compliance. Continued violation of the rules or failure to cooperate with the Atlanta Arts Festival's Staff and Committee may result in expulsion from the show and ineligibility for future shows.

1. Artists accepted for participation **MUST** be in attendance during the entire show; a two artist collaboration requires both artists to be present during the entire show. No agents, dealers, or representatives may attend in place of the artist(s).
2. Accepted artists may not exhibit in other shows during the dates of the Atlanta Arts Festival.
3. All artists are required to check in at Artist Check-In before setting up their booth and will be required to show Photo ID.
4. Only one artist may display per booth unless the work produced is a collaboration of two artists.
5. All work displayed **MUST** be produced by the exhibiting artist or a two person team collaboration and **MUST** be consistent with the images submitted. Work produced by apprentices or employees is unacceptable.
6. Artists may exhibit artwork only in the category/medium in which he/she was accepted.
7. Jewelry may be exhibited only if applied and accepted under the jewelry category/medium.

8. Any artwork, including photographs, that is produced by any mechanical means, i.e., giclees, photo-offset, or any other reproduction technique must be labeled as a "REPRODUCTION" and placed in browse bins. Framed reproductions may be hung on only one wall of the booth not to exceed 10 linear feet and they must be labeled as reproductions.

9. Multiple employee studios engaged in production work are not eligible to participate.

10. Absolutely no buy-sell. No merchandise such as coffee cups, note cards, calendars, or other items mass produced from an original piece of artwork will be permitted.

11. Items made using commercial molds or patterns and hobby crafts are ineligible.

12. All work shown must be for sale.

13. No posters, postcards, t-shirts, personal merchandise or food products can be sold at the show.

14. Displaying ribbons and awards from other shows is not allowed.

15. Artists who sell their entire body of artwork must remain with their booth for the duration of the show.

16. Artists who break down displays/booths or depart before closing time on any day of the show will not be allowed to return the following day or to future shows unless proof of an emergency is presented.

JURY PROCESS & WAIT LIST:

Approximately 200 artists will be selected to exhibit through a blind jury process. Exhibitors are selected on the basis of design, quality, originality and presentation as determined by an independent jury of art professionals with knowledge and experience in multiple art disciplines. Artists are juried by category, with each artist's images viewed sequentially on a monitor. After all images are viewed and discussed, each artist is then assigned a score. Those with the highest scores per category will be invited to participate. A limited number of artists per category will be accepted to provide a balanced show. In addition, a score-based wait list will be maintained in each category with cancellations filled from that list. The jury process is done anonymously and the decision of the jury is final.

NOTIFICATIONS:

Notifications will be emailed to artists on **May 7, 2010**. No notifications will be issued by phone, fax or US mail. Invited artists may purchase booth, electric and corner spaces by the **June 4, 2010** deadline. Artists who fail to meet this payment deadline will forfeit their space.

AWARDS PROGRAM:

The Atlanta Arts Festival will present **\$7,200.00** in total award monies. This year's award winners will automatically be invited to participate in next year's show; however, all winners must complete an

application, submit all images and pay all fees by the required deadlines. The panel of show judges will include industry professionals and art educators.

COMMEMORATIVE POSTER:

One image will be selected by the Atlanta Arts Festival Staff based on recommendations from the jury process panel to represent the Atlanta Arts Festival's annual commemorative poster. The poster will be unveiled prior to the show and will be highlighted in the official Festival brochure and on the Atlanta Arts Festival's web site. The poster artist will also have his/her booth fee waived for this year's show. The poster artist will also automatically be invited to participate in next year's show; however, he/she must complete an application, submit all images and pay all fees by the required deadlines. The poster artist will be required to tender all ownership and copyrights of the selected image to the Atlanta Arts Festival LLC.

CATEGORIES / MEDIUMS:

2-D MIXED MEDIA

Two dimensional, wall hung artwork using the combination of two or more distinct media in a collage-type manner. Artwork must be signed by the artist. This category is not to be used if artwork consists of only one medium even if uniquely framed. Reproduction policies are outlined under STANDARDS.

3-D MIXED MEDIA

Original work of three dimensions which incorporates the union of two or more different physical materials in a sculptural fashion. Use this category ONLY if work cannot be classified under another 3-D category. Artwork must be signed by the artist.

CLAY

Original sculptural, decorative, or functional work (other than jewelry) in which the primary material used is clay and porcelain. No machine made or mass produced items. All artwork must be signed by the artist.

DRAWING / GRAPHICS / PRINTMAKING

Original works made with pen, pencil, color pencil, charcoal or traditional printmaking techniques, including etching, engraving, lithography, serigraphy, or woodcuts. Combination techniques / collages are also included. Original prints must be signed and numbered. Reproduction policies are outlined under STANDARDS.

FIBER / LEATHER

Original work created from fibers or leather which includes batik, handmade paper, weavings, and other artistic, fabric-based work. All work must be designed, sewn and signed by the artist. No commercial, mass produced or ready-made, hand-painted items permitted.

GLASS

Original sculptural or decorative work created in glass. No molds or other forms of mass production permitted. All work must be signed by the artist.

JEWELRY

Original jewelry made from precious and non-precious metals, gemstones, enamel, glass, fiber, clay or other materials. No buy/sell, kit or costume jewelry, or mass produced items. Jewelry may be exhibited ONLY if accepted under the jewelry category.

METAL

Original sculptural or decorative items created in metal. May be painted or unpainted. No commercial or volume production items. All work must be signed by the artist.

PAINTING - OIL / ACRYLIC

Original work created using oil / acrylic or similar materials on canvas, paper, or board. Combination techniques / collages of these materials are also included. Reproduction policies are outlined under STANDARDS. All work must be signed by the artist.

PAINTING - WATERCOLOR / PASTEL

Original work created using watercolor / pastel or similar materials on canvas, paper, or board. Combination techniques / collages of these materials are also included. Reproduction policies are outlined under STANDARDS. All work must be signed by the artist.

PHOTOGRAPHY / DIGITAL ART

Original artwork created by the artist / photographer utilizing an SLR or Digital camera, or computer-generated image, and printed with either traditional darkroom, ink-jet, or laser printing technologies. No commercial photography. Original prints must be signed and numbered. Only one framed piece of each image may be hung on the walls of the booth. Reproduction policies are outlined under STANDARDS.

WOOD

Original sculptural or decorative work made primarily from wood which includes hand tooled, carved or machine worked items, with either natural or painted finish. No commercial or volume production items. All work must be signed by the artist.

FEES:

Application Fee (non-refundable) - **\$25.00**

Standard Booth Fee - **\$300.00** – 10 x 10 space. No double booths available.

Electricity Fee - **\$100.00** – (if applicable) purchase in addition to your standard booth fee upon notification of acceptance. There are a limited number of spaces where electricity can be provided. Electrical purchases will be on a first come, first served basis until sold out.

Corner Booth Fee - **\$125.00** – (if applicable) purchase in addition to your standard booth fee upon notification of acceptance. This corner space has a 12' gap between booths so you can showcase your artwork on the front and one side of your booth space. There are limited corner spaces available and corner booth purchases will be on a first come, first served basis until sold out.

Premium Corner Fee - **\$150.00** - (if applicable) purchase in addition to your standard booth fee upon notification of acceptance. This premium corner space will be located on a corner between two cross roads of foot traffic so you can showcase your artwork on the front and one side of your booth space. There are limited premium corner spaces available and corner booth purchases will be on a first come, first served basis until sold out.

The Atlanta Arts Festival will only accept credit card payments through Zapp™. Failure to follow directions will result in DISQUALIFICATION.

CANCELLATIONS & REFUNDS:

Cancellations for booth, electric and corner refunds will be accepted if cancellation notification is received via email to nancy@atlantaartsfestival.com by **June 30, 2010**. A 5% processing fee will be deducted from any refund on or before the refund deadline date to cover loss of credit card processing and administrative fees.

SALES & SALES TAX:

Artists retain all proceeds from their sales. All artists are responsible for collecting the 8% sales tax for the State of Georgia, Fulton County and the City of Atlanta. A tax form will be provided in your check-in packet. The Atlanta Arts Festival assumes no responsibility in this matter.

BOOTH / DISPLAY SIZE:

Booth spaces are on asphalt and measure 10'x 10'. Artists are expected to provide their own 10'X 10' canopied, white tent and displays, which should be sufficiently sturdy to withstand weather and crowds. Artists should be prepared for inclement weather with rain covers, tie-downs, and weights. Artists will

be held liable for any damages made by their tents and/or displays. Each artist is responsible for his/her own tent and display in case of damage or loss. There may be some room for storage on the sides of the tents depending upon your assigned booth location. All storage must be neatly concealed within these spaces or your booth. The Atlanta Arts Festival will attempt to accommodate specific booth requests; however, no booth space request will be guaranteed. Upon acceptance, a limited number of electric and corner spaces will be available. Artists will have the opportunity to purchase booth, electric and corner spaces upon notification of acceptance. No double booth spaces will be available. Generators are not permitted; however, battery powered lighting is acceptable.

SET UP & PARKING:

NO STAKING OF TENTS, CANOPIES OR DISPLAY PANELS AND NO TIE-OFFS TO TREES. COME PREPARED WITH THE APPROPRIATE WEIGHTS OR WATER BARRELS.

Thursday, September 16, 2010 - 8:00 a.m. - 6:00 p.m.

Friday, September, 17, 2010 - 7:00 a.m. - 6:00 p.m.

All local artists must set-up on Thursday, Sept 16th. Setup must be complete no later than 6:00 p.m. on Friday, September 17, 2010. No artist vehicles will be allowed to enter or leave Piedmont Park during Festival hours.

Detailed parking information will be provided via the artist acceptance packet and/or check-in packet.

PARK RESTRICTIONS & CITY ORDINANCES:

- Driving on the grass or mulched areas off the paved roadway surface is strictly prohibited
- All tent set-up and storage must be located on hardscape areas (paved roadways or sidewalks)
- No staking of tents, canopies or display panels - come prepared with the appropriate weights or water barrels
- No tying off of tents, canopies, display panels or banners to trees, light poles, or any other fixed object in the park
- No campers or RVs in the park per City of Atlanta, Dept. Of Parks Ordinance, Section 110-57
- No sleeping overnight in park
- No rollerblades, skateboards, scooters or bicycles during the Festival
- No pets per City of Atlanta, Dept. Of Parks Ordinance, Section 110-70 under Article III of Chapter 110 (d) and (e); with the exception of service animals

- Artist is responsible for any damage occurring as a result of not adhering to city ordinances and/or park regulations

Failure to follow setup rules, park restrictions and city ordinances may result in expulsion from the Festival.

ARTIST AMENITIES:

- Artist Awards Event
- Artist hospitality providing continental breakfast & refreshments
- Booth sitting
- Load-in / load-out at booth space
- Free parking (parking information will be forthcoming in artist acceptance packet and/or check-in packet)
- 24 hour security patrols
- Discounted rates at participating hotels
- Free Atlanta Arts Festival gift

SECURITY:

Security will be provided during setup, Festival operating hours, and breakdown. However, Piedmont Park is in an urban area, so reasonable precautions should be taken to ensure the safety of you and your property. It is recommended that each artist obtain general liability insurance, as the Atlanta Arts Festival's insurance does NOT extend coverage for booth damage or bodily injury.

Artists display all artwork at their own risk. The Atlanta Arts Festival is not responsible for damage, theft, or loss of an artist's property, or personal injury resulting from participation in the Atlanta Arts Festival. In addition, the artist hereby releases and holds harmless the Atlanta Arts Festival, the City of Atlanta, the Piedmont Park Conservancy, all Sponsors and their directors, officers, employees, agents and volunteers from any and all liability including, but not limited to, theft, personal injury, strike, public enemy, or act of God and agrees to indemnify them for any damage arising from their conduct at the Atlanta Arts Festival.

LEGAL:

The Atlanta Arts Festival reserves the rights to use submitted images for publicity and affirmation purposes before, during and after the event.

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The Atlanta Arts Festival reserves the right to refuse any application.