

## PATRON PURCHASE PROGRAM

The DeLand community continues to support the festival and its artists through a Patron Purchase Program. Festival Patrons will have the opportunity to meet festival artists before the festival. Generous purchases by our Art Festival Patrons will add to sales and make this festival even more successful for you.

## ARTIST AMENITIES

- Artist Social at check-in on Friday night
- Artist Oasis Saturday and Sunday
- Artist Awards Event on Saturday night (includes dinner)
- Boothsitters
- Complimentary link on the Fall Festival web site to the Artist's web site

## INFORMATION

1. The Festival welcomes all artists.
2. ALL ARTISTS WHO APPLY WILL BE NOTIFIED OF RESULTS VIA E-MAIL OR TELEPHONE MESSAGE THE WEEK OF SEPTEMBER 9, 2011. A list of accepted artists will be posted on our website.
3. Artists who received an Award of Merit or higher at the 2010 DeLand Fall Festival of the Arts are automatically accepted. Although these 2010 winners are exempt from jurying, they are still required to submit an application, pay the application fee, and submit digital images for possible publicity purposes.
4. Once accepted, an artist is committed to show. No refunds shall be made for cancellation or for inclement weather or other acts of man or nature over which the Festival has no control; the risk

and/or loss from such an event will be borne by the exhibitor.

5. Artists will be assigned a 12' X 12' exhibit space suitable for a 10'X10' tent. Work must be contained within the assigned space. Artists are required to use a substantial display that withstands wind and crowds. Water resistant coverings are highly recommended and, if used, must include weights. To allow access for emergency vehicles, tent awnings that protrude in the front are not permitted.
6. Additional information concerning set-up procedures, parking, maps, motels, etc. will be sent to all accepted artists via e-mail in early November.
7. The DeLand Fall Festival of the Arts Board reserves the right to substitute judges if circumstances require.
8. PLEASE NOTIFY US OF ANY E-MAIL OR PHYSICAL ADDRESS CHANGE.

## AWARDS

Best of Show	1 @	\$4,000
2D Judge's Choice	1 @	\$2,500
3D Judge's Choice	1 @	\$2,500
Award of Excellence	2 @	\$1,500
Award of Distinction	3 @	\$1,000
Award of Merit	4 @	\$750
Award of Recognition	5 @	\$500
Honorable Mention	6 @	\$300
*Museum of Florida Art Purchase Award (s)	1 @	\$3,000

\*The Museum of Florida Art selects works as determined by the collections committee.

**ARTIST STATEMENT:** The application includes a space for an artist statement that will be provided to the panel at jury. You are encouraged to enter a description of process, materials and technique that is concise and explains well the body of work (NOT CREATIVE PHILOSOPHY). If you are applying as a two-person collaborative team, each member's contribution must be explained in this statement. If reproductions of any kind will be on display in your booth, you must describe.

**IMAGE PRESENTATION:** Submit images on CD (PC platform) in tiff or jpg format, preferably at 300 dpi. Zip disks and slides will not be accepted. No files larger than 15MB please. Include a reference sheet with prints representing the images on the disc. Next to each reference print write the artist, title, media, dimensions and file name. **Three individual pieces of work and one of your booth with works displayed are required. Do not send more than 4 images.**

**BOOTH IMAGE:** All applicants must submit an authentic booth image. The booth image shows the jury your body of work, provides dimension and scale, and shows overall continuity and presentation of your current body of work.

- The booth image may not be created in photoshop or other computer program
- The booth image may not contain the artist name or company
- The booth image must show the entire booth, as it will appear from the front, not just a portion. All interior walls must be visible.

- The booth image must allow the jury to view your booth as it will appear at the show, including all walls with work displayed, the amount of inventory you intend to show at any one time, browse bins, etc.
- The booth image is mandatory
- Please use an image from an outdoor festival
- Misrepresentation of your booth will result in expulsion from the festival.

**NOTE:** Jurors can only judge works by what they see. Be sure to choose your best works and present professional quality images. Check your digital image files prior to submission to ensure that all images have been recorded on the image disk.

**RETURN OF MATERIALS:** A self-addressed-stamped-envelope (SASE) must be included with sufficient postage for the return of your booth check. No image disks will be returned. Artists outside the U.S. may include international reply coupons instead of stamps, or may add return postage cost to their entry fee at a rate of \$.98 US per ounce of mail.

**APPLICATION FEE:** \$35, nonrefundable, deposited upon receipt. Exhibit Fee: \$260, deposited upon acceptance. These must be received or be postmarked no later than Monday, August 1, 2011 at 5 PM. Note: Send separate checks for application and exhibit fees. Checks should be made payable to The DeLand Fall Festival of The Arts. Exhibit fee checks for accepted artists are deposited immediately after jury. Exhibit fee checks of artists not accepted will be returned with jury notification. **\$35 Charge for checks returned for non-sufficient funds.**

## RULES

1. Artists may apply in more than one category but must submit an application, fees, and images for each category. Artists may only exhibit and sell work in the medium (media) for which they are accepted. Artists accepted in more than one category will be given the option to display in a single or double booth space. No other double booth spaces are allowed.

2. Only one artist will be permitted to exhibit in each space. A two-person collaborative team or partnership may qualify as a single exhibitor if both participate equally in the creative process. Must be a true hands-on collaboration – not assistants in the process. Each member's contribution must be described in the Artist Statement on the application. Co-Artists must both sign the application.

3. Accepted artists, including both members of an artist partnership, must be present and remain at the Festival both days until the Festival ends.

4. Photo ID is required at the time of check in.

5. Artists must comply with all pertinent State of Florida sales tax regulations

6. **BOOTH DISPLAY AND EXHIBITED WORK MUST BE REPRESENTATIVE OF THE DIGITAL IMAGES SUBMITTED FOR JURY (see booth image guideline above).**

7. For the purpose of judging, all artwork must be original, signed, created by the artist since 2008 and offered for sale.

8. An Artist Statement (description of process, technique and materials, NOT philosophy) including a picture of the artist, must be prominently displayed in your booth.

9. Paintings, graphics, and photographs must be suitably matted and framed.

10. **About Reproductions:** ORIGINAL ARTWORK must comprise the majority of your framed pieces. The three primary interior walls of your booth must exhibit only original art. Reproductions of an artist's one-of-a-kind painting, drawing, pastel, collage or mixed media may be exhibited subject to the following conditions: 1) All reproductions, whether framed or unframed, must be signed and clearly and individually labeled:

"Giclee (or Xerox, offset, etc.) REPRODUCTION OF AN OIL (or acrylic, watercolor, ink, pastel, etc.) PAINTING (or drawing, ink, pastel, etc.)"

This notice must appear on the front of each item displayed. Failure to comply will result in expulsion from the festival. 2) Framed reproductions may be displayed in browse bins

and/or hung on ONE supplementary wall of the booth. All unframed reproductions must be displayed in browse bins. Non-original art such as cards and posters are allowed, but only at a minimum, and must be displayed in browse bins.

11. Commercial exhibits, mass-produced items, kits, candles, mold ceramics, shells, mass manufactured strung beads, dough, decoupage, crocheting, knitting, artificial flowers, etc., except one-of-a-kind items made by the artist's hand, are not eligible to be exhibited. Studios producing works in volume are not eligible for entry.

12. The DeLand Fall Festival of the Arts Board reserves the right to prohibit display of work it deems unacceptable.

13. Ribbons and awards from other shows may not be displayed.

14. All displays will be reviewed to assure compliance with the Festival Rules. Failure to abide by these rules may result in some or all of the following: exclusion from judging; immediate removal of artwork; rejection from this year's Festival; suspension from exhibiting in the Festival for three years.

*You may type the information into this pdf, then print out the application to mail with CD and payment*

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_  
 Comment \_\_\_\_\_

**ARTIST STATEMENT** description of process, materials, technique (75 words max.)

**Description of Your Work:  
Check one Category**

- |  |   |
|--|---|
| <input type="checkbox"/> Drawing                       | <input type="checkbox"/> Glass                              |
| <input type="checkbox"/> Printmaking                   | <input type="checkbox"/> Wood                               |
| <input type="checkbox"/> Pastels                       | <input type="checkbox"/> Jewelry                            |
| <input type="checkbox"/> Painting -<br>Oil and Acrylic | <input type="checkbox"/> Metal                              |
| <input type="checkbox"/> Painting -<br>Watercolor      | <input type="checkbox"/> Clay<br>(primarily functional)     |
| <input type="checkbox"/> Photography                   | <input type="checkbox"/> Clay<br>(primarily non-functional) |
| <input type="checkbox"/> Digital Art                   | <input type="checkbox"/> Fiber<br>(includes baskets)        |
| <input type="checkbox"/> 3D Mixed Media                |   |
| <input type="checkbox"/> 2D Mixed Media                |   |
| <input type="checkbox"/> Sculpture                     |   |

If accepted in more than one category,  
I request 2 booths

**ARTIST AGREEMENT**

I/we hereby make application to become an exhibitor in the DeLand Fall Festival of the Arts. I/we agree to abide by the Festival rules and regulations as established by the DeLand Fall Festival of the Arts Board and the City of DeLand, Florida. Receipt of which is acknowledged. I/we understand and accept that DeLand Fall Festival personnel's determinations as to the Festival's rules and regulations shall be final and that I/we shall abide by such determinations which may include, but are not limited to: limitations as to items presented for sale or judging or ejection from the Festival site. By signing this application, Applicant(s) hereby and forever discharge(s) the DeLand Fall Festival of the Arts, Inc., The Museum of Florida Art, Inc., Sands Theater Center, Inc., Main-Street DeLand Association, and the City of DeLand, Florida of and from all manner of actions, suits, damages, claims, and demands whatsoever in law or equity, from any loss and damage to the undersigned's/s' property while in the possession, supervision, or auspices of the DeLand Fall Festival of the Arts, Inc., the City of DeLand, Florida, their agents, representatives, or employees. Applicant(s) also warrant(s) that the artworks submitted for jurying and the artworks shown were produced after 2008 solely by him/her/them. Applicant(s) also authorize(s) use of digital images submitted with his/her/their application or duplicates thereof for Festival publicity or documentation.

Signature \_\_\_\_\_ Co-Artist Signature (if applicable) \_\_\_\_\_

**(I HAVE READ AND AGREED TO ALL RULES AS STATED IN THIS YEAR'S APPLICATION.)**

How did you learn about the festival? \_\_\_\_\_

**CHECKLIST - HAVE YOU INCLUDED...**

- Four images on disc: Three of individual works of art and one of booth display, marked with required information and enclosed in an appropriate holder. Disc will not be returned.
- Two checks: Application Fee-\$35 / Exhibit Fee-\$260 (includes 6.5% sales tax).
- A self-addressed, stamped #10 envelope for return of booth fee check if not selected.
- Fully completed and signed application form, including artist statement.

**INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.**

**MAIL TO: DeLand Fall Festival of the Arts ■ 100 N. Woodland Blvd. ■ Suite 4 ■ DeLand FL 32720**