

CALL FOR ARTISTS



27TH ANNUAL CAPITOLA ART & WINE FESTIVAL SEPTEMBER 12 & 13, 2009

LOCATION:

Capitola Village-by-the-Sea on the beautiful Monterey Bay in Capitola, California.

Note: This is a seaside event that is subject to cool ocean breezes.

ELIGIBILITY:

The Capitola Art & Wine Festival is a juried show of high quality original art open to all artists. If two or more persons collaborate to produce the work, each must be identified on the application form.

CATEGORIES:

- o Painting
- o Printmaking
- o Sculpture
- o Ceramics
- o Glass
- o Fiber Arts/Textiles
- o Paper & Drawing
- o Clothing
- o Jewelry
- o Woodwork
- o Photography
- o Mixed Media
- o Other

FEES:

There is a \$15 non-refundable jury fee (due April 15, 2009) for each category entered. If you are accepted, the booth fee range from \$250-\$500 depending on the booth size and/or corner request.

APPLICATION PROCESS

Choose the category that best defines your work: If your art clearly includes work from two categories (i.e. Painting) please apply separately in each. Do not apply twice in the same category.

For each category Submit:

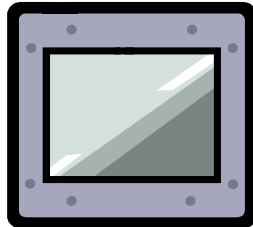
1. Application Form
2. Slide Description form
3. Set of Five (5) Slides
4. Separate non-refundable jurying fee of \$15

MAIL APPLICATION FORM TO:
Capitola Soquel Chamber of Commerce
716 G Capitola Ave, Capitola, CA 95010
MAKE CHECK PAYABLE TO:
Capitola Art & Wine Festival

SLIDES

Use standard 35mm slides, 2" X 2" including mount. Do not use adhesive labels or tape on slides; both can jam the projectors. Mail in clear plastic slide mailers. Five slides only please. 4 slides of your work and 1 slide of your booth.

IMPORTANT! Label slides as follows; Name goes on top with directional arrow or red dot. Bottom of slide contain Medium and size of work.



Slides will be returned after the jurying process is completed in May.

EXHIBIT GUIDELINES

Exhibited work must be the original creation of the applicant(s). Co-artists may only show collaborative work. No production work is allowed.

Artists applying in multiple categories may ONLY exhibit work in the categories in which they are accepted. The artwork displayed must be similar in type and style to the slides submitted. Artists must be present both Saturday and Sunday during Festival hours. Commercial agents can not substitute for an artist at their booth.

STANDARDS

To maintain a high quality show, the Capitola Soquel Chamber of Commerce requests that the art show meet the following standards: No kits, commercial molds, tumbled stones, embellished objects, ivory, edible art, plants, flowers, T-shirts, manufactured clothing or any other manufactured items.

No commercial agents, dealers or manufacturers.

Original art must occupy at least 75% of the applicant's booth space. No commercially published postcards, books, note cards, posters, T-shirts or any manufactured items allowed.

CA SALES PERMIT

Artists are responsible for obtaining a valid California resale permit, including out of state artists. Contact the California State Board of Equalization at 800-400-7115 or www.boe.ca.gov. For hearing impaired call 800-735-2929

Application Deadline

April 15th
\$15 each category

Acceptance Notification

Mailed May 15, 2009

Refund Deadline

August 1, 2009

Festival Dates

September 12 & 13, 2009

Public Hours

Saturday & Sunday
10AM to 6 PM Daily

CHECKLIST:

For each category entered, have you done the following?

- **Completed form?**
- **Enclosed a separate \$15 non-refundable jurying fee?**
- **Enclosed and identified five 2x2 slides?**
- **Enclosed a stamped, self-addressed #10 envelope?**
- **(packets will not fit in a smaller envelope)**
- **State Category on envelope**

CALL FOR ARTISTS

DUE APRIL 15, 2009



27TH ANNUAL CAPITOLA ART & WINE FESTIVAL SEPTEMBER 12 & 13, 2009

Circle only one category

- Painting
- Printmaking
- Sculpture
- Ceramics
- Glass
- Fiber Arts/Textiles
- Paper & Drawing
- Clothing
- Jewelry
- Woodwork
- Photography
- Mixed Media
- Other

Please Check Choice Below:

- Non-Refundable Processing Fee: \$15.00 (Please provide separate check.)
 - Exhibitor Single Space: (10' x 10') - \$250.00
 - Exhibitor Double Space: (10' x 20') - \$500.00
 - Corner Request: \$100.00 (Not guaranteed. (Please provide separate check))
- **PLUS 10% COMMISSION****

Form of Payment:

- Check Money Order Visa MasterCard
- Card Number _____ Exp. Date _____
- Signature _____ CVV _____

Artist Information

Clearly print the information below:

Artist, First and Last Name _____

Studio Name _____

Address (Include Apt#, Suite, or PO Box) _____

City, State and Zip Code _____

Area Code Primary Phone Extension _____

Area Code Mobile Phone _____

Email Address _____

Web Site _____

Resale # (Required)

Please attach a separate sheet with a description of your work.

Please verify that you have included all of the following:

- Application Processing Fee Booth Fee 5 Slides (incl. 1 of booth)
- (SASE if you want your slides returned.) Signed Release (See Other Side)

**MAKE CHECK PAYABLE TO:
Capitola Art & Wine Festival**

**MAIL APPLICATION FORM TO:
Capitola Soquel Chamber of Commerce
716 G Capitola Ave, Capitola, CA 95010**

**Application, slides
and payment
due April 15th, 2009**

Phone: 831-475-6522

Fax: 831-475-6530

E-mail: capcham@capitolachamber.com



EXHIBITOR APPLICATION INSTRUCTIONS

Please make a copy of these instructions for your records.

The **Capitola Art & Wine Festival** takes place in Capitola Village on the beautiful Monterey Bay.

Festival Weather in Capitola is usually warm in the afternoon, and there is little shade on the street until late afternoon. Some form of shade protection in your set-up is recommended and all booths must be weighted against our cooling "afternoon breeze."

Selection: Only original Arts & Crafts made by the Exhibitor will be considered for this year's event. Other considerations will be overall balance and presentation, so that no one medium will dominate. **Please submit (4) slides of your work and (1) slide of your booth display with this application and your check(s).** If you are not selected your slides and check will be returned at time of selection. Include a SASE, if you wish your slides returned after the event.

Payment: Processing Fee for all Exhibitors is \$15.00. This is necessary to cover processing and selection costs and is non-refundable. Participation Fees for Exhibitor 10' x 10' spaces are \$250.00. Please make the checks payable to: **The Capitola Art & Wine Festival.** There is a \$20.00 charge for any returned checks.

Space Assignment & Final Instructions: Accepted Artists will receive space assignments by the beginning of August, 2009. Only those applicants requesting corners and paying the corner fee will be placed on corners. Submitting the corner fee does not guarantee a corner. Checks will be returned with your final instructions, to those who were not given corners.

Withdrawal: Exhibitors may withdraw up until July 1, 2009 and receive a 100% refund and July 15, 2009 and receive a 50% refund. **After August 1, 2009, participation fees are not refundable.** All requests for withdrawal must be received in writing or by email.

Cancellation: If weather, acts of God, or other circumstances beyond the control of The Capitola Soquel Chamber of Commerce cause the event to be cancelled, participation fees will not be returned. The Capitola Soquel Chamber of Commerce can't be held liable by exhibitors for the failure of the event to take place.

NO REFUNDS AFTER August 1, 2009

Deadline for applications: April 15, 2009

Checks of accepted artists will be deposited upon acceptance.

EXHIBITOR RELEASE & HOLD HARMLESS AGREEMENT

This agreement is entered into by and between the producer of the event, The Capitola Soquel Chamber of Commerce (Client) and the Artist or Craftsperson filling out, signing, and returning the application (Exhibitor).

Producer is in the business of providing space at the Capitola Art and Wine Festival event for the display and sale of arts or crafts.

Producer does not participate in the construction, assembly, or placement of the individual Exhibitor's exhibit. Producer provides space only at the event.

The Exhibitor hereby indemnifies and holds the Producer, its agents, employees and servants harmless from any and all claims, including costs and attorney's fees resulting there from, arising out of said Exhibitor's participation in this event. For the purpose of this agreement, the term "participation" shall include, but not be limited to, the delivery of equipment, merchandise, structures and product to their designated location, the set up and display of any such structure and arts or crafts, and the dismantling and removal of all such items from the area provided by or through the Producer or its agents, employees and servants .

The Exhibitor hereby expressly assumes any risk of harm to the Exhibitor arising out of their participation and the participation of other artists in the Capitola Art and Wine Festival, including any risk resulting from the particular location of the space designated to them by the Producer.

This agreement shall be effective immediately upon execution and shall continue in effect throughout the event period.

Exhibitor _____ Date _____

PLEASE SIGN, DATE AND RETURN WITH YOUR COMPLETED APPLICATION.