

CALL FOR ARTISTS



28TH ANNUAL CAPITOLA ART & WINE FESTIVAL SEPTEMBER 11 & 12, 2010

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, 2010) for each category entered. If you are accepted, the booth fees 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 with digital ID in rt. corner
2. Printed thumbnail sheet
3. CD with 5 digital images of work & 1 booth
4. Separate non-refundable jurying fee of \$15, in addition to booth fee

MAIL APPLICATION FORM TO:

Capitola Soquel Chamber of Commerce
716 G Capitola Ave, Capitola, CA 95010

MAKE CHECK PAYABLE TO:
Capitola Art & Wine Festival



Digital Images for Screening

Note: As of January 2010, we are no longer accepting slides for screening

- All files must have a .jpg filename extension
- Submit 4 images of different artwork for screening—no duplication or detail shots
- The artwork must have been created within the last two years.
- Applicants must select one category from the list in which they want their artwork to be screened.
- Images must be less than 300 dpi, (800 MAX pixels in any direction).
- Printed Thumbnail sheet (See reverse side for additional information and requirements

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 25, 2010

Refund Deadline

August 1, 2010

Festival Dates

September 11 & 12, 2010

Public Hours

Saturday & Sunday
10AM to 6 PM Daily

CHECKLIST:

For each category entered, have you done the following?

- Completed forms?
- Enclosed a separate \$15 non-refundable jurying fee?
- Enclosed CD & printed thumbnail sheet?
- Enclosed a stamped, self-addressed #10 envelope?
- State Category on front of envelope?



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Digital Image Formatting Guidelines—Screening Images (4) & Booth Image (1)

File Type: JPEG (.jpg) - Make sure the filename has this extension (check prior to sending)

File Size: Not greater than 300 dpi, 800 MAX pixels in any direction

Filename: Artwork: Your three initials followed by the image number, i.e. ABC-1.jpg, ABC-2.jpg through ABC-5.jpg.

DO NOT USE any quotes (“), slashes (/), or periods (.) other than the separation between filename & the filename extension.

Use Alpha-numeric only.

Dashes (-) are acceptable as are underbars (_)

MAC users, please make sure your files show the .jpg extension when listed.

- Make sure your CD contains **ONLY** your 4 screening images and your 1 booth image. Do **NOT** add ANY other files to this CD.
- **PRINTED THUMBNAIL SHEET** of your images **MUST** be supplied (the sheet should include your name at the top of the page and each image with the title, medium, year created and size.

THE INFORMATION BELOW WILL BE READ DURING THE SCREENING PROCESS

Describe how you make your art, including methods, materials and tools used.

- Identify the major steps involved in making your art
- Note any aspects that are unusual & any elements of your art that you do or do not make yourself.
- **LIMIT of 150 words or less**

PRINTED THUMBNAIL SHEET:

- Provide a Printed Thumbnail sheet with your 4 screening images and 1 booth/setup image.
- Thumbnail sheet must include a picture of each screening image, the year created, dimensions (H”x W”), and medium. Title is optional
- Use a template or make your own version.

CALL FOR ARTISTS**DUE APRIL 15, 2010**

**28TH ANNUAL
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SEPTEMBER 11 & 12, 2010**

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 CD w/ 4 images of your work and 1 image of booth)
- Signed Release (See Other Side) SASE to return CD

**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, CD with digital
images, thumbnail sheet and
payment due April 15th**

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 breezes."

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 a CD containing (4) digital images of your work and (1) digital image of your booth display with this application and your checks).** If you are not selected your check will be returned at time of selection.

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, 2010. 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, 2010 and receive a 100% refund and July 15, 2010 and receive a 50% refund. **After August 1, 2010, 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, 2010

Deadline for applications: April 15, 2010

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.