

# CALL FOR ARTISTS



## 35TH ANNUAL CAPITOLA ART & WINE FESTIVAL SEPTEMBER 9 & 10, 2017

### GENERAL INFORMATION

#### LOCATION

Capitola Village-by-the-Sea on the beautiful Monterey Bay in Capitola, California. This is a seaside event subject to cool ocean breezes. It is recommended that booths be weighted down and some shade provided.

#### 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.

#### 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 digital images 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.

#### CALIFORNIA SALES PERMIT

Artists are responsible for obtaining a valid California resale permit, including out of state artists. **Please attach a copy with your application.** Contact the California State Board of Equalization at 800-400-7115 or [www.boe.ca.gov](http://www.boe.ca.gov). For hearing impaired call 800-735-2929

#### DATES AND DEADLINES

**Application Deadline**  
May 1, 2017 (Postmark)

**Refund Deadlines**  
July 31, 2017. Exhibitors may withdraw up until July 1, 2017 and receive a full refund. Withdraw up until July 31 and receive a 50% refund. No refund after July 31, 2017. All requests for a refund must be in writing or by email.

**Event Hours**  
Saturday 10 AM to 6 PM  
Sunday 10 AM to 5 PM

#### APPLICATION PROCESS

Choose the category that best defines your work. If your art clearly includes work from two different categories please apply separately in each. Do not apply twice in the same category.

#### **Check List:**

- Application Form**
- Signed liability release.**
- CD with four (4) digital images of work and one (1) image of booth display. See formatting instructions attached. CD will not be returned.**
- Printed Thumbnail Sheet of 4 images of work and 1 of booth.**
- Separate non-refundable processing fee of \$15 in addition to the booth space fee.**
- Copy of California Sales Permit**

Notification will be by email. Otherwise, enclose a self addressed stamped legal size envelope to receive notification.

#### FEES

There is a \$15 non-refundable processing fee for each category entered. If you are accepted, the booth space fee ranges from \$275-\$550 depending on the booth size.

**There is also a 10% commission on sales to be paid to the Capitola-Soquel Chamber of Commerce by October 11, 2017.**

**EXHIBITOR APPLICATION INSTRUCTIONS**

**Selection:** Only original Arts made by the Exhibitor will be considered for this 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 (s) will be returned after the jury process.

**Space Assignment & Final Instructions:** Accepted Artists will receive space assignments by mid August, 2015. Only those applicants requesting corners (limited number) and paying the corner fee will be considered for corner spaces. Submitting the corner fee does not guarantee a corner. Checks will be returned with your final instructions, to those not securing corners.

**Withdrawal:** Exhibitors may withdraw up until July 1, 2017 and receive a 100% refund and July 31, 2017 and receive a 50% refund.

**After July 31, 2017 participation fees are not refundable.** All requests for withdrawal must be received in writing or by email.

**Cancellation:** If weather, acts of nature, 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 cannot be held liable by exhibitors for the failure of the event to take place.

**DIGITAL IMAGE FORMATTING GUIDELINES**

**Remember:** Four (4) individual digital images of your work and one (1) image of the booth display. No other images, please.

**File Type:** JPEG (.jpg)- In order to view your images, make sure your file name has the .jpg extension (Check before mailing)

**File name:** Please use the first three letters of your last name followed by the image number. i.e. ABC -1-.jpg, ABC-2-.jpg, etc.

- > Do not use quotes ("), slashes (/), or periods (.) other than the separation between file name and the file name extension.
- > Dashes (-) and underbars (\_) are acceptable.
- > Mac users, please make sure your files show the .jpg extension.

**DESCRIPTION OF YOUR WORK**

Please describe your work, including how you make your art, what methods, materials and tools you use. Describe major steps involved in making your art and note any aspects that are unusual and any elements of your art that you do not make yourself.

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**EXHIBITOR RELEASE & HOLD HARMLESS AGREEMENT**

This agreement is entered into by and between the producer of the event, The Capitola Soquel Chamber of Commerce and the Artist 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 .

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 art , and the dismantling and removal of all such items from the area provided by or through the Producer or its agents, employees and volunteers.

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.**



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**CAPITOLA ART & WINE FESTIVAL**  
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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**

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**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.

# ARTIST APPLICATION

DUE MAY 1, 2017



## 35TH ANNUAL CAPITOLA ART & WINE FESTIVAL SEPTEMBER 9 & 10, 2017

### ARTIST INFORMATION

(Please print clearly)

Artist (First and Last Name)

Business Name

Address

City

State

Zip

Phone

Mobile

Resale# (Please attach a copy)

Email

Website

#### CATEGORIES

(Check Only One Category)

- Ceramics
- Clothing
- Fiber Arts/Textiles
- Glass
- Jewelry
- Mixed Media
- Painting
- Paper & Drawing
- Photography
- Printmaking
- Sculpture
- Woodwork
- Other (Please Specify)  
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#### EXHIBITOR FEES

- Non-Refundable Jury Fee: \$15 (Separate Check)
- Exhibitor Single Booth Space (10'x 10'): \$275
- Exhibitor Double Booth Space (10'x 20'): \$550
- Corner Space Request: Additional \$100/By request/Limited Availability (Separate Check)

#### PLUS 10% COMMISSION

#### Form of Payment:

- Check
- Money Order
- All Major Credit Cards Accepted

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ CVV \_\_\_\_\_

- If accepted, I would be happy to donate a piece of my art for the Art & Wine Kickoff Event.

Mail Checks Payable To:

Capitola-Soquel Chamber of Commerce  
716-G Capitola Avenue, Capitola, CA 95010  
Phone: 831-475-6522 Fax: 831-475-6530  
Email: [jeanne@capitolachamber.com](mailto:jeanne@capitolachamber.com)

Contact The Chamber:

