

APPLICATION CHECKLIST

HAND-DELIVERED SUBMISSIONS . . .

- Three original art works in each medium entered. 2-dimensional work must be **framed, wired and ready to hang**. For sculpture, each material constitutes a separate medium. Sculpture should have a suitable base for presentation.
- Jury Day: Sunday, February 14, 2010.
Deliver work between 8 & 11:00 am.
- Location: Laguna Beach Boys' & Girls' Club at 1085 Laguna Canyon Road.
- Application forms will be available for entry at the Boys' & Girl's Club the morning of jurying.
- Pick-up Work: between 4:00 and 5 pm on the same day. Note: there is a \$10 charge for late pick-up.
- Registration Fee: \$30 per medium submitted. Cash, check or money order made payable to Art-A-Fair.

MAIL-IN SUBMISSIONS . . .

- Send a self-addressed stamped envelope to the address below for a mail-in application or download from the Art-A-Fair Festival website. Mail-in applications are **ONLY** for mail-in submissions (CDs, email, etc.)
- Mail-in submission deadline: January 20, 2010.

CONTACT US AT:

Art-A-Fair Festival
P.O. Box 547
Laguna Beach, CA 92652
949-494-4514

For RULES FOR DISPLAY and FORMS

see our web site:

www.art-a-fair.com



Art-A-Fair Festival
P.O. Box 547
Laguna Beach, CA 92652



2010

EXHIBITOR PROSPECTUS

The Art-A-Fair Festival is a devoted group of individual artists, working together to give art patrons the best Laguna Beach has to offer. Our goal is to enhance art appreciation and promote knowledge and enjoyment of a broad spectrum of visual arts through our summer festival and also through our on-going outreach programs.



2010 FESTIVAL PROSPECTUS

CALL FOR ENTRIES . . .

You are cordially invited to submit your application for the 44th annual Art-A-Fair Festival, one of the three premier art shows held each summer in beautiful Laguna Beach, California.

Noted for high quality fine art and master crafts, this exhibit of approximately 125 artists attracts tourists and patrons from throughout California, the United States and the world.

The beautiful festival grounds are located at 777 Laguna Canyon Road, just a few blocks from the Laguna Beach Village entrance. The 9 1/2-week show will be open June 25 through August 29, 2010. Preview Night is June 23rd.

Exciting live entertainment, fine food and refreshments, demonstrations and workshops add to the festival's appeal.

Art-A-Fair is a membership organization and an artist-cooperative. As an exhibiting artist/ member you will become an integral part of the show operations. Artists work a designated six-hour work shift per week and must attend a training session for the shift. There are three mandatory membership meetings throughout the year as well.

ELIGIBILITY . . .

- Artists may submit only their own original work
- All media may be submitted for jurying
- Artists may jury with more than one medium
- Three works are required of each medium submitted for jurying
- Artists may jury artwork in person on Jury Day: Sunday, February 14, 2010 **OR** artists may jury by mail-in/digital submission no later than January 20, 2010
- No commercial agents, dealer or manufacturers may enter

JURYING . . .

A jury entry will be judged for eligibility based upon quality, originality and presentation. Anonymity is maintained during the jury process.

The jury consists of professional fine artists and master crafts-persons. They look for excellence in conception, execution and presentation, with the expectation of high levels of creativity and technical competence.

An appropriate balance for the entire show is considered when determining the number of artists invited in each medium. All decisions regarding the selection process are made by Art-A-Fair, Inc. All such decisions are final.

FEES . . .

A non-refundable jury fee of \$30 per medium (3 pieces or 3 digital images) is required for each submission. Artists with 3-dimensional work may submit up to 3 slides per each piece.

NOTIFICATION . . .

Artists who have hand-delivered their work on Jury Day will be given their jury scores and Notification of Acceptance or Non-acceptance at pick-up, which is between **4:00 and 5pm** on Sunday, February 14. Art-A-Fair will not be responsible for artwork left after that time, and there is a \$10 charge for late pick-up. Mail-in submissions will be notified in writing within two weeks after Jury Day.

ACCEPTED ARTISTS . . .

A non-refundable \$200 booth deposit and a \$35 membership fee will be required within 30 days from all new members. Balance of booth payments are made monthly. Artists accepted on Jury Day may reserve their place in the show by paying the deposit and membership fee at that time. A packet of information explaining the General and Ground Rules will be given to each new artist participating in the 2010 show. Art-A-Fair collects a commission on all sales made during the show. Only media accepted by jury may be exhibited during the festival.

EXHIBIT SPACE . . .

There are approx. 125 pre-made exhibition booths. The framework, drywall and canopy are provided. Lighting must be provided by the artist. The majority of the booths consist of 2 walls (aprox. 8'x10' ea.) for \$1235. Other sizes (subject to availability) range from \$675 for a half booth, \$955 for a three-quarter booth, \$1515 for a booth & a quarter, to \$1795 for a booth & a half. Each artist is encouraged to paint and decorate their booth to complement their artwork.