

## RULES FOR DISPLAY

### ARTWORK & DISPLAYS

In order to continually provide a fresh look for our customers we expect our artists to produce and display new works of art. Originals must make up 60% of the number of pieces displayed on the wall.

- All work displayed must be available for sale. As artwork is sold, the artist's booth space shall be restocked.
- All artists shall display and sell only the media accepted by Laguna Art-A-Fair jurors. Work displayed during the show shall be of a quality equal to juried work.
- No T-shirts produced by individual artists may be sold at the LAAF summer show. No painted rocks, key chains, bookmarks, magnets, bricks, calendars, coasters, placemats, kits, night lights or pure assemblage of commercially produced items will be allowed. This includes commercially produced items of clothing. No amount of amending a manufactured item will qualify that item for inclusion in the show. Manufactured items may not be resold unless as an incidental accompaniment to an acceptable juried art piece (for example: a painting with easel included), or their addition to an art piece is incidental, and immaterial to the creativity and quality of workmanship of the art piece. Posters are not allowed to be sold in an artist's booth with the exception of the current official LAAF poster (if applicable).
- Books to be sold at Laguna Art-A-Fair must be both written and illustrated by the juried artist.
- Art displayed depicting any celebrity is limited to the original work only. No reproductions may be displayed or offered for sale.
- All artwork must be a minimum of 4 inches off the ground. Artwork must not be displayed on chairs, or in baskets on the ground. Table easels must not be placed on the ground.
- The maximum size of any Digital Photo Frames/Screen/Monitor used will be 12" diameter. Sound may not be utilized.
- No grid panels may be used as shelves or from which to hang art.
- Easels should not extend into the aisles at any time. Demonstrating artists must not obstruct or impede the flow of traffic at any time. When artists leave the grounds all easels, chairs and paraphernalia must be stored within the booth perimeters. At all times artists shall extend common courtesy to fellow artists when demonstrating or sitting in their booths.
- No ribbons or awards from other shows shall be displayed, and no advertising of other shows/galleries is permitted. Listings of recent shows, awards and gallery participations are permitted in artist bios only. Artist bios are limited to a half-page or tri-fold format, and must be neatly displayed in an appropriate holder.
- No mail order forms, brochures with order forms, or solicitations of sales to be made off the Art-A-Fair grounds are permitted. No advertising of off-ground activities (other shows/workshops etc.) are permitted.
- Please see Standing Rules, Part IV ETHICS

### SIGNAGE

- All artwork shall be clearly priced in a professional manner and conform to the artist's barcode/inventory sheets. The minimum price for an original piece of artwork is \$5.00. The exception shall be greeting cards (original work or reproductions of artist's original work), which may be sold for a minimum of \$2.50 per package or item.

## RULES FOR DISPLAY, cont.

- Signs, including pricing labels, shall be no larger than 2 inches in height or 6 inches in length (except for your name sign). Signs made with marking pens or unprofessionally hand-written are not allowed. Signs proclaiming or suggesting "Sale" or "Special" are not allowed. Artist's name signs should be of a professional quality only.

### **REPRODUCTIONS**

- All reproductions of an artist's original work (including enhanced reproductions) of any price (except notecards) must be labeled as to the type of reproduction it is (offset lithograph, photo print, giclee, laser print, ink jet print, or any digital process, etc.) Artists will be required to remove any reproductions in their booth that are not marked as a reproduction. Reproduction labeling must be clearly included on a descriptive label in plain view.
- The original of any piece of art depicting any celebrity may be displayed, however reproductions of celebrity art, including notecards, may not be shown or offered for sale.
- No type of an enhancement will be considered to have turned a reproduction into an original work of art.
- Reproductions displayed on the wall shall be limited to one reproduction of any single original and must be framed. Reproductions are limited to no more than 40% of the number of wall-hung pieces displayed.
- In addition to the Art-A-Fair's rules of labeling reproductions, California State law requires a Certificate of Authenticity must accompany certain reproductions\*. Art-A-Fair has established that reproductions selling for more than \$25.00 unframed or \$40.00 framed will have the following information:
  - A. Name of artist.
  - B. A description of the medium or process in which the multiple was produced.
  - C. The year that the art multiple was produced.
  - D. Specify whether the edition is limited or open.
  - E. Maximum or total size of the edition. The number of proofs in the edition.
  - F. Information on whether plate was destroyed or canceled.
  - G. Information on whether plate was printed before, and/or if it was a restrike or rework.
  - H. If the artist's name appears on the multiple, a statement whether the multiple was signed by the artist or by another process such as a stamp.

\*Note: This law applies to all fine art multiples such as fine print, photograph (positive or negative), sculpture cast, collage, or similar art object produced in more than one copy. Fine print means a multiple produced by, but not limited to, engraving, etching, wood cutting, lithography and serigraphy, and means multiples produced or developed from photographic negatives, or any combination thereof. If this information is not supplied, the customer may keep the print and recover three (3) times the cost from the artist. Sample Certificates of Authenticity are included in the Artist Packet as a work sheet for the artist to design their own Certificate of Authenticity. (For further information, refer to California Civil Code, Title 1.2, Sale of Fine Prints.)

### **FINE MULTIPLES – INCLUDING PHOTOGRAPHY AND DIGITAL ART**

- All artwork must be an original composition by the artist.
- No copyright infringement will be allowed.
- All fine multiples will be labeled as to type of medium, printing process, and whether edition is open or limited. If limited, the maximum size of the edition must be stated.

## RULES FOR DISPLAY, cont.

### **JEWELRY**

- 25% of the work offered for sale may be assemblage, provided the assemblage is done by the artist.
- 75% of the work offered for sale must be original work with the exception of chains and findings. (For example: a piece of jewelry comprised of beads, pearls, crystals or natural materials must have a focal point made by the artist.)
- Hang tags or labels shall be attached to each jewelry piece that will state the composition of each piece. (For example: pendant – fine silver, fused glass, freshwater pearls and sterling silver chain.)

Providing this information will bring the artisan into compliance with the Federal Trade Commission (FTC). Additionally, we offer the following guidelines that are provided by the Federal Trade Commission Guides

- Gold. (These guidelines pertain to the United States only.)

According to FTC standards, the word "Gold" (or an abbreviation) without qualification can be used to describe any object that is composed entirely of 24 karat gold. An object comprising a 10 karat gold alloy or finer can only be called "Gold" if immediately preceded by its karat fineness, as in "14 K Gold" or "14 kt." However, the word "Gold" (or an abbreviation), even if qualified, cannot be used to describe an object that consists of a gold alloy of less than 10 karat fineness. The fineness of the gold or alloy should not vary by more than 3/1,000ths from the amount indicated in the quality mark. Gold products with hollow centers must also be similarly noted, as in "14 K. Gold Tubing."

The following information was received from the Jewelers Vigilance Committee:

- If jewelry is not stamped with its karat, sterling, or platinum content, the jeweler is required to identify karat, sterling, or platinum content by attaching a tag. GOLD FILLED may be used when a product contains at least 10 karat gold affixed to all surfaces by soldering, brazing, welding, or other mechanical means, with plating constituting at least 1/20 of the weight of the entire jewelry item. If it meets all of the gold filled requirements except the 1/20 minimum, it may be labeled "gold plate" or "gold overlay", but not " gold filled." Fineness must be preceded by the fraction disclosing gold weight, for example, 1/40 10 k R.G.P. (Rolled Gold Plate).

### **STONES, PEARLS, AND BEADS**

- **STONES, PEARLS** and **BEADS** must be identified properly.
- **NATURAL** gems are those found in nature. These are mined from the earth.
- **SYNTHETIC** gems are created in a laboratory. These gems have the same chemical makeup and crystal structure as their natural counterpart.

## RULES FOR DISPLAY, cont.

- **IMITATION** gems are natural or synthetic gems that mimic natural stones. For example, cubic zirconia is produced in a laboratory and has a different chemical makeup than diamond. Cubic zirconia is a diamond imitation.
- Salt water or freshwater **PEARLS** (cultured or natural) are grown in oysters or mussels. All others are imitation pearls.
- Disclosure of **ENHANCEMENTS** to create or improve color and/or stability is required by the Federal Trade Commission.

### **DISPLAY OF JEWELRY**

- No jewelry may be displayed/hung on nails, screws, pegs, knobs or hooks. Examples of acceptable displays include display cases, necklace forms, earring stands, bracelet forms, shelving (i.e. glass or wood).

### **OTHER**

- Artist's representatives must abide by the rules of Laguna Art-A-Fair at all times.
- Political comments, slogans and/or statements are considered inappropriate for display.
- As stated in the Standing Rules and in Membership Regulations, any sales made as a result of the Laguna Art-A-Fair, processed within 90 days of the show are subject to the LAAF commission rate assigned by the board. Additionally, any sales made as a result of contact through the LAAF website are subject to the commission, regardless of the date of sale.
- Final jury scores will be included with final payment checks.
- A written warning will be issued for any Display Rules infractions. All infractions shall be corrected or removed within one week.
- Laguna Art-A-Fair is a family show and therefore reserves the right to remove any art deemed to be inappropriate, such as, but not limited to, explicit nude images of female and/or male bodies.
- The board reserves the right to remove any artist's work that is in violation of these rules or that it finds otherwise inappropriate.
- Laguna Art-A-Fair is not responsible for theft, loss or breakage.
- Laguna Art-A-Fair is not liable for legal repercussions of any kind regarding the depiction in art of celebrities.
- All Laguna Art-A-Fair Festival board decisions regarding what may or may not be displayed are final. If necessary, case-by-case interpretations of the above rules may be applied by Membership Affairs and/or the Board of Directors, and such decisions are final.