

## General Information & Rules

All applications must be postmarked by **May 12, 2011**. Late and/or incomplete application packages will not be accepted. Notification of acceptance will be mailed no later than **June 20, 2011**. No status information will be given prior to that date. Artists may withdraw from the Downtown Festival & Art Show and receive a refund of booth fees (less \$20), upon written request received before **August 15, 2011**. No refund will be issued after that date.

Artists must be present for the duration of the show: 10 a.m. to 5 p.m., November 12 & 13, 2011. Work must be exhibited both days — no exceptions. All exhibits must be original work done by the exhibiting artists and offered for sale. Application for works of a collaborative nature must include all artists' names. One booth per artist; a limited number of double booths may be approved upon availability. No dealers, agents, stand-ins or proxies allowed. Only work representative of the artists' slides will be permitted. To protect against misrepresentation, all slides will be retained by the Festival Committee until the conclusion of the event. If exhibited works differ significantly from the images submitted, the artist may be asked to leave and will forfeit fees.

Fees not paid by the deadline will result in forfeiture of booth to an artist on the wait list. Artists will be notified by mail of their assigned booth number and location, along with exhibitor information about check-in, set-up and parking, no later than **August 8, 2011**. Booth requests are fulfilled on a first paid, first served basis. Check-in and set-up is Saturday morning only — no set-up is allowed on Friday night. No changes in booth assignment will be allowed without the approval of Linda Piper, Festival Coordinator.

Each exhibiting artist must check-in and provide picture I.D. before set-up. Failure to do so will result in forfeiture of booth.

All work and artist belongings, including chairs, must be contained within the assigned booth space. Exhibitors are responsible for keeping their area clean during and after the show. Electricity is not available. Artists are required to display official card bearing their name, space number and city residence for the duration of the Festival.

Parking and traffic are not permitted in show area after 9 a.m. on Saturday. The streets will remain closed on Saturday night and security will be on site. Although artists, at their discretion, will be allowed to leave exhibitor displays on the street overnight on Saturday, the City of Gainesville is not liable for any loss. The streets will reopen to the public at 8 p.m. on Sunday evening, and all booths must be dismantled and removed by this time.

Country crafts are non-competitive only. The following are not eligible for exhibit: works which are mass-produced or manufactured; made from commercial molds, kits or patterns; commercial displays; taxidermy; crocheting; knitting; velvet painting; manufactured or kit jewelry; candles; ceramics cast from commercial molds and art supplies.

Bicycles, roller skates, rollerblades and skateboards are prohibited from the Festival. Animals are prohibited within the confines of the show.

All rules will be strictly enforced. The Festival Committee reserves the right to prohibit display of work deemed unacceptable. Failure to follow these rules will result in ineligibility for this and future shows and any prize award. Show committee reserves the right to make final interpretation of the rules.

Return Service Requested

### 30th Annual Downtown Festival & Art Show

City of Gainesville  
Department of Parks,  
Recreation & Cultural Affairs  
Station 30, PO Box 490  
Gainesville, FL 32602-0490  
352-393-8536  
[www.gv/culturalaffairs.org](http://www.gv/culturalaffairs.org)

CITY OF  
**GAINESVILLE**  
every path starts with passion  
FLORIDA

PRSR  
US POSTAGE  
PAID  
GAINESVILLE, FL  
PERMIT #587

# 30th Annual Downtown Festival & Art Show

November 12-13, 2011  
Gainesville, Florida



# 2011 Artist Application

Brought to you by the Department of  
Parks, Recreation and Cultural Affairs

# 2011 Downtown Festival & Art Show Artist Application

Name \_\_\_\_\_  
Partner's Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
County \_\_\_\_\_ Phone(Day) \_\_\_\_\_ Cell \_\_\_\_\_  
E-Mail \_\_\_\_\_ Website \_\_\_\_\_

Check your jurying category:

Competitive  Non-Competitive (not competing for cash awards)

Check your jurying medium:

Ceramics  Fiber/Leather  Glass  Graphics/Drawing  Jewelry  
 Metal  Misc.  Painting  Photography  Sculpture  
 Wood  Mixed Media 2D  Mixed Media 3D

Artist information Statement: brief description of process, technique, materials used.

This statement will be read to the jury while slides are viewed: \_\_\_\_\_  
\_\_\_\_\_

I was a 2010 Award Winner:  Yes  No

I participated in 2010 and:  want the same space  do not want the same space

Special needs: \_\_\_\_\_  
\_\_\_\_\_

Would you like to receive free postcards?  Yes  No # of postcards \_\_\_\_\_

Would you like to be considered for the wait list?  Yes  No

Would you like to pre-order a T-shirt at the special artists' price of \$8?  Yes  No

# and sizes \_\_\_\_\_ Payment will be required upon acceptance.

Signing of this application acknowledges that the Vendor has read the agreement and agrees to abide by all rules governing the Downtown Festival & Art Show and hold harmless the City of Gainesville and shall comply with all application federal state and local laws, rules, and regulations.

Artists Signature \_\_\_\_\_ Co-Artists Signature \_\_\_\_\_

INDEMNIFICATION: Vendor agrees to indemnify fully and save and hold harmless the City of Gainesville, it's officers, employees and agents against any and all damage, claims, liabilities, and cause of action of every kind and nature, to the extent they are not caused by the conduct of the city's agents or employees. The City shall give vendor prompt and reasonable notice of any such claims or actions and vendors shall have the right to investigate, compromise and defend the same to the extent of Vendor's own interest. Nothing contained in this Agreement shall be constituted as a waiver of the City's sovereign immunity granted pursuant to section 768.28 Fla. Stat.

WAIVER OF CLAIMS: The City of Gainesville and its agents shall not be liable for, and Vendor hereby releases all claims for damage to or loss of personal property sustained by Vendor or any person claiming through Vendor resulting from any fire, accident, occurrence, theft, or condition in or upon the ground/site which they shall be a part of or adjoining areas provided same are not due to negligence of the Division of Cultural Affairs, its agents or the City of Gainesville. This form Document No. 93-0030 is a legal instrument approved by the City Attorney. Any deviation from its intended use should be authorized by the City Attorney.

## DATES & TIMES

Saturday & Sunday  
November 12 & 13  
10 a.m. - 5 p.m.

## LOCATION

Historic Downtown Gainesville

## BOOTH SPACES

195 Competitive  
50 Non-Competitive

## IMPORTANT DATES

May 12, 2011 – **Postmark  
deadline for application**

June 20, 2011 –

**Notification of acceptance**

July 25, 2011 –

**Booth fee payment due**

August 8, 2011 – **Artist  
information packet mailed**

August 15, 2011 –

**Cancelation postmark  
deadline**

## ARTIST AMENITIES

Friday Night Blues Concert  
Artists' Hospitality Center  
Morning Refreshments  
Boxed Lunches  
Booth-Sitting Services

## PRODUCED BY

City of Gainesville Department  
of Parks, Recreation & Cultural  
Affairs  
Linda Piper, Festival  
Coordinator  
piperlr@cityofgainesville.org  
www.gvlculturalaffairs.org

# Festival Information

Gainesville, the cultural heart of North Central Florida, invites you to participate in Florida's premier fall festival of the arts. Celebrating its 30th year, the Downtown Festival & Art Show has earned a reputation as one of the Sunshine State's most successful arts festivals. Our show was recently voted No. 30 among the best 200 fine arts shows in the country by readers of Sunshine Artist magazine and has been rated in the "Top 200 Events" since 1996. American Bus Association ranked the show in the Top 100. The Festival attracts 100,000 people to Gainesville's lively historic downtown area, a hub of creativity and history.

## FESTIVAL FEES

Send a \$20.00 check for the application fee made payable to the City of Gainesville with your completed and signed application form. The application fee will be deposited upon receipt and is non-refundable. Do not send your booth fee until notification of acceptance (June 20). Upon acceptance, you will be required to send a booth fee of \$215.00 for a competitive space and \$195.00 for a noncompetitive space. Once artists are accepted into the show, their deadline for booth fees is July 25, 2011.

## SALES TAX

Each artist is responsible for collecting and reporting Florida sales tax on all sales made during the Festival.

## COMMITMENT

A completed application is a commitment to show. Should you choose not to exhibit, the booth fee may be refunded (less \$20.00), provided that your cancellation request is made in writing and postmarked by August 15, 2011.

## EXHIBIT SPACE

Each space measures 12' x 12'. Work must be contained within the assigned space. Only one exhibitor will be permitted in each space.

## POSTCARDS

Festival artists may order free postcards to announce their participation and space number to regular and potential patrons.

## RETURN ENVELOPES

Enclose a standard No. 10 self-addressed stamped envelope (4 1/8" x 9 1/2") with current first class postage. CDs will not be returned.

## PREVIOUS YEAR AWARD WINNERS

2010 award winners are automatically accepted. No application fee is required. Send only a completed and signed application by the application deadline along with a No. 10 SASE. Although winners will not be juried and digital images are not necessary, they may wish to send an image to be used for publicity.

## JURY PROCESS

Jurying is done on a point system designed to give priority to local artists. One extra point is given for Florida artists and two for Alachua County artists. In 2010, 70 percent of Downtown Festival artists were from Florida and approximately 30 percent of these artists were from Alachua County. The jurying committee consists of qualified, local fine artists. They look for quality, originality, salability, and technical expertise.

## PURCHASE AWARD PROGRAM

Local businesses and individuals are encouraged to pledge in advance to buy art at the Festival. Last year over \$3,000 was spent on purchase awards. This year, we expect an even larger commitment from the community to the Festival.

## ENTRY REQUIREMENTS

Slides will no longer be accepted. Submit four digital files, three of individual pieces of work and one of your booth with work displayed. Images must represent the examples of current work to be exhibited and this includes your booth shot. Digital images must be .jpg format and no more than 1 MB per image. Images may be mailed on a CD or emailed to piperlr@cityofgainesville.org. Expect a notification email upon receipt. Every application is required to include a hard copy of submitted images (a print out of your 4 images).

## CHECK LIST

- Completed and signed application
- \$20.00 application fee made payable to the City of Gainesville.
- Four digital files transmitted by email or CD
- A self-addressed, stamped envelope

## AWARDS

Total Cash Prizes  
\$14,000

Best of Show  
\$2,000

2D Judges Choice  
\$1,000

3D Judges Choice  
\$1,000

5 Awards of Excellence  
\$700

8 Awards of Distinction  
\$500

10 Awards of Merit  
\$250

Mail Application To: Downtown Festival & Art Show  
Department of Parks, Recreation & Cultural Affairs  
Station 30, PO Box 490, Gainesville, FL 32602

For more information call  
Linda Piper at 352-393-8536