

General Information and Rules

All applications must be postmarked by **May 10, 2012**. Late and/or incomplete application packages will not be accepted. Notification of acceptance will be mailed no later than **June 18, 2012**. 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, 2012**. 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 3 & 4, 2012. 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. If exhibited works differ significantly from the images submitted, the artist may be asked to leave and will forfeit fees. Buy/sell or imports will not be tolerated.

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, 2012**. 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. Buy/sell or imports will not be tolerated.

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

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PERMIT #587

31st Annual Downtown
Festival & Art Show

CITY OF
GAINESVILLE
every path starts with passion
FLORIDA

DEPARTMENT OF PARKS, RECREATION
AND CULTURAL AFFAIRS

Station 30, PO Box 490
Gainesville, FL 32627-0490
352-393-8536
www.gv.culturalaffairs.org

31st Annual Downtown Festival & Art Show



November 3–4, 2012
Gainesville, Florida

Artist Application

CITY OF
GAINESVILLE
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FLORIDA

DEPARTMENT OF PARKS, RECREATION
AND CULTURAL AFFAIRS

2012 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 2011 Award Winner: Yes No

I participated in 2011 and: want the same space do not want the same space

Specialneeds: _____

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

Please specify number of shirts 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 and Times
Saturday and Sunday
November 3 and 4
10 a.m. – 5 p.m.

Location
Historic Downtown
Gainesville

Booth Spaces
195 Competitive
50 Non-Competitive

Important Dates
May 10, 2012 – Postmark
deadline for application
June 18, 2012 –
Notification of acceptance
July 16, 2012 – Booth fee
payment due
August 8, 2012 – Artist
information packet mailed
August 15, 2012 –
Cancellation postmark
deadline

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

Produced By
City of Gainesville
Parks, Recreation
and 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 31st 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.16 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 18). Upon acceptance, you will be required to send a booth fee of \$215.00 for a competitive space and \$195.00 for a non-competitive space. Once artists are accepted into the show, their deadline for booth fees is July 16, 2012.

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, 2012.

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" x 9 1/2") with current first class postage. CDs will not be returned.

Previous Year Award Winners

2011 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 2011, 70 percent of Downtown Festival artists were from Florida and approximately 25 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

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. 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 print out of the images submitted (place the 4 images on one sheet of paper, if you are unable to provide this then we will print it out for you).

Check List

- Completed and signed application
- \$20.00 application fee made payable to the City of Gainesville (fee not required if you were an award winner)
- Four digital files transmitted by email or CD
- A self-addressed, stamped envelope (CD's will not be returned)

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 and Cultural Affairs
Station 30, PO Box 490, Gainesville, FL 32627

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