

La Jolla Art & Wine Festival

2011 LA JOLLA ART & WINE FESTIVAL ARTIST PROSPECTUS

Join us for the third annual La Jolla Art & Wine Festival 2011 (LJAWF), a unique two-day festival held in the Village of La Jolla on upper Girard Avenue the weekend of October 1 and 2, 2011 from 10am to 6pm. This event will showcase over 100 outstanding, juried artists, and will also feature talented emerging artists receiving scholarships, a wine and beer garden, performances by local singers and dancers, a silent auction, and a family art center. We expect to surpass last year's attendance of 20,000 people, by marketing the event through print, radio, television and online media outlets throughout California, Northern Baja, and national tourism markets.

The LJAWF donates all its proceeds to La Jolla public elementary schools, which are part of the financially troubled San Diego Unified School District. Funds raised through your participation will go to commonly underfunded programs at La Jolla, Torrey Pines, and Bird Rock Elementary Schools, including art, music, science, physical education, technology, and on-site medical care by a school nurse.

This premier fundraising and community event unites La Jolla and celebrates our artist colony roots. We look forward to supporting local businesses and raising funds for public schools through corporate sponsorships, ticket purchases, artist exhibition fees, and the silent auction.

All money from artwork sold goes directly to the artists. Whether you participated in our 2009 show, our 2010 show, or are applying for the first time, we are grateful for your interest in our event. We are thrilled to feature an outstanding jury to select premier, talented artists for our festival.

2011 LJAWF Timeline

June 30, 2011	Artist Application Deadline (\$25 non-refundable fee)
July 18, 2011	Artist Notification
August 1, 2011	Submission Deadline for forms and fees to confirm participation
August 30, 2011	Booths and Load-In Time Confirmations Released
September 31, 2011	Artist Check-In and Load-In (by appointment only)
October 1, 2011	La Jolla Art & Wine Festival 10am-6pm
October 2, 2011	La Jolla Art & Wine Festival 10am-6pm



Financial Information

\$25 Application Fee (non refundable)

- Deadline to apply: June 30, 2011 (no late applications will be accepted.)

\$300 Artist Exhibition Fee per 10x10 space (no additional commission charged)

- Artists are provided with a standard 10x10 booth set up with a tented roof and no walls (i.e., the \$300 includes the exhibition fee and a 10x10 tent.)
- Equipment, pegboards and white vinyl wall panels are available for rent from the supplier.
- Artists are provided with laminated booth signage (with your name, medium, hometown and booth number), identification badges, one pass for a booth assistant, free parking with shuttle service, booth sitters and hotel referrals.
- The festival provides 24-hour roving security the weekend of the festival.

\$100 Corner Booth Surcharge

- Corner booths are limited and are assigned in the order they are requested.

Summary of Booth Fees

\$300 Single Booth

\$400 Single Corner Booth

\$600 Double Booth

\$700 Double Corner Booth

Application Guidelines

- The **\$25 application fee** is non-refundable and must be paid in full by the June 30, 2011 application submission deadline.
- **Eligibility**
 - **Established Artists** - The LJAWF is open to all applying Artists. All work must be the artist's own original. No copies of another's work, or copyrighted materials, will be accepted. No imported, manufactured, mass-produced items are allowed. Objects made from commercial models, kits or plans are not acceptable. Reproductions, exhibitor posters, Giclée prints or postcards must be of the Artist's own work. No work by apprentices or employees will be accepted. Commercial agents, dealers or manufacturers are not eligible. Please note that exhibition in previous LJAWF shows does not guarantee acceptance.
 - **Emerging Artists** - Fourteen emerging artist scholarships will be awarded to local, Southern California juried artists meeting the following eligibility criteria: you are a current art student or recent graduate, you are from or living in Southern California, you are not represented by a gallery and LJAWF 2010 would be one of your first five shows.
- **Application Image Requirements**
 - All applications must contain six digital images: **five digital images** representative of the Artist's work to be exhibited and **one digital image** of the booth set up. Please ensure that neither the artist's name nor any gallery or business name is visible in any of the 5 images.
 - All **6 digital images** must be 1400 pixels at the longest dimension and at 300 DPI in jpeg format.
 - Images should illustrate clearly the quality of work intended for exhibit. Digital images are the only basis on which the Jury makes its decision.



- Under no circumstance will a Photoshop or digital drawing be accepted in lieu of an actual digital photograph of the booth set up. If you do not have a photograph of your actual booth set-up, then please photograph a mock booth set-up against plain walls and display a collection of your pieces. The intent is to see how your work relates in scale and the consistency of style. In no event can there be a person in your booth photo.
- The additional picture of the booth display is not required for emerging artist scholarship applicants. **ONLY** scholarship applicants may apply without submitting a booth image.
- **Artist Statement Requirement**
Artist statements should not contain the name of the Artist or any affiliated gallery or business. Artist statements must be 1000 or fewer characters.
- **Emerging Artist Scholarship Applicant Information**
 - Emerging artist scholarship applicants must be juried to be selected for the show. If you are applying for a scholarship, please indicate your category as "Emerging Artist Scholarship" and ensure that you meet the criteria described above in the Eligibility section.
 - The Artist's Statement portion of the application is your opportunity to articulate clearly your eligibility, need and the statement about your artwork.
 - The scholarships cover the application fee and the exhibition fee that includes the 10x10 tent.
 - Artists receiving a scholarship may rent (at their own expense) equipment, pegboards and white vinyl wall panels to complete their displays.
- **General Application Requirements**
 - Incomplete applications will not be forwarded to the jury for review.
 - All applications must be completed by 11:59pm on Thursday, June 30, 2011. Late applications will not be accepted.
 - Artists with existing portfolios with Juried Art Services (JAS) do not need to set up a new account to apply. Please just create a new application within your existing portfolio. Artists new to Juried Art Services can receive assistance setting up their accounts through JAS directly.
 - Notification will be sent through Juried Art Services. Telephone notification will not be provided under any circumstance.
 - A collaborating artist's name must be listed separately in the "Collaborating Artist" name field of the application.
- **Categories**
 - **2-D and 3-D Mixed Media, Ceramics, Decorative Fiber, Drawing, Emerging Artist Scholarship, Glass, Jewelry, Painting, Photography, Printmaking, Sculpture, Watercolor, Wearable Art, Woodwork.**
 - An Artist may not apply more than once within the same category in a given year.
 - Artists **may apply in more than one category**, but they must submit a separate application for each medium. Each application must submit new, different images that reflect work in the respective category. It is only acceptable to repeat the booth picture.
 - If you are accepted, you may only exhibit in the category for which you were juried. Work that is shown must be the same quality, type and medium as that accepted by the jury. La Jolla Art & Wine Festival management reserves the exclusive and absolute right to have work removed that is not consistent with these requirements, and to terminate artists' participation in LJAWF without recourse or refund of Artists' entry or exhibition fees.

Exhibitor Information

1. **Displayed Work:** All artwork exhibited must be for sale. All of the artist's work must be displayed within his or her allotted space, and all displays must be attractive and kept neat throughout the weekend. No commission on sales is collected by the LJAWF.

2. **Jury Process:** Artists will be selected by a highly qualified jury of artists, authors, critics and collectors. Selections will be based upon quality, originality, artists' conception and presentation of artwork and booth display. The panel of jurors is not aware of an artist's name when viewing the digital applications in a random sequence. Jurors evaluate the Artist's work, booth display and statement to provide an overall score of 1 (low) to 7 (high) with no 4 used. San Diego and Northern Baja artists receive one bonus screening point in the selection process. The top scoring artists in each category are invited to participate in the LJAWF. Selections by the jury are final. The LJAWF Foundation Board reserves the right to invite Artists who are established masters in their medium.

3. **Jury Wait List:** A Wait List is selected from the Jury's scores in each medium. Wait-listed artists are invited to participate as cancellations occur in their particular medium.

4. **Confirmation of Acceptance:** Upon notification of your acceptance through Juried Art Services, artists must go to the La Jolla Art & Wine Festival website to download the necessary forms to secure their participation in the show. The following items must be received by July 31, 2011 at 5pm: signed contract, booth fee, and a copy of California State Seller's Permit. If the LJAWF has not received said items by the deadline, the invitation to exhibit will be rescinded and no refunds will be offered.

5. **Emerging Artist Scholarships:** There will be fourteen emerging artists granted scholarships to participate in the festival. The scholarships cover the application fee and the exhibition fee including the 10x10 tent. Artists receiving a scholarship may rent (at their own expense) equipment, pegboards and white vinyl wall panels to complete their displays.

6. **Booth Approval and Assignment:** Booth assignments are made at the discretion of the LJAWF committee. Double and corner booths are limited and available for an extra charge. Priority is given to artists in the order payment is received.

7. **Set-Up and Breakdown:** Photo ID is required at check-in. Load-in commences on Friday, September 31, 2011, and each artist will be assigned a specific appointment time for load-in. All tents will be set up before load-in commences and traffic flow will be closely monitored and controlled. Exact times for load-in are determined by booth placement and will be released in late August. Breakdown will take place immediately following the event on Sunday, October 2nd. Further details about set up and breakdown will be sent with acceptance notification. Absolutely no motorized vehicles shall be allowed in the display area after 10:00am on show days.

8. **Artist Exhibition Hours:** Artists are required to man their booths during the festival hours of 10am to 6pm on Saturday and Sunday, October 1st and 2nd.

9. **Artists' Cove:** The LJAWF will provide an artist's information booth ("Artist's Cove") open during all hours of the festival. This booth will be a central area for artists to request a booth sitter, water, equipment or any other need. The La Jolla Art & Wine Festival will make its best efforts to provide volunteers ("Booth Sitters") to remain at an Artist's booth on a short-term basis. Booth Sitters will be provided on an as requested and as available basis. Booth sitting will be limited to 20 minutes and will



be used at the Artist's own risk. La Jolla Art & Wine Festival shall not be liable for any loss, theft or damage, notwithstanding Booth Sitter service provided.

10. **Artist Awards:** A panel of well-known, San Diego artists will judge the participating artists for awards including "Best Artist" within each medium and a "Best In Show." Award winners will be invited to exhibit in the next year's LJAWF and not need to apply through the Jury process.

11. **Security:** Artists are responsible for the security of their belongings at all times. The La Jolla Art & Wine Festival, the San Diego Unified School District and associated schools, together with all of their respective directors, officers, contractors, employees, agents, principals, teachers, administrators and volunteers shall not be responsible for any loss, damage or theft of art or property of Artist while at the Festival.

12. **Weather:** The LJAWF is held on an outdoor street in the beautiful village of La Jolla, California. Please note that wind may occur, and there will be no rain/contingency plan. Artists should come prepared for inclement weather.

13. **Electricity:** Electricity will not be provided. If you require lighting, you may bring your own battery operated system or rent a hook-up to our vendor's system. You may not utilize a gas powered generator.

14. **Booth Regulations:** Artists' booths may not play music or distribute or sell alcohol, food, or beverages. Food and beverage vendors will be on site and they have exclusive rights to sell food and beverages. Artists are prohibited from distributing or displaying literature of, or promoting any religious, fraternal, foundation, political or commercial organization. Only literature and information pertaining to the Artist's work or the art organization exhibiting is permitted.

15. **Seller's Permit and Taxes:** Exhibitors are responsible for establishing their own merchant accounts for collecting payment. Artists must have a current and valid California State Board of Equalization Permit to participate in the LJAWF. Artists are solely responsible for collecting monies for works sold and for payment of taxes to any city, county, state or federal agency. Artists must have their permit onsite during the Festival. All Artists are required by the State of California to file a Sales & Use Tax Return.

16. **Insurance:** Artists and vendors are responsible for procuring and maintaining their own insurance.

17. **Conduct:** Artists must behave in a professional and congenial manner at all times. The La Jolla Art & Wine Festival reserves the right to remove any artist from the site. Artists must comply with all safety requirements, and vehicles may be parked only in designated areas. Noncompliance will result in elimination from consideration for any future LJAWF events.

18. **Photography:** Artists agree to allow the La Jolla Art & Wine Festival to photograph their displays and artwork during the two-day event for promotional purposes.

19. **Other Regulations:** Pets are not allowed on the premises and all children must be supervised. Smoking is not permitted.

