

Art in The Village

Fine Art Faire In the Village of Carlsbad Sunday, August 12, 2012

About the Faire

Carlsbad Village Association (CVA)'s 14th Annual Art in the Village is a one day open-air event situated in the beautiful Village of Carlsbad, CA. Taking place on Sunday, August 12, 2012, this annual Arts Faire includes a wide array visual arts exhibits and several international food vendors.

Location

Art in the Village's site extends throughout the Village of Carlsbad. Exhibitor booths are located along State Street, and Grand Avenue.

About Carlsbad

Just 35 miles north of San Diego is Carlsbad Village, a rare jewel in San Diego County's north coast. Known as "The Village by the Sea," Carlsbad has the charm of a European village. Its many antique stores and boutiques, sidewalk cafes and romantic hotels are just a short walk from the beach. After browsing in delightful little shops and relaxing over lunch at a sidewalk cafe, you will succumb to Carlsbad's charms.

Artist Services

Advertising and promotion

Art in the Village's extensive advertising and publicity effort publicizes the faire throughout the region with media sponsors in print and radio. Art in the Village will also be marketed through direct mail, internet outlets, and paid advertisements in tourist publications.

Lodging

Art in the Village will be working with hotels in the Village area to offer special rates for traveling artists. Information will be listed in your acceptance packages.

Dates and Times of the Event

Artist Check-in: Sunday, August 12, 7 A.M.

Final Jury Walk-through: 8 - 9 A.M

Show hours - open to the Public 9 AM - 5 PM

Artist Check-out: Sunday, August 12, 5 P.M. - 6:30 P.M.

About the Jury Process

Four jurors selected from a range of visual art, museum, and gallery backgrounds will view all applicants to select the final accepted exhibitors. A maximum of 200 artists will exhibit in the 2012 event. Photographic images are reviewed by the jury review panel in a blind jury process. The identities of artists are not disclosed to jurors. The jury will view each artist's set of five images arranged simultaneously in a horizontal grouping. Artist statements are shared with jurors upon request. Photos are reviewed for as long as the jury deems necessary.

Note: Jury fee is waived for returning artists from the 2011 show. Photos for returning artists are not required unless the substance of products/display changes.

Photos and Fee

Photos: You must submit five (5) photos per medium:

-Four (4) photos (#1 - #4) must be of individual pieces, which accurately represent the body of work to be exhibited.

-Photo #1, if accepted, will be retained for use in publicity.

-The booth photo (#5) should be representative of presentation and work to be displayed, and should illustrate the quality of booth structure you will provide. Artist's name should not appear on booth photo.

Photo return Photos will be returned to those artists not selected to exhibit only if a self-addressed envelope stamped with adequate postage for photo return is included with the artist's application. The photos of selected artists will be permanently retained by Art in the Village for use in publicity and show documentation.

Jury FEE: \$25 - A non-refundable check made payable to **CVA** must be included in your application. This fee will be deposited upon receipt.

Exhibitor FEE is \$195 per exhibitor. **Accepted artists will be sent an Artist Agreement Contract by July 6, 2012, which is to be signed and returned no later than July 23, 2012.**

Media Categories

Jewelry, ceramics, wood, glass, metal, fiber, leather, wearable textile accessories, mixed media, small 3-D sculpture, and small 2-D works including printmaking, photography and painting.

Not to Be Included: commercially oriented or mass-produced items.

Please note: All work must be original and made by the artist within the last few years. Commercial items will not be accepted. **DO NOT BRING ANY MERCHANDISE TO THE SHOW THAT HAS NOT BEEN ACCEPTED DURING THE JURY PROCESS.**

The Expo Committee reserves the right to refuse exhibition of work not consistent with submitted photos and these guidelines.

Booth Space

Each exhibitor will be provided a space measuring (minimum) 10'x15' to house a booth structure with dimensions no larger than 10'x10'. Exhibitors will be responsible for providing: All booth structures, racks, tables, chairs, display units, or other fixtures suitable for outdoor use. Please be sure that the #5 photo of your booth is representative of the booth quality you would provide at the Show. Corner booths may be requested at an additional fee of \$25 (please note your request on application).

Rules

On-site requirements Artists must be present during the entire event and must personally staff their exhibit space. No agents, dealers, or representatives may attend the event in place of the artist.

Work on display

- All work exhibited in booths must be original handcrafted work produced by the artist, and may not be the result of work from commercial kits, molds, patterns, or plans.
- Tapes/CDs of instruments made by the artist may be sold along with an instrument, but not alone.
- Artists may only exhibit and sell work in the media category for which they are accepted. All jewelry must have been juried in the jewelry category.
- The work exhibited must match the quality and style as represented by the artist in his or her submitted photos.

2-D reproduction policy A reproduction is defined as any existing work of art (such as a painting, watercolor, drawing, photograph, etc.) that is copied by digital or photographic means and printed on an offset press, a serigraph press, or through a computer by means of an ink jet or electrostatic printer. This definition includes giclees and reproductions with additional enhancement by the artist.

2-D reproductions are allowed provided they are:

- Limited editions, signed and numbered on the front of each piece, displayed on one wall and browse bins only. Reproduction pieces must be clearly marked as "Reproduction" or "Limited Edition Reproduction" on the front of each piece and on one wall or browse bins. Reproductions may not be in the same browse bin as originals.
- An explanation of the reproduction process should be included in the Artist Statement.

Artist statement Artists must post an Artist Statement explaining the process and materials used in displayed works. The reproduction process must also be disclosed in this statement.

Key Application Dates

By July 6, 2012 Artist notification of acceptance mailed by Art in the Village

July 23, 2012 Artist acceptance of show participation

After July 6, applications will be accepted if space is available

For Information Please Contact

Brian Roth, Show Manager

Phone/Fax: 760-945-9288 • E-mail: info@kennedyfares.com

Art in the Village, PO Box 2817, Vista, CA 92085

Website: www.kennedyfares.com

Mail to: Art in the Village, P.O. Box 2817, Vista, CA 92085 – Suggest application be postmarked NLT July 2, 2012.

Artist application

Name (Please type or print as you would like it to appear in show publicity.) _____

Name of Second Artist/Partner (fill in only if work is collaborative effort, see rules.) _____

Address _____

City State Zip _____

Area Code and Phone number _____

E-mail Address _____

The following descriptions must be provided and correlated to the appropriately numbered photos: (Note: Photo #1 will be used for any publicity.)

Photo #1 Dimensions _____

Process/materials, description _____

Photo #2 Dimensions _____

Process/materials, description _____

Photo #3 Dimensions _____

Process/materials, description _____

Photo #4 Dimensions _____

Process/materials, description _____

Photo #5 (Booth Display) Dimensions _____

PLEASE NOTE: Artist's name should not appear in the #5 booth photo.

The five photos are mandatory.

Please indicate the price range of your work to be included in the Artists' Catalogue.

\$ _____ to \$ _____

Release: I hereby release and forever discharge Art in the Village, the Carlsbad Business Association, all sponsoring and participating organizations, and their directors, officers, employees, agents and volunteers from any responsibility, personal liability, claims, loss or damage arising out of or in conjunction with my application to the Art in the Village. **Complete contract terms will be provided upon invitation to exhibit at the show.**

Applicant's Signature / Date _____

Partner's Signature (if exhibiting team) _____

Category/Medium			Checklist
Check the ONE category which best describes the entered pieces:			
<input type="checkbox"/> Ceramics <input type="checkbox"/> Digital Art <input type="checkbox"/> Drawing/Pastels <input type="checkbox"/> Fiber <input type="checkbox"/> Furniture <input type="checkbox"/> Glass	Jewelry <input type="checkbox"/> (Precious) <input type="checkbox"/> (Semi-Precious) <input type="checkbox"/> Metalworks Mixed Media <input type="checkbox"/> (2-D) <input type="checkbox"/> (3-D)	Painting <input type="checkbox"/> (Oil/Acrylic) <input type="checkbox"/> (Watercolor) <input type="checkbox"/> Photography <input type="checkbox"/> Printmaking/Graphics <input type="checkbox"/> Sculpture <input type="checkbox"/> Woodwork	<input type="checkbox"/> Completed/signed application form <input type="checkbox"/> \$25 check for nonrefundable jury fee <input type="checkbox"/> Artist Statement (no resume) <input type="checkbox"/> Five properly labeled and numbered photos in a protective sleeve <input type="checkbox"/> Self-addressed stamped envelope, with adequate postage for photo return <input type="checkbox"/> \$195 check payable to CVA <input type="checkbox"/> Optional \$25 check for corner booth fee payable to CVA