MISSION FEDERAL CREDIT UNION
artwalk
SAN DIEGO'S ORIGINAL FINE ART FESTIVAL

# 2011 Artist Application Form

## Saturday, April 30 & Sunday, May 1 (11AM – 6PM)

Open to visual and performing artists, Mission Federal ArtWalk is a year-long program that culminates in a two-day exhibition and sale of original fine art. Over 70,000 attend this event annually in the Little Italy neighborhood of downtown San Diego. Mission Federal ArtWalk is a juried show, and the majority of the work displayed must be original pieces. Note cards, t-shirts, posters, etc. of work are not allowed. Limited edition fine art prints only. Prints must represent a minority of the work displayed with the majority being original pieces. Literature and information pertaining to the artist's work is permitted. Artist tents must be staffed by the participating artist at all times during the event hours. Space is limited. Register early as this event typically sells out in December of the prior year

### PLEASE READ CAREFULLY

**Application Deadline:** FRIDAY, JANUARY 7, 2011 or until spaces are filled

**Featured Artist Deadline:** NOVEMBER 5, 2010 NO EXCEPTIONS. Fee and images must be received by November 5, 2010 for consideration as an MFArtWalk Featured Artist. A panel of jurors will select twelve registrants to be MFArtWalk Featured Artists. Each Featured Artist will be specially recognized in event PR, on the MFArtWalk Web site, and at the event.

**Application & Space Allocation**

Spaces for the event will be tented booths on closed streets throughout Little Italy. Registration and location selection gives priority to artists that have been involved in MF ArtWalk in the past, based on the number of years of participation. MFArtWalk places high value on the loyalty of artists that have been in the show year after year and this process rewards loyal MFArtWalk participants.

Please note that the first 150 registered artists will have the opportunity to select their tent location based on the priority system described below. For artists that are not among the first 150 artists registered, spaces will be assigned by event management rather than selected by the artist. *Mission Federal ArtWalk will supply all artist tents for the event, artists may not bring their own tents.*

RETURNING ARTISTS

FOR THE FIRST 150 REGISTRATIONS A PRIORITY STATUS WILL BE DETERMINED BY THE NUMBER OF YEARS OF EVENT PARTICIPATION. ONCE PRIORITY STATUS HAS BEEN ASSIGNED TO EACH REGISTRATION, THERE WILL BE A RANDOM DRAWING CONDUCTED FOR EACH PRIORITY GROUP TO DETERMINE ARTIST ORDER OF TENT SELECTION. PLEASE NOTE THAT TENT SELECTION PROCESS DOES NOT BEGIN UNTIL THE FALL AND ARTISTS ARE CONTACTED IN THE ORDER RESULTING FROM THE DRAWING.

As in the past, returning artists will have priority registration until Friday, May 7, 2010 to apply for the 2011 event. If you apply within that time frame, your location selection priority will be based on the number of years you have participated in the April MFArtWalk event, with those participating 6+ years in group one, 5 years in group two, and so on. After May 7, 2010 applications are available to both new and returning artists and space selection for those registrants after that time will be based solely on the date of your application.

TO BE INCLUDED IN THIS PRIORITY PROCESS YOU MUST REGISTER BY FRIDAY, MAY 7, 2010. You can apply online at www.missionfederalartwalk.org or you can mail in your application form with a post-mark date of May 7 or earlier, or drop off your application at the Mission Federal ArtWalk office. Artists will not be registered without a completed application form and payment.

Returning artists who do not register BEFORE May 7 will be able to register any time and will be assigned a priority number BASED ON ORDER OF REGISTRATION ONLY.

NEW ARTISTS

NEW ARTISTS REGISTRATIONS ARE ACCEPTED BEGINNING ON MAY 8 and will be prioritized based on order of registration.

**Artist must have a valid California Sellers Permit (state sales tax license) and have it posted in their booth during Festival hours. Artist is responsible for collecting and reporting sales tax.**

## Individual Registration

### The $440 Individual Artist Package includes:

1. The opportunity for an artist to show and sell work directly to the public.

Artists will be assigned to a 10' x 10' tented booth provided by MFArtWalk. Hanging materials, walls, displays, etc. must be furnished by the artist. Electricity is not available.

2. Signage:
   - Artist name and tent number at location
   - MFArtWalk poster for artists with permanent studios

3. An Individual Mission Federal ArtWalk Web Page (beginning February 2011) to include:
   - Individual artist name
   - Five full-color images of artist's work
   - Artist biography and/or artist statement
   - MFArtWalk booth location to be posted in February 2011
   - Contact information
   - Link to your personal e-mail address and Web site

4. Event T-shirt

Next page: Application Form. Please be sure to fill out this form completely

## Group Registration

### Fee Packages include:

1. The opportunity for a group to show and sell work directly to the public.

Group participation is limited to established, permanent artist groups, there will be no exceptions. Groups will be assigned to tented booths provided by MFArtWalk based on group size. See below for specifics. Hanging materials, walls, displays, etc. must be furnished by the artist. Electricity is not available.

| Group Size | Minimum Space Allotted | Price |
|---|---|---|
| Group with a permanent location on AW route | | $440 |
| Up to six | 10' x 20' OR 200 square feet | $820 |
| Up to ten | 10' x 30' OR 300 square feet | $1230 |
| More than ten | 10' x 40' OR 400 square feet | $1640 |
| | 10' x 50' OR 500 square feet | $2050 |

2. Signage at artist's Mission Federal ArtWalk location includes:
   - Group name and tent number at location
   - MFArtWalk poster for groups with permanent studios

3. A Group Mission Federal ArtWalk Web Page to include:
   - Group name
   - Images of group's work (6 images for a 10' x 20', 10 images for a 10' x 30', 15 images maximum for a 10' x 40' or larger.)
   - Group biography and/ or statement
   - MFArtWalk booth location to be posted in February 2011
   - Group contact information
   - Link to group e-mail address and Web site

4. One complimentary Event T-shirt

## Step 1: Tell us about you:

## Please complete information as you wish it to appear in event materials

Please CHECK which MFArtWalk events you have participated in by checking below:

| ArtWalk Participation Year | Participated | Did Not Participate |
|---|---|---|
| 2005 | | |
| 2006 | | |
| 2007 | | |
| 2008 | | |
| 2009 | | |
| 2010 | | |
| Total Number of Years in MFArtWalk | | |

Individual Artist

Name: _____

Group (Limited to established, permanent artist groups, no exceptions.)

Group Name:_____ # of Members:_____ Contact Person:_____

Groups please list the names of participating members:_____

_____

Individual & Groups please complete the remainder of the application

Street Address:_____ City _____

State:_____ Zip:_____ Country:_____

Phone:_____ Cell Phone:_____ Fax:_____

E-mail:_____ Web Site:_____

It is okay for Mission Federal ArtWalk to give my e-mail and/or phone number to new artists for advice and questions

T-shirt Size: S M L XL XXL (circle one)

## Step 2: Tell us about your work

Please describe your work and/or statement in 20 words or less: (will be used on your artist web page)

_____

_____

_____

Artist Art Type(s): art glass collage digital mosaic painting photography printmaking sculpture textiles _____

Artist Medium/Media:_____

Please list art events/shows that you have participated in for the past 5 years (please use additional page and attach if necessary).

_____

_____

_____

Are there any special requirements we should know about?

Please explain:_____

Mission Federal ArtWalk reserves the right to request removal of displayed work that does not reflect that which was submitted (i.e. crafts, other artists' work, etc.)

## Step 3: Tell us about your display

Please send a photograph of a typical display you would set up (from a previous show, not necessarily from MFArtWalk). If you don't have this available at the time of your application, and need more time, please send it in by November 1.

## Step 4: Images for your individual page on the event web site

Five images are published on the Mission Federal ArtWalk Web site in full-color and measure approximately 5" x 5". Image captions will include the title, dimensions and medium. Please put the title of each image you are submitting. Submitted pieces are not required to be at the event, but must accurately represent the type of work displayed at Mission Federal ArtWalk. Images submitted should be a minimum 5" wide, and scanned at (72 dpi) in EPS, TIFF or JPEG. Images may be submitted digitally or by photograph. If e-mailing please send to: info@missionfederalartwalk.org. No slides, transparencies or PDF files, please.

Groups: When submitting images, please remember to include artist's name, along with title, dimensions and medium with each image. (6 images for a 10' x 20', 10 images for a 10' x 30' and 15 images for a 10' x 40' or larger.) Add extra pages for additional images.

Please use my images from 2010 Please use existing page and images from 2010

Image #1 Title:_____ Dimensions (inches): ____ X _____ Medium_____ Price: _____

Image #2 Title:_____ Dimensions (inches): ____ X _____ Medium_____ Price: _____

Image #3 Title:_____ Dimensions (inches): ____ X _____ Medium_____ Price: _____

Image #4 Title:_____ Dimensions (inches): ____ X _____ Medium_____ Price: _____

Image #5 Title:_____ Dimensions (inches): ____ X _____ Medium_____ Price: _____

## Step 5: Please read the following rules, regulations and sign:

Only artists displaying their own original work are eligible to participate in Mission Federal ArtWalk. Note cards, t-shirts, posters, etc. of work are not allowed. Limited edition prints and giclees only. Prints must represent the minority of the work displayed, with the majority of work being original pieces. Literature and information pertaining to the artist's work is permitted. Submitted pieces for the Web site are not required to be at the event, but must accurately represent the type of work displayed at Mission Federal ArtWalk. Mission Federal ArtWalk reserves the right to request removal of displayed work that does not reflect that which was submitted (i.e. crafts, other artists' work, etc.) Absolutely no imported, manufactured or mass-produced items, kits or articles not made in total by the artist. Participating artists must exhibit during all event hours on both days. Exhibit must be staffed by the participating artist or artists at all times during event hours. Artists are solely responsible for collecting monies for work sold and for payment of taxes to any city, county, state or federal agency. Artists are solely responsible for copyrighting their own work. Artists are prohibited from distributing literature or promoting in any other manner, any religious, fraternal, foundation, political or commercial organization. Artists are responsible for the transportation, installation, insurance, and security of their work. Mission Federal ArtWalk, its organizers, sponsors, volunteers and affiliates accept no responsibility for loss/accidents/injury/damages. Mission Federal ArtWalk retains the right to use photographic images of visual and performing artists, and/or their work, for advertising and promotion purposes only. I agree to use Mission Federal ArtWalk sanctioned hanging materials & return my space to the same if not better condition. Fees are non-refundable only if juried into the event and you later cancel. Mission Federal ArtWalk reserves the right to refuse application to anyone for any reason. All decisions are made ultimately at the discretion of Mission Federal ArtWalk.

I have read the rules & regulations above, and agree to follow them. I understand that fees are non-refundable.

_____ _____

Signature Date

## Step 6: Artist Exhibition Fee

Check appropriate fee:

$440 (individual artist OR group with permanent location on AW route)
$820 (10' x 20' space with up to six group members)
$1230 (10' x 30' space with up to ten group members)
$1640 (10' x 40' space with more than ten group members)
$2050 (10' x 50' space with more than ten group members)

Method of Payment: (select one):

Check Money Order Visa MasterCard *Please make all checks payable to ArtWalk.*

Credit Card Information

Name: (as it appears on card)_____

Card Number:_____ Exp. Date (MM/YY): _____ /_____

Billing Address: _____ 3-4 security number on back of card: _____

City: _____ State: _____ Zip Code: _____

Signature: _____

Please note:

- You must sign your application and payment must be received for your application to be considered complete.
- Fees are non-refundable only if juried into the event and you later cancel.
- Your credit card statement will show "ArtWalk" as payee.

## Step 6: Before sealing the envelope, be sure to:

- Sign the Artist Application and include a non-refundable exhibition fee payable to Mission Federal ArtWalk ($440 for individual artist, Group fee varies - please see Group Fee Package.)

- Mail to:

Mission Federal ArtWalk Artist Application
734 W. Beech Street, Suite 100
San Diego, CA 92101