

The 51st Winter Park Sidewalk Art Festival™ March 19, 20, 21, 2010

APPLICATION

IMPORTANT DATES

AUGUST 1, 2009

Application available on ZAPP

SEPTEMBER 20, 2009

Application deadline to ZAPP, by midnight

NOVEMBER 8, 2009

Notification from ZAPP, on or before

DECEMBER 1, 2009

Acceptance and Exhibitor Fee deadline to ZAPP, by midnight
Space requests deadline to wpsafzapp@yahoo.com using the site map
on www.wpsaf.org

No request for Exhibitor Fee refunds will be accepted after this date

JANUARY 1, 2010

Space assignments provided to accepted artists

MARCH 18, 2010

Spaces in the Park set up after 1:00 p.m.

Check in with Space Assignment Committee before set up

MARCH 19, 2010

Spaces on Park Avenue set up AFTER 5:00 a.m.

MARCH 19, 20, 21, 2010

WPSAF hours

Friday and Saturday:

9:00 a.m.-6:00 p.m.

Sunday:

9:00 a.m.-5:00 p.m.

2009 FESTIVAL AWARD WINNERS

See SPECIAL NOTICE below for your specific application instructions.

AGREEMENT

I hereby submit an application to become an exhibitor in The Winter Park Sidewalk Art Festival™. I agree to abide by the Festival rules and regulations as established by the Festival Committee and the City of Winter Park.

By submitting an application, Applicant hereby and forever discharges The Winter Park Sidewalk Art Festival™, Winter Park Art Festival, Inc., and the City of Winter Park, Florida, of and from all manner of actions, suits, and damages, claims and demands, whatsoever in law or equity, from any loss and damage to the undersigned's property while in the possession, supervision or auspices of The Winter Park Art Festival™, Winter Part Art Festival, Inc., the City of Winter Park, their agents, representatives or employees.

I also warrant that the artworks submitted for jurying and the artworks to be shown were produced after January 1, 2008, solely by myself or in collaboration with the co-artist in the category in which selected. I also authorize use of the images submitted with my application or duplicates thereof for Festival publicity or documentation.

I agree to grant a license to The Winter Park Sidewalk Art Festival™ to reproduce electronically, in limited resolution, my original artwork for a period of up to thirty (30) months beginning December 1, 2009. I understand by submitting an agreement, I retain full copyright of my original artwork. My images shall not be redistributed except as anticipated on the Web site and in the Festival programs and other Festival related media, without the express written permission of myself and The Winter Park Sidewalk Art Festival™.

The Winter Park Sidewalk Art Festival™ reserves the right to make final interpretation of all rules.

A completed application (through ZAPP by midnight, September 20, 2009) and full payment of the exhibitor fee (through ZAPP by midnight on December 1, 2009) is a commitment to show in your selected category

(categories) and to abide by the Festival rules. No refund of exhibitor fee will be made for cancellation after December 1, 2009.

APPLICATION INSTRUCTIONS

Artists may apply only once in a category.

APPLICATION BY CO-ARTISTS

A two-person team producing a single product qualifies as a single exhibitor. However, a team may consist of no more than two members. A description of each member's involvement in the creation of the artwork must be in the Artist Statement. Both members of the team must be present at the 2009 Festival.

APPLICATION IN TWO CATEGORIES

Artists may apply in a maximum of two categories (one entry per category). **If applying in two categories, the work in each must be substantially different in medium and technique.** An artist selected in two categories is committed to display in both categories. Two separate adjacent spaces will be assigned – one for each category. Work in each category may not be combined.

FEES

1. \$30.00 administrative fee, paid through ZAPP.
2. \$475.00 exhibitor fee (includes \$28.99 FL Sales Tax), paid through ZAPP by December 1, 2009.

IMAGES

Excellent guidelines labeled *Image Preparation* may be found in ZAPP. If an image is not submitted in this format it can not be used in the Festival program. No exceptions allowed.

Your #1 image may be used in the Festival programs on the Web site and other Festival related media.

SPACE REQUESTS

Instructions will be detailed in the letter of notification to accepted artists to be sent by November 8, 2009. Upon acceptance all space requests are to be made to wpsafzapp@yahoo.com using the site map available on www.wpsaf.org.

ARTISTS AMENITIES

- Booth Sitting

- Artist Hospitality Center
- Art Festival Magazine
- Morning Refreshments
- Thursday Set-Up and Check-In
- Saturday Night Artists' Dinner

AWARDS

A TOTAL OF \$67,500 IN AWARDS!

BEST OF SHOW - PURCHASE AWARD

\$10,000

MORSE MUSEUM AWARD FOR A DISTINGUISHED WORK OF ART

\$2,500

TEN AWARDS OF EXCELLENCE

\$2,000

TWENTY AWARDS OF DISTINCTION

\$1,000

THIRTY AWARDS OF MERIT

\$500

PAST WPSAF AWARD-WINNING WORK IS NOT ELIGIBLE FOR AN AWARD.

CATEGORIES

Categories will be used for jurying purposes. It is the artist's responsibility to enter the appropriate jurying category.

CLAY

Original, non-jewelry clay and porcelain work; may not be machine-made or mass-produced.

DIGITAL ART

Original work created by the artist using a computer, printed with archival quality materials, which have been signed and numbered as a limited edition. Includes scanned images of the artist's original work that have been significantly manipulated or enhanced into the final piece.

DRAWINGS & GRAPHICS

Original two-dimensional work: including pencil, charcoal, chalk, pastels, wax crayon, inks and washes. Prints manually created by the artist using plates (stones or screens) which have been signed and numbered.

FIBER

Original work created by the artist from fibers including baskets, books, paper, quilts, weaving, and others. No forms of mass production are permitted.

GLASS

Original work created in glass by the artist. No molds or other forms of mass production are permitted.

JEWELRY

Original jewelry regardless of medium created without commercial casts, molds or use of a production studio.

LEATHER

Handmade original work created with leather.

METAL

Original non-jewelry metal work; created by the artist without the use of a production studio.

MIXED MEDIA

Original work of two or three dimensions in which the primary intent is the union of two or more media or physical materials.

PAINTING

Original two-dimensional work created with pigment including oils, acrylics, egg tempera, casein, alkyd, etc, or any combination of these pigments (does not include watercolor).

PHOTOGRAPHY

Signed prints created by the artist from his/her own original negatives or digital files that have been processed by that artist or under the artists' direct supervision.

SCULPTURE

Original three-dimensional work created in any medium.

WATERCOLOR

Original two-dimensional work only.

WOOD

Original hand -tooled, machine-worked, built-up, turned or carved work in wood.

CONTACT INFORMATION

The Winter Park Sidewalk Art Festival™
P.O. Box 597
Winter Park, Florida 32790-0597

407-672-6390 (voice message system)

www.wpsaf.org

wpsafzapp@yahoo.com (application questions)

wpsaf@yahoo.com (general questions)

wpsaf.emergingartist@yahoo.com (emerging artists only)

Applications to The 51st Winter Park Sidewalk Art Festival™ will be available at www.zapplication.org between August 1 and midnight September 20, 2009.

FESTIVAL RULES

Please read the entire application completely.

GENERAL INFORMATION

A juried fine arts and fine crafts show, The Winter Park Sidewalk Art Festival™ combines the unique atmosphere of Park Avenue and Central Park in Winter Park, Florida, with a knowledgeable, art-buying public. Attendance usually exceeds 350,000 people for the three -day event, which celebrates its 51st year on March 19, 20, and 21, 2010. To create a more intimate experience for artists and patrons alike, the Festival will include no more than 225 booths.

- **Only original work may be displayed and offered for sale.**
- The work must be attributable solely to the exhibitor.
- The work must be created anytime after January 1, 2008.
- Artists (and co-artists) must be with their exhibits during the entirety of the Festival. Proxy representation will not be allowed.

Our reputation for enforcing the rules is deserved. During the Festival, all displays will be visited by Viewing Committee members to ensure that

they are in compliance with Festival rules. It is our exclusive right and responsibility to remove work that is not in compliance. Non-compliance will result in expulsion and ineligibility for judging, awards and future Festival participation. Ours is a family-oriented event, and exhibits must be in keeping with this atmosphere.

ACCEPTANCE

Selection is by the jury process only. The decisions of the judges are final.

ARTIST STATEMENT

Every exhibitor must prominently display a copy of their Artist Statement in their booth, describing the technique, materials and processes used in the creation of your entire body of work. Co-artists must describe the collaboration.

COMMITMENT

A completed ZAPApplication and full payment of the exhibitor fee is a commitment to show in your selected category (categories) and to abide by the Festival rules. No refund of exhibitor fee will be made for cancellation after December 1, 2009.

EXHIBIT SPACE

Each space measures 10' by 12'. **The artist's display, including booth and viewing bins, must be contained within this space.** An artist may have only one space, with the exception of dual category acceptance. The work of only one exhibitor may be displayed in each assigned space. A minimum of six pieces must be displayed. The Festival retains the right to regulate various aspects of the booth display including, but not limited to, number of pieces of artwork, size/number of bins, and overall placement within the allotted space.

PROHIBITED

- Artwork created before January 2008.
- Artwork not in category.
- Original photo image taken before January 2008.
- Any reproductions: commercial or photographic, e.g., offset, gravure, photocopies or commercial publications, including catalogs, note cards, books, etc. (The printed result of plates, stone or screen, that is handcrafted, is considered original work when signed and numbered). **The final interpretation of commercial/reproduction status will be made by the Viewing Committee.**
- **Production artwork in any category.**

- Artwork reproduced or copied from works of masters, advertisements, commercial or widely circulated photographs or offset prints.
- Work created by kits, picture frames, velvet paintings, manufactured or kit jewelry, candles, art supplies, commercial signage, or displays, decoupage and ceramics cast from commercial molds.
- Framing in the Park.
- Creation or demonstration of artwork in Park.
- Animals, alcohol, and sound systems.

TAX

Each artist is responsible for collecting and reporting Florida Sales Tax on all sales made during the Festival. The current tax rate is 6-1/2 %. Reporting forms will be provided by FL Department of Revenue.

THE JUDGES AND THE JUDGING PROCESS

The jurist panel consists of three independent judges, selected from across the country for their in-depth knowledge and experience in multiple art mediums. In October, they will review the digital images of all applicants to select the Festival artists and the Wait List artists. In March, this same panel will review the work of the exhibitors, determining those works they consider outstanding (eligible for awards). They will select one piece, representative of the artist's body of work, from each of these outstanding artists for final judging on Saturday morning; awards are presented for individual works.

The Wait List is determined by your score and the date and time you submitted your application through ZAPP, within each category.

Awards are presented solely at the discretion of the judges.

JUDGES

The panel for jurying as well as judging for The 51st Winter Park Sidewalk Art Festival, 2010, is:

1. George Kinghorn, Director, Curator, University of Maine Museum of Art. Previously, Director, Museum of Contemporary Art Jacksonville. MFA, Visual Arts, Michigan State University.
2. Chawky Frenn, Professor of Art, George Mason University, Fairfax, VA. MFA, Painting, Tyler School of Art, Temple University and Temple Abroad, Rome, Italy. Well known painter.

3. Susan W. Knowles, Nashville, TN. Independent curator, art historian, writer. BA, MA, Art History, Vanderbilt University. VP, Board of Governors, Arrowmont School of Arts and Crafts.

SPECIAL NOTICE TO 2009 FESTIVAL AWARD WINNERS

Winners of the 2009 Best of Show Award, the Morse Museum Award, Awards of Excellence and Awards of Distinction are invited to return in their awarded category for the 2010 Festival.

To confirm your participation in The 2010 Winter Park Sidewalk Art Festival™, returning award winners must submit an application to ZAPP (by midnight, September 20, 2009) and exhibitor fee payment of \$475.00 through ZAPP (by credit card by midnight, December 1, 2009). A coupon code will be provided to you by WPSAF.

Although not juried, please include an image through ZAPP to be used for publicity, including the Festival programs and Web site. Excellent guidelines labeled *Image Preparation* may be found in ZAPP. If an image is not submitted in this format it can not be used in the Festival program. No exceptions allowed.

If there is a change of category or a wish to enter a second category, submit a separate ZAPP application, including fees and images following all applicable instructions.

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