The 59th Winter Park Sidewalk Art Festival™  
March 16, 17 and 18, 2018

2018 WPSAF Emerging Artist Application

Location: Central Park and along Park Avenue, Winter Park, FL  
Phone: 407-644-7207 (Voice Message System)  
Show Dates: March 16-18, 2018  
Deadline: September 26, 2017, Midnight (EDT)  
Requirements: 4 images of artwork in one artistic discipline with no visible artist's signature  
Must apply as EMERGING ARTIST in ZAPP Medium Category list  
Jury & Booth Fees: Waived when applicant uses COUPON CODE: WPSAFEA18

EVENT SUMMARY

The Winter Park Sidewalk Art Festival is one of the nation’s oldest and most prestigious juried fine art shows. It consistently ranks among the most highly regarded outdoor art shows in the nation and features original artwork designed and executed by the exhibiting artists.

The festival is located in historic downtown Winter Park, Florida, a beautifully landscaped area where artists' booths nestle under large oak trees throughout Central Park and stretch along Park Avenue. The three-day event takes place on March 16, 17, and 18, 2018 in the heart of this charming city known for its brick streets, unique boutique shops, and inviting outdoor cafes and bistros. Attendance at the Festival is expected to reach over 350,000 people who will view the artwork of up to 225 artists and 3 emerging artists.

One of Central Florida’s largest annual outdoor events, the Festival also features a wide variety of entertainment on the stage in Central Park, food and beverage to please the whole family, a popular exhibit of student art from Central Florida schools, and many interactive art activities for the kids.

EMERGING ARTIST PROGRAM

The Winter Park Sidewalk Art Festival initiated the Emerging Artist Program in 1997. Our goal is to encourage participation in the exciting world of outdoor festivals by providing the opportunity to experience the application process and the Festival at no cost to the emerging artists.

CALL

The WPSAF Committee is seeking up to three (3) participants for the 2018 Emerging Artist Program at The 59th Winter Park Sidewalk Art Festival™. The program is designed specifically for outstanding artists who are just beginning their careers in the professional art world with
no established background of displaying their artwork in galleries, museums or juried outdoor festivals.

The WPSAF reserves the right to pre-screen and research emerging artist applicants to make sure they are an appropriate fit for this category.

Artists may apply to either the Emerging Artist Program or to The Winter Park Sidewalk Art Festival through the regular application process, but they may not apply to both.

**IMPORTANT DATES**

**AUGUST 1, 2017 (Tuesday)**
Application available on ZAPP

**SEPTEMBER 26, 2017 (Tuesday)**
Application DEADLINE to ZAPP, by Midnight (EDT)
Requirements: 4 Images artwork with no visible artist’s signature

**OCTOBER 21, 2017 (Saturday)**
ZAPP Screening at Winter Park City Hall
Open to all applicants and the public 8 a.m. to 4 p.m.

**NOVEMBER 4, 2017 (Saturday)**
Notification of screening results from ZAPP e-mailed on or before

**DECEMBER 4, 2017 (Monday)**
Acceptance deadline to ZAPP by Midnight (EST)

**MARCH 15, 2018 (Thursday)**
Emerging artists may set up AFTER 8:30 a.m.
Check in with Headquarters before set-up
Headquarters is open 7 a.m. - 6 p.m. (NW corner of Park Ave. & Morse Blvd.)

**MARCH 16, 17 AND 18, 2018 (Friday, Saturday and Sunday)**
Festival Hours of Operation:
Friday and Saturday, 9 a.m. - 6 p.m.
Sunday, 9 a.m. - 5 p.m.

**APPLICATION INSTRUCTIONS**

**GENERAL INSTRUCTIONS**

- Emerging Artist Program applications to The 59th Winter Park Sidewalk Art Festival™ will be available between Tuesday, **August 1st** and Tuesday, **September 26, 2017, Midnight (EDT)** thru ZAPP at [www.zapplication.org](http://www.zapplication.org).
- Create your free ACCOUNT in ZAPP (the one-step online application system now used by most large outdoor shows) at [www.zapplication.org](http://www.zapplication.org).
- Emerging Artists must apply in the **EMERGING ARTIST medium category** in ZAPP and images submitted must be limited to one artistic discipline (see list below of Artistic Disciplines).
- Emerging Artist applicants must use **COUPON CODE WPSAFEA18** to waive the application fee of $35.00.
- Please respond to the question in ZAPP that asks how you heard about our Emerging Artist Program.
IMAGES
Upload four (4) IMAGES of your artwork with no visible artist’s signature. ZAPP requires a booth image for all regular applicants but not for Emerging Artists. NOTE: In order to complete your application, you must submit your fourth artwork image marked as “display” or ZAPP will not process and accept your submission.

Excellent guidelines labeled Image Preparation may be found in ZAPP. If accepted, only images submitted in the ZAPP format can be used in our publicity. Your #1 image will be used in the Festival programs, on the website and other Festival-related media.

REMINDER: The Winter Park Sidewalk Art Festival is a family-oriented event and exhibits must be in keeping with this atmosphere.

MEDIUM CATEGORY
• EMERGING ARTIST
  You MUST submit your application in this category. Your submitted and displayed work must be limited to only one of the artistic disciplines listed below.

ARTISTIC DISCIPLINES
IMPORTANT: All artwork must be original and signed by the artist. Editions must be limited to 250. In applicable categories, archival quality materials must be used.

• CLAY
  Three-dimensional clay and porcelain work created by the artist. Jewelry is not included in this category. May not be machine-made or mass-produced. Each piece must be signed.

• DIGITAL ART
  Two-dimensional work created by the artist using computer technologies. May include scanned images, from the artist or other sources that have been non-trivially modified through the use of computer programs. Work must be printed with archival quality materials and properly signed and numbered as a limited edition no greater than 250.

  Digital photo editing within the confines of what could be done in the darkroom must be entered in the Photography category

• DRAWINGS & PASTELS
  Two-dimensional works created by the artist using dry media including chalk, charcoal, pastels, pencils, wax crayon, or from the fluid medium of inks and washes, applied by pen or brush. Work must be created with archival quality materials and properly signed.

• FIBER
  Unique, one of a kind, three-dimensional wearable and non-wearable art, created from fibrous materials. This category includes but is not limited to baskets, books, embroidery, paper, quilts, weavings, felting, etc. All work must be designed and created by the artist.

  Machine tooling, machine screened patterns or other forms of mass production are not permitted regardless of additional modifications or enhancements by the artist.

• GLASS
  Three-dimensional work created by the artist in glass. No molds or other forms of mass production are permitted.
• **JEWELRY**
Jewelry created by the artist without the use of commercial casts, molds, kits or a production studio, regardless of medium.

Only those artists accepted in the jewelry category may display or sell jewelry.

• **LEATHER**
Three-dimensional handmade work created with leather by the artist.

• **METAL**
Three-dimensional artwork created by the artist through the forging, twisting and fabricating of various metals.

• **MIXED MEDIA - 2D**
Two-dimensional, one-of-a-kind works created by the artist in which the primary intent is the union of two (2) or more physical materials.

• **MIXED MEDIA - 3D**
Three-dimensional, one-of-a-kind works created by the artist in which the primary intent is the union of two (2) or more physical materials.

• **PAINTING**
Two-dimensional work created by the artist with pigment including oils and acrylics, as well as egg tempera, casein, alkyd, encaustic (excluding watercolor). Work must be created with archival quality materials and properly signed.

• **PHOTOGRAPHY**
Two-dimensional work created by the artist that includes digital and film photography that has not been manipulated to achieve results beyond what could be produced in a traditional dark room. Hand-colored photography and emulsion transfers are accepted in this category. Only the artist’s original source material is acceptable. Work must be printed by the artist or under the artist’s supervision in limited editions no greater than 250, properly signed and numbered on archival material.

Signage of an overtly commercial nature listing the availability of numerous sizes, print surfaces and/or framing options is prohibited.

• **PRINTMAKING**
Two-dimensional printmaking is a transfer process of producing original art, usually in multiples. These original works are hand manipulated by the artist using etching, engraving, silk-screening, stone and plate lithography, linoleum block or woodcut, etc., which have been properly signed and numbered as a limited edition no greater than 250 using archival quality materials.

• **SCULPTURE**
Three-dimensional work created by the artist primarily in a single medium such as shaping figures or a design in the round or in relief, by chiseling marble, modeling clay, casting metal or other materials. No forms of commercial or mass-produced or enhanced items not made by the artist are permitted.

• **WATERCOLOR**
Two-dimensional work created by the artist with watercolors using archival quality materials and properly signed.

• **WOOD**
Three-dimensional work created by the artist that is hand-tooled, machine-worked,
built-up, turned or carved in wood.

THE JUDGES AND THE JUDGING PROCESS
The jurist panel consists of three (3) independent judges, selected from across the country for their in-depth knowledge and experience in multiple art media. In October they will review the digital images of all applicants to select the Festival artists and the Emerging Artists. These same jurists will meet each of the emerging artists at the March show but will not judge their artwork for prize money.

AMENITIES
With the exception of being ineligible for ribbons and monetary awards, emerging artists are treated to the same amenities as all other festival exhibitors. In addition to having an opportunity to sell their work, meet other artists and participate in a nationally recognized festival, the selected artists are afforded these amenities:

- Waiver of all administrative and exhibitor fees
- Hotel accommodations for four (4) nights (Thursday through Sunday)
- Travel expenses for one (1) not to exceed $600.00 round trip. Transportation reimbursed at either round trip airfare or your choice of vehicle mileage at fifty-three and 1/2 cents ($.535) per mile or actual fuel costs incurred while driving.
- A 10’x10’ display tent, two (2) tables and two (2) chairs for use during the festival. Booth space is 10’x12’.
- Thursday Set-Up and Check-In
- Artists’ Hospitality Center with refreshments available all day
- Free Artists’ Parking near the Park
- Booth Sitting staffed by Volunteers
- Saturday Night Artists’ Dinner & Awards Presentation
- Art Festival Magazine distributed at event and archived on website
- Artists’ Gallery on website
- Security patrol after hours
- Extensive media promotions throughout Central Florida leading up to the Festival
- Artists retain all sales proceeds

ACCEPTANCE
Emerging artists will be screened in the EMERGING ARTIST category in the order in which the completed application is received in ZAPP. They will be scored based on the merits of the work submitted in one artistic discipline. Our judges will jury the four (4) submitted digital images of your work on Saturday, October 21, 2017, and those receiving the judges’ highest evaluations will be invited to participate in The 2018 Winter Park Sidewalk Art Festival Emerging Artist Program. Selection is by the jury process only. The decisions of the judges are final.

All Emerging Artist Program entrants will be notified of the screening results on or before November 4, 2017, by email. If accepted, you must respond to ZAPP before Midnight (EST), Monday, December 4, 2017.

We reserve the right to pre-screen and research emerging artists to make sure they are a fit for this category and that they do not have extensive experience exhibiting and selling their work.

RULES & REGULATIONS

QUALIFICATIONS
To qualify as an emerging artist, applicants should be beginning their careers in the professional art world with no established background of displaying their artwork in galleries, museums or juried outdoor festivals.

**ARTIST STATEMENT**
Each exhibitor must display an Artist Statement prominently in their booth that describes the technique, materials and processes used in the creation of the entire body of work.

**COMMITMENT**
Your completed ZAPP application and acceptance of our invitation to exhibit is a commitment to show in your selected artistic discipline and to abide by the Festival rules. Artists must be present in their booths at all times during the three-day festival.

**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 (1) space.
- Tents provided are 10’x10’.
- The work of only one (1) exhibitor may be displayed in each assigned space.
- A minimum of six (6) 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 and number of bins, and overall placement within the allotted space.
- Booth locations for emerging artists are assigned by the Committee.
- *The Winter Park Sidewalk Art Festival is a family-oriented event, and exhibits must be in keeping with this atmosphere.*

**DISPLAYED ARTWORK**
- Only original work in one artistic discipline may be displayed and offered for sale.
- The work must be attributable solely to the emerging artist.
- Artists must be present in their booths at all times during the three-day festival.
- Proxy representation will not be allowed.
- Work by emerging artists may have been created at any time.

**THE FOLLOWING ARE PROHIBITED:**
- Reproductions of original artwork
- Copies of original artwork and works reproduced or copied from works of masters, advertisements, commercial or widely circulated photographs or offset prints
- Work purchased from an outside source for resale
- Production artwork in any category
- Work created by kits, velvet paintings, manufactured or kit jewelry, art supplies, commercial signage or displays, decoupage and ceramics cast from commercial molds
- Traditional crafts such as soaps, candles, scented oils and homemade food items
- Mass-produced note cards, commercial books, etc.
- Framing in the Park
- Artwork not in the artistic discipline in which the artist applied and was accepted
- Unsigned artwork or work not using archival materials
- Creation or demonstration of artwork in the Park
- Alcohol or sound systems
- Pets
- Generators
IMPORTANT: During the Festival, all displays will be visited by Viewing Committee members to ensure that the displays and artwork are in compliance with Festival rules. It is our exclusive right and responsibility to remove work that is not in compliance. Non-compliance can result in expulsion and ineligibility for future Festival participation. The final decision will be made by an Officer of the Festival.

STATE TAX
Each artist is responsible for collecting and reporting Florida Sales Tax on all sales made during the Festival. The current tax rate is six and one-half percent (6.5%). Reporting forms required by the Florida Department of Revenue will be provided at check-in.

LEGAL AGREEMENT
I hereby submit an application to become an exhibitor in The 2018 Winter Park Sidewalk Art Festival™.
• Submission of my ZAPP application confirms my commitment to abide by the Festival rules and regulations as established by the Festival Committee and the City of Winter Park.
• By submitting an application, I, hereby and forever discharge The Winter Park Sidewalk Art Festival™, Winter Park Art Festival, Inc., The Winter Park Sidewalk Art Festival Foundation 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 Sidewalk Art Festival™, Winter Park Art Festival, Inc., the City of Winter Park, their agents, representatives or employees.
• I WARRANT THAT:
  o The artworks submitted for jurying and the artworks to be displayed in my booth are all original work that are both designed and executed by my own hands.
  o There is no production studio associated with any of the work to be sold in my booth.
  o The work in my booth is not purchased from an outside source for resale at The Winter Park Sidewalk Art Festival.
  o There are no reproductions or enhanced/embellished reproductions in my booth.
• If selected to exhibit at The Winter Park Sidewalk Art Festival™, I 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 January 1, 2018.
• I understand by submitting an application, I retain full copyright of my original artwork. My images shall not be redistributed except as anticipated on the website and in the Festival programs and other Festival related media, without my express written permission.
• A confirmed application in ZAPP is a commitment to show in my artistic discipline and to abide by the Festival rules.
• The Winter Park Sidewalk Art Festival™ reserves the right to make final interpretation of all rules.

CONTACT INFORMATION
The Winter Park Sidewalk Art Festival™
P.O. Box 597
Winter Park, Florida 32790-0597
407-644-7207 (voice message system)

www.wpsaf.org
wpsaf@wpsaf.org (general questions)
ea@wpsaf.org (emerging artists only)
Comments from Former Emerging Artists

“This is the first time I have spent so many hours with my body of work. Usually I’m concentrating on one piece and the others are in different locations. Seeing everything that I’ve brought has been a total revelation to me. I’m seeing my own pieces so differently than ever before. What a gift! What a wonderful experience!”
...Emerging Artist, 1999

“This has been the experience of a lifetime! I have had the opportunity to speak to so many talented artists who have been kind and willing to share. They’ve answered my questions about marketing and pricing. They’ve talked to me about my conflict with being true to my inner needs and calling versus creating art for others. My head is spinning with knowledge and my heart is filled with gratitude for providing an opportunity that far surpassed my wildest expectations.”
...Emerging Artist, 2006

“Leading up to the Winter Park Sidewalk Art Festival I must admit that I feared that I wouldn’t sell anything, but quite the opposite occurred. My show was a total sellout, and I was scrambling to print and mount new photos for the show on Saturday and Sunday. I even had custom orders, gallery owners approach me, and people grabbed hundreds of business cards. When it was really pouring rain on Sunday, I even had customers come back with cash while I was dismounting my booth. This show was definitely the confidence boost and learning experience I needed to 'enter the art festival world'...Also, talking to the other artists was amazing on Saturday. I was surprised to learn that people do this full time for their primary income.”
...Emerging Artist 2010

“As an Emerging Artist in a competitive category, my first experience participating in an art show was a healthy mixture of sales, insights and professional hospitality.”
...Emerging Artist 2014

“Thank you all so much for this opportunity to participate as an Emerging Artist. It was a wonderful experience. All of the volunteers and other artists were so helpful and generous in sharing their experience. I very much hope to be back as a participating artist in future shows!”
...Emerging Artist 2017

“Participating in WPSAF was truly a wonderful and educational experience. Not only did I get to meet many other talented and supportive artists who were willing to share their story with me, but speaking to everyone about the nature of my work really fine tuned my own thoughts around my art and how I present it to the public. This helped prepare me for an artist talk the following week! I really did not know what to expect coming in and was pleasantly surprised when a collector came to my booth, having already seen my website, and was ready to purchase a piece immediately!”
...Emerging Artist 2017

“I was shocked to be accepted for Emerging Artist Program Winter Park. It was my 3rd year trying. I was immediately grateful for the direct contact we were given for updates and questions, the expenses budget, tent and walls, and the 4-month time period to get ready. The incredible support was the perfect set up that motivated me to create a great booth. I made good sales - for a first timer. The best was a call back for a large high dollar piece. It was a great experience that I was honored to be a part of. I learned a ton of helpful tips I will use in the future. Thanks for having me!”
...Emerging Artist 2017