

The 64th Winter Park Sidewalk Art Festival

March 17, 18, and 19, 2023

Location: Central Park and along Park Avenue in Downtown Winter Park, Florida

Phone: 407 644-7207 (Voice Message System)

Website: www.wpsaf.org

Show Dates: March 17 - 19, 2023

Application Available on ZAPP: Monday, August 1, 2022

Application Deadline: Sunday, September 25, 2022, Midnight, EST

Jury and Booth Fees: Waived when applicant uses Coupon Code – **EA64**

Requirements: Four (4) images of artwork in one artistic discipline with no visible artist signatures or initials on submitted images. Must apply as EMERGING ARTIST in the Zapp Medium Category. Must be at least eighteen (18) years of age to apply. Cannot have been selected or displayed as an emerging artist or artist at another outdoor show/festival.

EVENT SUMMARY

The 64th Annual 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, with cash awards totaling \$74,500 and dedicated Patron purchase funds expected to be over \$85,000. In 2021, the festival was ranked #4 Best Show of All Times in Sunshine Artist's national poll of All Time Favorites.

The show 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 17th, 18th, and 19th, 2023, in the heart of this charming city, which is known for its brick streets, unique boutique shops, and inviting outdoor cafes and bistros. Attendance at the festival is expected to reach over 250,000 people who will view the artwork of 212 artists and three 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 arts for the kids.

A portion of the festival's proceeds are donated to The Winter Park Sidewalk Art Festival Foundation, Inc. to fund scholarships through the Jean Alice Oliphant Scholarship at Rollins College and the Winter Park Sidewalk Art Festival Scholarship at the University of Central Florida.

APPLICATION IN PDF

The Emerging Artist application will be available to download as a PDF on August 1, 2022, at www.zapplication.org.

EMERGING ARTIST PROGRAM

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

CALL

The WPSAF Committee is seeking three (3) participants for the 2023 Emerging Artist Program offered as part of The 64th Winter Park Sidewalk Art Festival™. The Emerging Artist Program is designed specifically for outstanding new artists **who are just beginning their careers in the art world and who have never exhibited or sold their work in a juried outdoor festival.**

The WPSAF reserves the right to pre-screen and research Emerging Artist applicants to make sure they are a fit for this category.

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

IMPORTANT DATES

- **Monday, August 1, 2022** - Application available on ZAPP at www.zapplication.org
- **Sunday, September 25, 2022** - Application deadline to ZAPP, by **Midnight, EST**. Requirements: Four (4) images with no identifying markers (i.e., signatures or initials)

- **Saturday, October 22, 2022** - ZAPP Screening at Winter Park City Hall, 401 S. Park Avenue, Winter Park, FL 32789. Open to all applicants and the public 8 am to 4 pm
- **Sunday, November 6, 2022** - Notification of Screening results from ZAPP emailed on or before this date
- **Monday, December 5, 2022** - Acceptance deadline; email to ZAPP by Midnight, EST
- **Thursday, March 16, 2023** - Emerging Artists may set up AFTER 8:30 am. Check in with Headquarters before set-up. Headquarters is open 7 am - 6 pm (NW corner of Park Ave & Morse Blvd)
- **March 17, 18 and 19, 2023 (Friday, Saturday and Sunday)** 64th Annual Winter Park Sidewalk Art Festival hours Friday and Saturday, 9 am - 6 pm Sunday, 9 am - 5 pm

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 works, 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)
- Transportation for one (1) not to exceed \$600.00 round trip. Transportation reimbursed for either round trip airfare or vehicle mileage at fifty-three and ½ cents (\$.535) per mile and other reasonable expenses incurred while driving (gas, tolls, meals).
- 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 - open daily from 8am - 4 pm
- Free artists' parking near the Park
- Booth sitting staffed by volunteers available on call
- Artist Care Team each day
- Saturday Night Artists' Party (Dinner & Awards Presentation)
- Art Festival Magazine (distributed at event featuring participating artists gallery)
- Artists' Gallery on website
- Security patrol after hours
- Extensive media promotions throughout Central Florida leading up to and during the festival

- Artists retain all sales proceeds
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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 during the March festival but will not judge their artwork for prize money.

APPLICATION INSTRUCTIONS

GENERAL INSTRUCTIONS

- Emerging Artist Program Applications to the 64th Winter Park Sidewalk Art Festival will be available between **Monday, August 1** and **Sunday, September 25, 2022, Midnight, EST** through ZAPP at www.zapplication.org.
- Create your free account in Zapp (the one-step online application system now used by most outdoor shows) at www.zapplication.org.
- Emerging Artists must apply in the **Emerging Artist Medium Category** in Zapp.

Images must be limited to one artistic discipline (see list below of Artistic Disciplines).

- Emerging Artist applicants must use **Coupon Code – EA64** to waive the application fee.
- 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 signature or initials**. Zapp requires a booth image for regular applicants but not for Emerging Artists. **NOTE: In order to complete your application, you should mark your fourth artwork image 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 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 one of the disciplines listed below.

IMPORTANT

ALL WORK MUST BE ORIGINAL IN APPLICABLE CATEGORIES. ARCHIVAL QUALITY MATERIALS* MUST BE USED (*I.E., HIGH QUALITY MATERIALS THAT ARE MEANT TO LAST A LONG TIME). EDITIONS MUST BE LIMITED TO 250, inclusive of all sizes.

CLAY

Three-dimensional clay and porcelain work created by the artist. Jewelry is not included in this category. Work may not be machine-made or mass-produced.

DIGITAL ART

Works may be created solely on a computer or by using computer programs to significantly manipulate or alter source material(s) such as scans or digital files. Works must be in limited editions, signed and numbered **no greater than 250 inclusive of all sizes**, using only archival quality materials* (*see description above). Digital Art prints must be made from the artist's original digital file under the artist's supervision.

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* (see description above) and properly signed.

FIBER

Three-dimensional work, wearable and non-wearable, 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. No

commercial or mass production works are permitted, regardless of additional modifications or enhancement 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 designed by and created by the artist with leather.

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 *inclusive of all sizes*, properly signed and numbered on archival quality materials* (*see description above). 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. Printed 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* (*see description above).

WOOD

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

ACCEPTANCE

Emerging Artists will be screened in the EMERGING ARTIST Medium Category in the order in which the completed application is received by 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 22, 2022, and those receiving the judges' highest evaluations will be invited to participate in the 2023 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 6, 2022, by email. If accepted, you must respond to ZAPP before Midnight (EST), December 5, 2022.

We reserve the right to pre-screen and research emerging artists to make sure they are a fit for this category and that they **are just beginning their careers in the art world and have never exhibited or sold their work in a juried outdoor festival.**

RULES & REGULATIONS

QUALIFICATIONS

To qualify as an Emerging Artist, applicants should be beginning their careers in the professional art world with no established history of displaying their artwork at any juried outdoor festival.

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 booth 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.**
- Tents provided are 10' by 10'.
- An artist may have only one (1) single space.
- 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.
- There are no electrical outlets in the booth or in the park.
- *The 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 be not allowed.
- Work by Emerging Artist created after August 1, 2018.

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, 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 should not be entered into this event.
- 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 done 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 the 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 participation.** The final decision will be made by an Executive 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 for Florida/Orange County is six and one-half percent (6.5%). Reporting forms will be provided by Florida Department of Revenue at check-in or may be obtained at http://dor.myflorida.com/Pages/forms_index.aspx.

OTHER

If you need assistance before, during, or after the Festival (i.e., unloading, set-up, take-down, etc.) due to a disability, please let us know and we will be happy to make arrangements to help you.

LEGAL AGREEMENT

I hereby submit an application to become an exhibitor in The 64th 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 art festival Board of Directors 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., Winter Park Sidewalk Art Festival Foundation, 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 Sidewalk Art Festival™, Winter Part Art Festival, Inc., Winter Park Sidewalk Art Festival Foundation, Inc., the City of Winter Park, their agents, representatives or employees. Artists are responsible for their own insurance.

I WARRANT THAT:

- The artwork submitted and the artwork to be displayed in my booth are all original work that are both designed and executed by my own hands since August 1, 2018.
- There is no production studio associated with any of the work to be sold in my booth.
- The work in my booth is not purchased from an outside source for resale at The Winter Park Sidewalk Art Festival™.
- 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, 2023.

- 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 selected category 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
- Voice message system: 407-644-7207
- Website: www.wpsaf.org
- Application questions: zapp@wpsaf.org
- General questions: wpsaf@wpsaf.org
- Emerging artists: ea@wpsaf.org
- Facebook: <https://www.facebook.com/WinterParkSidewalkArtFestival>
- Twitter: #WPSAF