



**Mesa Arts Festival  
December 8-9, 2012  
Festival Policies & Eligibility Information**

All work must be original and executed by the accepted artist. Work submitted for jurying must have been created within the last two years. Work produced with commercial kits, molds, patterns, plans, prefabricated forms, or commercial methods is not eligible. By signing this application, you affirm to hands on involvement in the creation and execution of each piece of work that is exhibited.

Exhibited work must be consistent with the images submitted by the artist and must follow Festival guidelines. Festival Management retains the right to remove any work from the exhibition. Reproductions are limited to one bin clearly marked. Reproductions may not be hung on the walls. Prints made from the artist's original negative/digital file must be processed by the artist or under the artist's supervision. It is advised that photographers do only limited and numbered editions from each original negative/digital file. Ceramic works must be handmade by the artist; no machine made work will be permitted. If multiple pieces of the same design are displayed, each must be signed. Paintings, graphics and photographs must be appropriately framed or matted, and must be displayed in a suitable portfolio or stand.

\* Two artists may purchase a booth together and share the space (maximum of two artists per space). Applications and the application fee must be received from both artists and both artists must pass the jury in order to share a space.

**Application Process**

- ❖ Download from the [www.mesaartscenter.com](http://www.mesaartscenter.com) the following documents:
  - 2012 Policies and Eligibility Form
  - 2012 Artist Application
  - 2012 Credit Card Authorization Form
- ❖ Please review the Policies and Responsibilities documents before completing the Artist Application and Credit Card Authorization Form.
- ❖ **Because original signatures are required on the Artist Application and Credit Card Authorization forms, they must be mailed to:**

Shawn Lawson  
Mesa Arts Festival  
Mesa Arts Center  
One East Main Street  
Mesa, Arizona, 85201

## Fee Structure

	SATURDAY & SUNDAY
Application Fee	<b>Early Bird \$25 until August 17, 2012</b> \$40 after August 17, 2012
Booth Fee (10x10 space only)	\$250
10x10 white canopy tent with availability of 4 sides <i>(Optional)</i>	\$100
Electricity (110volt/20amp) <i>(Optional)</i>	\$50
8' table + 2 chairs <i>(Optional)</i>	\$20
8' black table linen <i>(Optional)</i>	\$20

- ❖ **Final application deadline is 5p.m. Arizona time/Mountain Standard Time on September 28, 2012.**
- ❖ Application fee payment must be submitted in full at time of registration.
- ❖ Booth fee includes state and city Real Property Use taxes.
- ❖ Booth and optional fees will be due in full upon acceptance.
- ❖ All application and booth fees are non-refundable.

### Jury Awards

Cash prizes will be awarded to artists upon completion of the Festival as follows:

- ❖ Best of Show (1) - \$1,000 + Invitation to participate in the 2013 Mesa Arts Festival exempt from the jury with all application and booth fees waived.
- ❖ Second Place (4) - \$250 + Invitation to participate in the 2013 Mesa Arts Festival exempt from the jury with the application fee waived.

### Safety & Security

Overnight security officers will be on-site December 7-8, 2012, however; anything left in booth overnight is at artists' own risk.

- ❖ Mesa Arts Center, the City of Mesa, Festival Management and their agents affiliated with the event will not be responsible for artwork that is damaged, broken or stolen during the event, or for artwork left behind. Artists leave artwork on-site overnight at their own discretion.
- ❖ Artists must obey all fire codes, laws, ordinances, and regulations pertaining to health, fire prevention and public safety and must not nail, staple, tape or otherwise affix anything to walls, the ground, or any part of the exhibit area.

## **Sales and Sales Tax**

No commission on artist sales will be retained by festival management. Artists will be responsible for their own transactions and will retain 100% of all sales. All participating artists are required to collect and pay appropriate City of Mesa (1.75%), Maricopa County (.7%) and Arizona state (6.6%) sales tax on all items sold.

Artists must obtain and display a valid City of Mesa and State of Arizona Retail Sales tax license throughout the duration of the Festival.

- ❖ A City of Mesa retail sales tax exemption applies to the sales of paintings, sculptures, and similar works of fine art sold by the original artist. However, sales of items such as jewelry, glasswork, pottery, metalwork, furniture, when such have a dual purpose, both aesthetic and utilitarian, are not exempt, whether sold by the artist or by another. For more information and to obtain a City of Mesa Retail Sales tax application, please contact the City of Mesa Tax and Licensing Office at (480) 644-2316 or visit [www.cityofmesa.org/salestax](http://www.cityofmesa.org/salestax).
- ❖ Arizona Department of Revenue licenses are available on-line at [www.aztaxes.gov](http://www.aztaxes.gov) or contact the State of Arizona Department of Revenue at (602)255-2060.

Artists are responsible to obtain any other business licenses or permits, which may be required.

## **Selection Process**

### ❖ **Jurors**

A new jury of arts professionals is impaneled each year to ensure the show remains fresh and eliminate any favoritism or bias.

### ❖ **Image Review Details:**

The jury is live and conducted in one day. The identities of artists are not disclosed to the jurors. While all jurors are in the same room, discussion is not encouraged to eliminate any bias or influence from other jurors. Artists submit five digital images for the jury process; four images of their work and one image of their booth display. The images will be projected onto a screen for view by the jury. Each medium is reviewed in two rounds. Jurors will first review images within one category and not score. Jurors will then review artists' images within that category and score each artist when displayed. Images can be enhanced if juror(s) requests a magnified view, and the process, materials, dimensions, and price point will also be made available to the jury upon request.

- ❖ The Mesa Arts Center reserves the right to limit the number of artists within the same discipline and/or medium.
- ❖ All artists will be notified of application status and/or jury results via mail or e-mail by October 19, 2012. ***Please do not email or call the Festival Office.***

## **Set-up and Break-down**

- ❖ All space assignments are the final decision of Festival Management. Booth space assignments are made based upon exhibit flow and artist requirements. Mesa Arts Center reserves the right to change space assignments as necessary.
- ❖ Artists must only use the allotted space. The use of a location is restricted to the artist(s) to whom it is assigned.

- ❖ Early set-up will be offered to artists on Friday, December 7<sup>th</sup> from 12 noon –5 p.m. Early set-up is strongly encouraged. **Early set-up must be scheduled with festival staff.**
- ❖ All participating artists who do not partake in early set-up will be required to arrive at Mesa Arts Center between 7:00 a.m. - 9:00 a.m. to set up their own booth(s). **Final set-up must be complete by 9:30 a.m.**
- ❖ All participating artists will be required to tear down their own booths immediately following the festival.
- ❖ If you plan to bring your own tent, it must be white and in good condition. The festival recommends that you do not use inexpensive, pop-up tents, as they have the potential to be dangerous in winds and inclement weather.
- ❖ Artists must provide tie down weights (such as sandbags) and any other sturdy equipment necessary to stabilize tents, displays and artwork. Any rental equipment is to remain as it was found upon arrival.
- ❖ Staking is not possible or allowed.
- ❖ Storage will not be available before, during, or after the festival.
- ❖ Absolutely no vehicles will be allowed on the Shadow Walk without previous arrangements.
- ❖ Exhibitors must only use designated drop-off zones for loading and unloading. Parking is not allowed in the drop-off zones.
- ❖ Volunteers and staff will be available to assist with set-up, tear down, and other needs at the festival.

### **Application Checklist**

- \_\_\_ Completed & signed original Artist Application one copy for each medium entered.
- \_\_\_ Enclosed check payable to Mesa Arts Center or Credit Card Authorization Form
  - \$25 early bird fee (by August 17, 2012)
  - \$40 application fee (after August 17, 2012)
- \_\_\_ Five digital images sent electronically to [shawn.lawson@mesaartscenter.com](mailto:shawn.lawson@mesaartscenter.com) or on **disk and mailed with your application. (4 images of artwork & 1 of booth).** Images are requested to be 800 x 800 pixels at 72 PPI (pixels per inch) saved as high-resolution, baseline JPG format. A file size of 400 KB or less for each image is recommend .

### **QUESTIONS**

If the information provided above doesn't answer your question, please do not hesitate to contact Shawn Lawson by email at [shawn.lawson@mesaartscenter.com](mailto:shawn.lawson@mesaartscenter.com) or by phone at 480-644-6627.