

# **EVENT GUIDELINES**

**REVISIONS HAVE BEEN MADE FOR 2008 - PLEASE REVIEW ENTIRE GUIDELINES CAREFULLY!**

## **HALE'IWA ARTS FESTIVAL**

**JULY 19-20, 2008**

We look forward to producing our Eleventh Annual Hale'iwa Arts Festival Summer Event, a festival unlike any other in the Hawaiian Islands. The Hale'iwa Arts Festival ("HAF") is a juried event designed to provide a venue for fine artists and crafters to display, demonstrate, and sell original works of art in many mediums. In addition, the Hale'iwa Arts Festival provides a stage for performing artists who present their art in a multitude of styles and mediums. Our admission free event also offers our attendees a special opportunity to enhance their experience, education and appreciation for a broad spectrum of the visual and performing arts. We encourage all to "Celebrate the Arts! Rediscover the Artist Within!"

### **ACCEPTABLE ARTWORK**

- ◆ **All ORIGINAL WORKS OF ART, in any medium or style, CREATED AND MADE BY THE ARTIST ARE ENCOURAGED FOR SUBMISSION, including folk, traditional and ethnic art.**
- ◆ **Original 2D art**, and signed and numbered limited edition prints or giclees, including photography or digital art. **Original and limited edition 2D works must be matted or framed** and will be given priority by our jury. Other quality prints of the artist's images made in an unlimited quantity, by the artist, or under the direct supervision of the artist, may be displayed only in a browse through bin, be sold only as unlimited reproductions, and must be identified as such. All reproductions must be professionally produced. **Photo copied or computer generated prints are not allowed.** Note-cards from **original images** being displayed at the event are allowed. No calendars, postcards, or posters are acceptable.
- ◆ **Original wearable or fabric art works** must be designed, individually constructed and hand-painted by the artist, and/or custom-made by the artist, incorporating screened/printed fabric designed and printed by the artist. Original works and signed and numbered limited editions created and made by the artist will be given priority by our jury. Other quality reproductions of items made in an unlimited quantity, by the artist, or under the direct supervision of the artist, may be displayed and sold only as unlimited reproductions, and must be identified as such. **Other replications of wearable or fabric art not made by or directly supervised by the artist, and/or commercially produced from mass-printed fabric and/or patterns, etc., even if such items have been designed by the artist, will not be considered or allowed for display and sale.** T-shirts and tank tops are not allowed.
- ◆ **Original 3D art and signed and numbered limited editions** will be given priority by our jury. Other quality reproductions of items made in an unlimited quantity, by the artist, or under the direct supervision of the artist, may be displayed and sold only as unlimited reproductions and must be identified as such. **Other replications of an artist's 3D works not made by or directly supervised by the artist, and/or commercially produced from molds and/or patterns, etc., even if such items have been designed by the artist, will not be considered or allowed for display and sale.**
- ◆ **Jewelry must be of original artistic design and execution**, using elements designed and made by the artist, utilizing high quality manufactured materials and/or quality found objects. **Jewelry replications not made by or directly supervised by the artist, and/or commercially produced from molds and/or patterns, etc., even if such items have been designed by the artist, will not be considered or allowed for display and sale.** Kit jewelry is not allowed. Jewelry using elements designed and made solely by the artist will be given priority by our jury.
- ◆ **Any works, images, or designs previously licensed or contracted** by the artist to a broker, manufacturer or distributor for mass production and/or limited release are not acceptable.
- ◆ **Individuals considering: 1) selling works that are not their own, or, 2) not of high quality, or, 3) otherwise misrepresenting their artwork -- are requested to refrain from applying. The Hale'iwa Arts Festival will inspect booths to ensure adherence to our rules and standards. Exhibitors found in violation will be asked to remove the unacceptable items and risk forfeiture of all rights as an exhibitor. This includes closure of their booth for the rest of the festival with no refund of fees.**
- ◆ **If you have questions about whether some or all of your artworks or items are eligible, call (808) 637-2277 or email arts@HaleiwaArtsFestival.org before submitting your application and materials.**

## **EXHIBITOR SELECTION**

**Jury Selection:** The Hale'iwa Arts Festival Board of Directors' Art & Exhibition Committee will serve as the jury, review each application and submitted materials, and determine all qualifying exhibitors.

The Hale'iwa Arts Festival uses a blind selection process. All artists' photos, or digital prints submitted to the jury are presented anonymously, without the name of the artist being identified, and are given a numerical rating. (See also **ART SUBMISSIONS** below)

**All decisions of the Art & Exhibition Committee are final. There is no appeals procedure.**

The Committee reserves the right to reject any art deemed inappropriate for public display during this event.

### **IMPORTANT NOTICE:**

**Should the Hale'iwa Arts Festival Board of Directors' Art & Exhibition Committee determine:**

- 1. That the number of qualified exhibitors applying to participate is insufficient to justify holding this event, or;**
- 2. That this event, because of any other valid concern(s), should not go forward, the Eleventh Annual Summer Event will be subject to cancellation.**
- 3. Should the event be cancelled for other than "Force Majeure" or "Act of God" occurrences, all fees and deposits will be refunded. No other costs that may have been incurred by an accepted artist will be reimbursed.**

### **FEES** (See also comments on page five, below Mission Statement)

**Three separate checks or money orders payable to Hale'iwa Arts Festival will be required:**

- ◆ Non-refundable application fee **\$ 25.00**  
- **DUE WITH APPLICATION and ART SUBMISSIONS**  
Postmark by Saturday, March 15, 2008
- ◆ **The Hale'iwa Arts Festival Jury decisions will be sent out by Monday, April 7, 2008.**
- ◆ Artist exhibit space fee per single booth **\$300.00**  
(under large open wall tents - **provided**)  
15' x 15', or 10' x 20' (approximate booth sizes)  
- **DUE UPON ACCEPTANCE-** (do not send with application)  
Postmark by Saturday, April 26, 2008
- ◆ Refundable clean-up/survey report deposit **\$ 50.00**  
- **DUE UPON ACCEPTANCE-** (do not send with application)  
Postmark by Saturday, April 26, 2008

**Fees for shared booths, if approved** (see also Exhibit Space), will be **\$210.00 per artist**. No more than two artists per shared booth. Each artist will be required to submit the \$50.00 refundable clean-up/survey report deposit with their booth fee.

**All checks and money orders will be cashed and deposited.** After you have completed all festival requirements and mailed in the required survey report (see page 4, item 4), a check for the amount of your refundable deposit will be issued to you within 35 days following receipt of your survey. **Requests for refunds due to cancellations, for any reason, must be postmarked by Saturday, May 24, 2008, or they will not be honored.**

**Requests to share a booth will be considered only after all artists have been individually accepted.**

**NOTE:** All booth fees include a **\$25.00 tax-deductible membership with the Hale'iwa Arts Festival.**

## **ART SUBMISSIONS**

Artwork images must be submitted as photographs or digital prints at least 3" x 5" in size. If submitting digital prints, they **MUST** be printed at high resolution (200-300 dpi) on photographic paper using a quality color printer. Submissions not meeting these standards will not be considered. It is each artist's responsibility to submit images which professionally, clearly and accurately represent each type of artwork to be considered. On your application, submit five images and descriptions for each medium in which you wish to be juried and to display and sell. Do not submit original works. **DO NOT email images! We will not print emailed images for submission to the jury.**

## **ART SUBMISSIONS (Continued):**

### **Your submitted photos or digital prints should:**

- ◆ Be close-up images of individual artworks against a solid background without extraneous objects or decoration. If scale is a factor to be considered, a common object should be included in your photo.
- ◆ Be clearly labeled with the artist's name on the back top right corner.
- ◆ Have the application form description line number on the back bottom right corner.

Any pre-manufactured items used in the artwork (excluding raw materials, framing, mounting devices, etc.) must be identified in the application form and noted as an element not created by the artist.

### **ALL STYLES OF ARTWORK INTENDED FOR EXHIBIT MUST BE SHOWN.**

**The Hale'iwa Arts Festival reserves the right to refuse any artist the privilege of exhibiting any types or styles of works not previously approved by the Art & Exhibition Committee.**

All applicants' photographs and digital prints will be returned within thirty (30) days of the event closure, or the jury's decision to deny acceptance into the event, **only if a self-addressed stamped envelope with proper postage is enclosed with the application.**

A space for written comments is provided on the application form. You may also use the back of the application form if you need additional space for remarks. **DO NOT** attach a separate sheet.

Each juror will read your remarks in their entirety and without comment. Remarks should relate directly to any material or process that is unusual and not readily apparent by viewing the images.

## **DISPLAY AREA**

Submit specifications, a drawing or a photograph representing your intended booth space and the displays you will be using for the event (i.e. tables, pedestals, walls, etc.). Booths and displays must be in keeping with the quality of your artwork and the standards of the festival. No display materials, tables, easels, walls or dividers are provided.

## **EXHIBIT SPACE**

Applicants should be aware of the following:

- ◆ All exhibit spaces will be located at Hale'iwa Beach Park, or an alternate site in the Hale'iwa area, and will be under large open walled tents or canopies provided by the Hale'iwa Arts Festival. Individual tents are not allowed.
- ◆ If an exhibitor's display is noticeably inferior or different from the display shown in the submitted and approved representations, it may be removed from the event.
- ◆ Work placed for exhibit that is not of a nature or quality as that accepted by the Art & Exhibition Committee, or work that does not comply with these guidelines will be subject to removal from the booth.
- ◆ Artwork of only one accepted exhibitor is allowed in each booth space. However, special requests for shared booth space for artists not having sufficient inventory to utilize a full booth may be considered after all artists have been accepted into the festival. **(See also Fees)**
- ◆ Exhibitor spaces are located under open-walled tents. **No dividers, tables or chairs will be provided.**
- ◆ Exhibitor displays may not extend more than three feet outside the booth area or into safety/emergency vehicle lanes if they are closer than three feet. Pre-arranged and approved demonstrations by an artist may be excepted from this requirement. Contact us by e-mail by May 10<sup>th</sup> if you are interested in doing a demonstration of your techniques.
- ◆ Exhibitors are responsible for set-up, teardown and cleanup of their displays and booth area.
- ◆ Vehicles are not allowed on the grounds during the hours of public attendance.
- ◆ Exhibit space size and/or specific location requests, and requests for electrical service will only be considered upon receipt of the exhibit space fee and refundable deposit and all must be submitted together by April 26, 2008. The event site layout changes each year so last year's map does not indicate where booths may be located for this year's event. A number of physical and artistic considerations determine individual artist's booth placements, therefore any such requests are not guaranteed to be considered or accepted.
- ◆ Hale'iwa Arts Festival will not be responsible for damaged, lost or stolen art or display materials.

## **EVENT REGULATIONS**

1. **All exhibitors are required to have a current Hawaii General Excise Tax license and are responsible for collecting and paying all applicable taxes.** Out of state or foreign exhibitors may be liable for Hawaii State taxes on income earned in Hawaii and should contact their tax consultant regarding appropriate compliance.

2. Only artists displaying their own originals or reproductions of their artwork are eligible to participate. No dealers or agents are permitted. Exhibitors are not allowed to let another artist display in their booth or to display consigned works. Unauthorized exhibitors' works will be removed. Exhibiting artists must be substantially present for both days and the hours of the festival. All booths are to remain open during the festival hours described in these regulations.

3. Participating artists agree to remove all displays, booth materials and booth trash at the end of the event or be subject to forfeiture of their refundable deposit.

4. Artists also agree to complete and return a mandatory survey report, (event critique and general financial impact report) to the Hale'iwa Arts Festival, postmarked by Friday, August 1, 2008, or the refundable deposit may be forfeited. (See also Fees)

5. All artists' booths will be subject to review to ensure compliance with event regulations.

6. No artwork other than that of a similar nature and quality as has been previously accepted by the jury may be displayed or marketed from your booth.

7. Each exhibitor's assigned booth space must be occupied and setup in progress no later than 7:30 a.m. Saturday, July 19 or participation may be denied and all fees forfeited. Booth setup must be completed by 9:30 a.m. on Saturday July 19 and again by 9:30 a.m. on Sunday July 20 and be ready for review by the standards committee. Booths must stay open until 6:00 p.m. on Saturday and 5:00 p.m. on Sunday. Event hours are subject to change. Many attendees arrive well before our official 10:00 a.m. openings.

8. Exhibitors display all artwork at their own risk. The Hale'iwa Arts Festival is not responsible for damage, theft, or loss of exhibitors' artwork, personal items, or display materials and equipment.

9. Exhibitors may leave their booth in place Saturday night. The Hale'iwa Arts Festival will provide night-check security, but is not responsible for damage or loss. It is strongly recommended that artwork or valuable display materials **NOT** be left in the booths overnight.

10. Exhibitors are responsible for keeping their booth clean and in a safe manner at all times.

11. No pets are allowed at the event at any time, per park regulations and for safety and sanitation reasons.

12. The event takes place wind, rain or shine. Be prepared! Bring materials to protect both displayed and purchased art.

13. Exhibitors must abide by the event parking regulations and adhere to designated parking areas and traffic routes.

14. Requests to accommodate special needs or to share booths must be received on or before April 16, 2008. You are responsible for making sure the Art & Exhibition Committee has received your request.

Mail to:                   Hale'iwa Arts Festival                   or:   Email – [arts@HaleiwaArtsFestival.org](mailto:arts@HaleiwaArtsFestival.org)  
                                  P.O. Box 1141  
                                  Hale'iwa, HI 96712

15. The Hale'iwa Arts Festival reserves the right to remove from display any art deemed inappropriate for public display at this event.

16. No signage or banners will be allowed promoting causes, organizations or retailers with which you may be affiliated. Only small signs (8 square feet or less), of a tasteful and professional nature, identifying your name, business name, and/or your product will be allowed. Hale'iwa Arts Festival reserves the right to reject and/or remove any signage deemed inappropriate.

17. All vehicles must be removed from the festival grounds by 9:30 a.m. on both days and will not be permitted back on the site prior to 6:15 p.m. on Saturday and 5:15 p.m. on Sunday. This is a safety issue with our attendees!

18. All booths are to remain open from 10:00 a.m. – 6:00 p.m. on Saturday, and 10:00 a.m. – 5:00 p.m. on Sunday. Do not begin teardown of your booth before the closing times.

19. Smoking in the booths is in violation of fire codes. No smoking in or near the exhibit spaces is allowed. Please consider your neighbor artists and your customers.

**EVENT REGULATIONS (continued):**

20. If any emergency situation arises during the event, contact our Event Coordinator or Executive Director regarding the issue. They can be contacted through the Information Booth staff.

**21. Failure to comply with these Event Regulations will jeopardize your continued or future participation in this festival and other Hale'iwa Arts Festival programs, and may result in forfeiture of your refundable deposit.**

Questions may be directed to

Hale'iwa Arts Festival  
P.O. Box 1141  
Hale'iwa, HI 96712

Tel: (808) 637-2277

Fax: (808) 637-2277

Email: [arts@HaleiwaArtsFestival.org](mailto:arts@HaleiwaArtsFestival.org)

Visit our website: [www.HaleiwaArtsFestival.org](http://www.HaleiwaArtsFestival.org)

**WE OF THE HALE'IWA ARTS FESTIVAL WOULD LIKE TO SHARE OUR MISSION STATEMENT:**

**"The purpose of the Hale'iwa Arts Festival non-profit organization is to promote education and public awareness of arts and culture, with emphasis on participation, for the betterment of the community."**

**"Our objectives are to:**

1. Enhance public awareness, education and appreciation of the arts and their impact on society;
  - a. Provide a venue for the exhibition of local artists and their work of which the projected annual Hale'iwa Arts Festival will be a primary focus.
  - b. Through the projected annual Hale'iwa Arts Festival, provide a venue for the public to participate in and view a broad spectrum of arts.
2. Promote art education by funding the appearance of established artists as adjunct faculty in schools through grants.
3. Expose students to career opportunities in the arts.
4. Respond to requests to facilitate instructional support in the arts for local groups through workshops and demonstrations.
5. Provide grant opportunities for community-approved projects which facilitate general artistic and visual improvement to physical communities."

**Given the ongoing need to better fulfill these objectives and to make our events and programs more sustainable, we are raising our booth fees for 2008. All new or re-juried artists will still pay the \$25.00 application fee. The exhibit space fee is raised to \$300.00 for a single booth or \$210.00 per artist for a shared booth. The exhibit space fees include a \$25.00 tax-deductible membership with the Hale'iwa Arts Festival.**

**Booth fees and application fees will still cover less than 50% of the direct cash expenses for our 2008 event. Fundraisers, grants, sponsorships, other memberships, contributions in cash, plus in-kind assistance in goods and services are always needed to make up the difference for this event, our other programs, and our overall budget. And these are never easily secured or guaranteed from year to year. We have survived to our Eleventh Annual Hale'iwa Arts Festival only because of several hard-sought grants, sponsorships, cash contributions, in-kind support, and the selfless dedication of our Board of Directors, volunteers and our small part-time and seasonal staff.**

**You can be assured that the Hale'iwa Arts Festival will continue to promote this event, and encourage and publicize the display and sale of your original art and your participation, to the greatest extent our budget will allow. We dedicate over 25% of our annual budget to promotional expenses and activities.**

**Additionally, we continue to recognize that not all attendees are financially able to purchase high-end originals. It is suggested, again this year, that you include limited-edition pieces as well, and also an appropriate selection of unlimited edition items so that your works and sale prices will be accessible to a broad range of budgets. But please review these guidelines carefully and keep your art offerings, display and sales in compliance.**

**Our festival is produced and structured to encourage the viewing, participation, appreciation and purchase of art by the greatest number. We have no desire to evolve into, or be viewed as either an "elitist" or a "swap-meet" event. We believe that you can understand, appreciate and support our position.**

**We are confident that you will enjoy this unique event, and hope that your participation will bring you personal, artistic and financial gratification.**

## **CALENDAR 2008**

(CAREFULLY NOTE DATES FOR ALL DEADLINES)

**Saturday, March 15, 2008**

**ARTIST APPLICATION DEADLINE**

Completed applications and checklist items must be postmarked by this date or may be rejected.

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**Monday, April 7, 2008**

**ARTIST ACCEPTANCE NOTIFICATION**

Art & Exhibition Committee decisions regarding applications to be postmarked by this date

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**Wednesday, April 16, 2008**

**REQUESTS TO ACCOMMODATE SPECIAL NEEDS OR TO SHARE A BOOTH**

**Must be received by this date**

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**Saturday, April 26, 2008**

**EXHIBITION SPACE FEE & DEPOSIT DEADLINE FOR ACCEPTED ARTISTS**

Mail exhibit space fee and refundable deposit to:

**Hale'iwa Arts Festival**

**P. O. Box 1141**

**Hale'iwa, HI 96712**

**Must be postmarked by April 26, 2008**

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**Saturday, May 10, 2008**

**REQUEST TO DO ART DEMONSTRATIONS**

**Must be received by this date**

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**Saturday, May 24, 2008**

**REQUESTS FOR REFUND DUE TO CANCELLATION FOR ANY REASON**

**Must be postmarked by this date or request may not be honored**

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**Fri, July 18, 2008**

**OPTIONAL EARLY EVENT CHECK-IN & SET-UP – Highly suggested!**

4:00 p.m. – 8:00 p.m. For security reasons you may be asked to leave the site if you cannot finish setup by this time.

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**Sat & Sun, July 19 & 20, 2008**

**EVENT CHECK-IN & SET-UP**

6:30 a.m. – 9:00 a.m.

**MUST BE COMPLETED AND ALL VEHICLES REMOVED FROM SITE BY 9:30 A.M.**

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**EVENT HOURS**

Saturday: 10:00 a.m. – 6:00 p.m.

Sunday: 10:00 a.m. – 5:00 p.m.

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**EVENT TEARDOWN**

Saturday: 6:00 p.m. – 8:00 p.m.

Sunday: 5:00 p.m. – 8:00 p.m.

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**Reminder: Do not tear down your booth prior to 6:00 p.m. on Saturday or 5:00 p.m. on Sunday, or drive onto festival grounds without clearance prior to 6:15 p.m. or 5:15 p.m. respectively.**

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**Friday, August 1, 2008**

**REQUIRED SURVEY REPORT DUE BY THIS DATE**

**Must be received by this date in order to assure the return of your refundable deposit.**

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**EVENT HOURS ARE SUBJECT TO CHANGE IF CIRCUMSTANCES OR CONDITIONS REQUIRE.**

