

HALE'IWA ARTS FESTIVAL

A NON-PROFIT ORGANIZATION

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CALL TO ARTISTS: Sixteenth Annual Hale'iwa Arts Festival

Visual artists are invited to apply for the Sixteenth Annual Hale'iwa Arts Festival Summer Event to be held on July 20 and 21, 2013, in Historic Hale'iwa Town, at Hale'iwa Beach Park. Artists will be selected by jury to exhibit and sell their artwork and demonstrate their artistic styles and techniques during this two-day fine arts and crafts festival. Original and limited edition works of fine art in all media will be given priority. Fees apply. Deadline to submit: February 27, 2013.

Guidelines, applications and additional information are available

at: www.HaleiwaArtsFestival.org

SUPPLEMENTARY INFORMATION

Original works and limited editions of fine art in all media, including ceramics, fiber, glass, jewelry, painting, photography, printmaking, sculpture, wood, and mixed media, will be considered by our jurors for recommendation to the exhibition committee. Only artists displaying their own work are eligible to participate.

There is a non-refundable fee of \$50 for each visual artist application. Visual artists who are selected will be notified by March 8, 2013 and will be expected to confirm participation and submit booth fee by March 28, 2013.

Hale'iwa Arts Festival programs have been supported in part by: the Hawaii Tourism Authority and the City and County of Honolulu, Kamehameha Schools, CVS/Longs Drugs, Pioneer Hi-Bred International, Hawaii Media Inc., Little Guy Advertising, Catchworld, Luibueno's Mexican and Seafood, Pizza Bob's, Aoki's Shave Ice, Hale'iwa Joe's, Jameson's By The Sea, Turtle Bay Resort, Team Real Estate, North Shore Equipment Rentals, the Hawaii State Foundation on Culture and the Arts through appropriations from the Legislature of the State of Hawaii and the National Endowment for the Arts, and by our many individual contributors, members and volunteers.

EVENT GUIDELINES

REVISIONS HAVE BEEN MADE FOR 2013 - PLEASE REVIEW ENTIRE GUIDELINES CAREFULLY!

HALE'IWA ARTS FESTIVAL July 20-21, 2013

ALL NEW AND RETURNING ARTISTS MUST APPLY

- The Hale'iwa Arts Festival ("HAF") is a juried event for fine artists and fine crafters to display, demonstrate, and sell works of art in many mediums.
- HAF provides a stage for performing artists to present their art in varied styles and genres.
- Our free admission event offers our attendees the opportunity to enhance their experience and appreciation for a broad spectrum of the visual and performing arts.

ACCEPTABLE ARTWORK: ORIGINAL works, in any medium or style, are encouraged for submission, including traditional and ethnic art. A balanced mix of original, limited and unlimited editions is preferred.

- ♦ **PAINTING, DRAWING, PHOTOGRAPHY, DIGITAL ART** - **Original 2D art**, signed and numbered limited edition prints or giclees, and unlimited reproductions. **Original and limited edition 2D works** should be matted, gallery wrapped, 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 may be displayed only in a browse through bin, be sold only as unlimited reproductions, and must be identified as such. Reproductions must be produced in a professional quality. **Note-cards and calendars incorporating images being displayed at the event are allowed**. Sample photos of these items must be submitted for the jury process as a separate medium from other single image 2D artworks. **NOT ALLOWED: POSTCARDS, POSTERS OR MAGNETS.**
(Note: Artists selling prints are required to comply with Hawaii Revised Statutes 481f. -- See page 5)
- ♦ **FABRIC ART** - **Original wearable or fabric art works** must be designed, individually constructed and hand-painted or dyed by the artist, and/or custom-made by the artist, **incorporating screened/printed or dyed 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 may be displayed and sold only as unlimited reproductions, and must be identified as such. **Wearable or fabric art not made by the artist, and/or items made by the artist from commercially mass produced printed fabric and/or patterns, even if such items or fabric have been designed by the artist, will not be considered or allowed for display or sale. NOT ALLOWED: T-SHIRTS AND TANK TOPS.**
- ♦ **SCULPTURE, CERAMIC** - **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 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 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** - **Jewelry must be of original artistic design and execution**, incorporating elements designed and made by the artist, and utilizing high quality manufactured materials and/or natural or found objects. **Original Jewelry** that primarily uses elements **designed and made solely by the artist** will be given priority. **NOT ALLOWED: Kit jewelry, jewelry or replications not directly made by the artist and jewelry commercially produced from molds and/or patterns, etc., even if such items have been designed by the artist. (Jewelry artists are required to comply with all federal and state laws concerning copyright and trademarks, and FTC guidelines for the jewelry industry. -- See page 5)**
- ♦ **UNACCEPTABLE WORKS** - Any works, images, or designs currently licensed or contracted by the artist to any person or entity for mass production and/or limited release.
- ♦ **SALE OF RAW MATERIALS IS PROHIBITED** - (i.e. canvas, paint, unfinished fabric, wood, clay, glass, gems, stones, pearls, precious metals). However, having an available selection of frames or display pedestals for your art is permissible and may be sold at your booth.
- ♦ **DO NO APPLY IF** - 1) you are considering selling works that are not your own, or, 2) otherwise **misrepresent any artwork(s)**. **HAF will inspect booths to monitor 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.**

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 by each juror. Each artist's total rating in each medium presented will determine acceptance of the artist's work in that medium into the event. These ratings will also be maintained as baselines for each artist's future and/or continued participation in this and other HAF events. **(See also ART SUBMISSIONS below)**

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

IMPORTANT NOTICE:

Should the Hale'iwa Arts Festival Board of Directors 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 Fifteenth 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

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

- ◆ **A non-refundable application fee is required of all applying artists. \$50.00**
- **DUE WITH APPLICATION and ART SUBMISSIONS**
Postmark by Monday, February 27, 2013
- ◆ **The Hale'iwa Arts Festival Jury decisions will be sent out by Friday, March 8, 2013.**
- ◆ **Artist exhibit space fee**

10'x10'	\$300.00
10'x20'	\$350.00
20'x20'	\$450.00

- **DUE UPON ACCEPTANCE- (do not send with application)**
Postmark by Thursday March 28, 2013, please specify in your application 1st, 2nd, and 3rd, choice for space, we will do our best to accommodate all.

All checks and money orders will be cashed and deposited. Full refunds will be issued for cancellations made prior to April 30, 2013, 50% Refunds will be issued for cancellations made prior to May 30, 2013, no refunds will be issued for any cancellations made after May 30, 2013.

ART SUBMISSIONS PLEASE READ CAREFULLY

Artwork images must be submitted as photographs or digital prints a minimum of 3" x 5" inches and a maximum of 8 1/2 x 11 inches 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 may be rejected.** It is the artist's responsibility to submit images which clearly and accurately represent **each type** of artwork and/or medium to be considered. With your application, submit **only** five (5) images and five descriptions for **each medium in which you wish to be juried and to display and sell.** (i.e. if you are a painter and a jeweler, submit 5 images and descriptions for paintings and 5 for jewelry). **You must submit a separate application form for each medium in which you wish to be considered**, but only one non-refundable application fee of \$50.00 is required per artist. Do not submit original works. **DO NOT EMAIL IMAGES. We will not print emailed images OR images from your web site for submission to the jury. Do not send catalogs or brochures of your work.**

ART SUBMISSIONS (Continued):

Your submitted photos or digital prints must:

- ◆ **Be close-up images of individual artworks** shown against a solid background without extraneous objects or decoration. **Do not present multiple pieces of art in a single photo.** If scale is a factor to be considered, a common object should be included in your photo.
- ◆ Be labeled with the artist's name on the **back of the photo** top right corner. Do not put your name on the front.
- ◆ Have the **line number** from the application and the corresponding description on the **back** bottom right corner.

Any natural and/or pre-manufactured items, not made by the artist, which are used in any artwork, such as physical elements incorporated into a collage, jewelry, ceramic, sculpture, or other art, (excluding raw materials such as paint, ink, paper, canvas, cloth, wire, wood, metal, clay, framing, mounting devices, etc.) must be identified in the application form description and noted as an element not created by the artist.

ALL STYLES AND FORMS OF ARTWORK INTENDED FOR EXHIBIT AND SALE MUST BE SUBMITTED.

The Hale'iwa Arts Festival reserves the right to refuse any artist the privilege of exhibiting at our events, 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 descriptions is provided on the application form. DO NOT attach separate sheets.

Each individual 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

In addition to the 5 photos submitted showing your art, first time applicants, upon acceptance, must submit an elevation or a photograph representing your intended booth space and the displays you will be using (i.e. tables, easels, pedestals, walls, etc.) NOT a ground plan. 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. Selected returning artists may also be asked to submit this information. **If you are planning to put up any walls in your booth, they must also be painted and/or finished on the sides facing your neighbors. We suggest that you co-ordinate with your fellow artists. E-mail us for neighboring artists contact information.**

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 and/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, you may be asked to remove it from the event and all fees may be forfeited.
- ◆ 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 accepted exhibitor is allowed in each booth space. Exhibitor spaces are 10'x10', 10'x20', or 20'x20'. (approximate sizes) located under open-walled tents.
- ◆ Exhibitor displays may not extend more than two feet outside the booth area or into safety/emergency vehicle lanes if they are closer than two feet.
- ◆ Exhibitors are responsible for set-up, teardown and cleanup of their displays and booth areas during and after the event.
- ◆ Vehicles are not allowed on the grounds during the hours of public attendance.
- ◆ 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. For more information go to: http://hawaii.gov/tax/a7_faq.htm and click on general excise tax.
2. Only artists displaying their own originals and/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, returned upon check out Sunday July 21, 2013.
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 20, 2013. An early check in and setup is available from 3:00 p.m. to 7 p.m. on Friday, July 19, 2013. We highly suggest that you begin your setup on Friday. Saturday and Sunday check in begins at 6:30 a.m. **Booth setup must be completed no later than 8:30 a.m. on Saturday July 20 and be ready for review by the standards committee or participation may be denied and all fees forfeited.** Booth setup must be completed by 9:00 a.m. on Sunday July 21. Booths must stay open until 6:00 p.m. on Saturday and 5:00 p.m. on Sunday. Event hours may be subject to change. Do not begin teardown of your booth before the closing times. Also be aware that many attendees will 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 overnight security, but will not be held responsible for any damage or losses incurred at the event. It is strongly recommended that valuable artwork and/or 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. The Hale'iwa Arts Festival reserves the right to remove from display any art deemed inappropriate for public display at this event.
15. 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.
16. All vehicles must be removed from the festival grounds by 8:30 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!
17. Smoking in the booths is in violation of fire codes. No smoking within 20 feet of any exhibit space is allowed. Please consider your neighbor artists, your customers, and event attendees.
18. **If any emergency situation arises during the event,** contact our Event Coordinator or Executive Director immediately regarding the issue. They can be contacted through the Information Booth staff.
19. **Failure to comply with these Event Guidelines and Regulations will jeopardize your current or future participation in this festival and other Hale'iwa Arts Festival programs and may result in forfeiture of your refundable deposit and/or other required fees.**

NOTE:

If you have concerns about whether some or all of your artworks or items may be eligible, or have questions about these guidelines, call (808) 637-2277 or email arts@HaleiwaArtsFestival.org BEFORE submitting your application and materials.

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

Tel: (808) 637-2277

Email: arts@HaleiwaArtsFestival.org Visit our website: 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 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."

Also note:

Application fees and booth fees will cover less than 40% of the direct cash expenses for our 2013 event. We have survived to our Sixteenth Annual Hale'iwa Arts Festival only because of dedicated supporters, hard-sought grants and sponsorships, membership and cash contributions, in-kind support, and the selfless dedication of our Board of Directors, hundreds of volunteers and our part-time staff.

Please review these guidelines carefully and keep your art offerings, display and sales in compliance. A balanced mix of original, limited and unlimited editions is suggested.

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 become or be viewed as either an "elitist" or a "swap-meet" event. We are confident that you can understand, appreciate and support this position.

Also, we are confident that you will enjoy this unique event, and we hope that your participation will bring you personal, artistic and financial gratification. Mahalo and Aloha from the Hale'iwa Arts Festival.

(ADDITIONAL NOTES REFERRED TO ON PAGE 1) We are notifying all applying artists that they need to become informed as to the following state and/or federal regulations: (*Artists selling prints are required to comply with Hawaii Revised Statutes 481f.*) For basic information go to: http://www.capitol.hawaii.gov/hrscurrent/Vol11_Ch0476-0490/HRS0481F/HRS_0481F-.htm. And - (*Jewelry artists are required to comply with all federal and state laws concerning copyright and trademarks, and FTC guidelines for the jewelry industry.*) For basic information go to: <http://www.ftc.gov/bcp/guides/jewel-gd.shtm>.

CALENDAR 2013

(CAREFULLY NOTE DATES FOR ALL DEADLINES)

February 27, 2013

ARTIST APPLICATION DEADLINE

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

Friday, March 8, 2013

ARTIST ACCEPTANCE NOTIFICATION

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

Thursday March 28, 2013

EXHIBITION SPACE FEE DEADLINE FOR ACCEPTED ARTISTS

Mail exhibit space fee to:

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

Must be postmarked by Thursday March 28, 2013

Saturday, April 13, 2013

REQUEST TO DO ART DEMONSTRATIONS

Must be **received** by this date

Fri, July 19, 2013

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

3:00 p.m.–7:30 p.m. For security reasons you may be asked to leave the site if you cannot finish setup by 8:00 p.m.

Sat & Sun, July 20 & 21, 2013

EVENT CHECK-IN & SET-UP

6:30 a.m. – 8:30 a.m.

ALL VEHICLES MUST BE REMOVED FROM SITE BY 8:30 A.M. BOOTH SET-UP MUST BE COMPLETED BY 8:30 A.M. ON SATURDAY AND BE READY FOR REVIEW BY OUR STANDARDS COMMITTEE. BOOTHS MUST BE SET-UP AND READY BY 9:00 A.M. ON SUNDAY.

EVENT HOURS

Saturday: 10:00 a.m. – 6:00 p.m.

Sunday: 10:00 a.m. – 5:00 p.m.

EVENT TEARDOWN/STRIKE

Saturday: 6:15 p.m. – 7:30 p.m.

Sunday: 5:15 p.m. – 7:30 p.m.

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

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

ARTIST APPLICATION FORM

Hawai'i Excise Tax License Number _____
 Name of Artist _____
 T Shirt Size _____
 Company _____
 Address _____
 City _____
 State _____ Zip _____
 Day Phone () _____ Eve Phone () _____
 Email _____

I HAVE READ THE 2013 GUIDELINES AND REGULATIONS. IN CONSIDERATION OF THE HALE'IWA ARTS FESTIVAL ACCEPTANCE OF MY APPLICATION, I AGREE TO ACCEPT ALL DECISIONS OF THE ART & EXHIBITION COMMITTEE AS FINAL, and, I AGREE TO HOLD THE HALE'IWA ARTS FESTIVAL, A NON-PROFIT ORGANIZATION, HARMLESS FROM AND AGAINST ALL CLAIMS AND ACTIONS FOR PERSONAL INJURY, DEATH, AND/OR PROPERTY DAMAGE OR LOSS ARISING FROM OR RESULTING FROM OR IN CONNECTION WITH MY (THE ARTIST'S) PARTICIPATION IN AND/OR OPERATION OF A CONCESSION AT THIS EVENT. Date of Signature(s): _____

CHECKLIST

Include with your application and mail by February 27, 2013:

- _____ Five (5) Photos or Digital Prints per medium to be juried
- _____ \$50.00 non -refundable application fee (make checks payable to Hale'iwa Arts Festival)
- _____ Appropriately sized, self addressed, stamped envelope with sufficient postage if return of images is desired (optional)

**Mail to: Hale'iwa Arts Festival
 P. O. Box 1141
 Hale'iwa HI 96712
 Tel: (808) 637-2277**

REVISIONS HAVE BEEN MADE FOR 2013.. PLEASE READ 2013 EVENT GUIDELINES COMPLETELY AND CAREFULLY BEFORE SIGNING AND SUBMITTING THIS PAGE. KEEP THE EVENT GUIDELINES FOR YOUR REFERENCE.

I HAVE READ, UNDERSTOOD, AND AGREE TO ABIDE BY THE GUIDELINES, RULES AND REGULATIONS OF THE HALE'IWA ARTS FESTIVAL
 Artist Signature: _____

Please circle the category or categories that best describe(s) your artwork, and then specify, in the space provided, the medium type, and/or style of your work.

<u>CATEGORY</u>	<u>SPECIFY</u>
◆ 2-D	
Painting	_____
Printmaking	_____
Photography	_____
Mixed Media	_____
◆ 3-D	
Glass	_____
Fiber	_____
Sculpture	_____
Jewelry	_____
Wood	_____
Ceramics	_____
Other	_____
◆ ETHNIC TRADITIONAL	
Describe	_____

FILL OUT A SEPARATE APPLICATION FORM WITH PHOTOS FOR EACH MEDIUM IN WHICH YOU WISH TO BE JURIED.

- ◆ Use only the space provided or the opposite side.
- ◆ DO NOT attach brochures or additional pages.
- ◆ Remarks should relate directly to any materials or processes that are unusual and not readily apparent by viewing the images.

Please type or print CLEARLY.

#1 _____

 #2 _____

 #3 _____

 #4 _____

 #5 _____

WEBSITE LINK TO YOUR ART: _____
 Would you like to do a scheduled Demonstration at your booth? If so which day and what time? _____