

Fall into the Arts Festival Directors  
Centennial Lakes Park  
7499 France Ave. So.  
Edina, MN 55435

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# Edina Fall into the Arts Festival

## 2010 ARTIST APPLICATION

Thank you for considering *Fall into the Arts Festival* in Edina as part of your 2010 show schedule. It's our goal to make this an enjoyable and rewarding show for us all. Applicants should think fall and winter - - holiday gift-giving, back-to-school, fall and winter entertaining and indoor décor, rustic accessories and glittering jewelry, cozy wearable art and holiday styles! The show is a benefit for the Edina Crime Prevention Fund. Centennial Lakes Park in Edina is a prime location for an art fair. We're eager to have you join us and will do everything we can to make the eighth annual *Fall into the Arts Festival* a big success!

Once again we're extending the show from the lower level path along the lake into the upper level parking deck at Centennial Lakes Office Plaza, along France Ave. S. We believe it's in the best interests of the show and the exhibitors to have the visibility from France Ave. and 76<sup>th</sup> St. that comes from extending the show onto the upper level. We will have more than 150 artists on the lower level along the pathway next to the lake and on the upper deck. There will be staffed registration/information stations in front of the Centrum Building on the lower level and on the upper level. We provide a mobile hospitality cart that travels throughout the festival for all the artists. We anticipate Friday set-up for all locations of the festival.

Centennial Lakes Park in Edina is 1/2 block east of France Avenue (one of the busiest shopping areas in the state), between Hazelton Rd. and Minnesota Dr. Entrance to the park is through the Centennial Lakes shopping, dining and entertainment development. There are more than 6,000 free parking spaces next to the park with more free parking on the west side of France. Much of the parking will be completely available during the show, since it serves business and professional offices that won't be open Saturday and Sunday. Easy access to the park is gained from highways 494, 35W, 100 and 62, and York Ave.

Dates and Times:	Saturday, September 11, 2010	10:00 a.m. – 6:00 p.m.
	Sunday, September 12, 2010	10:00 a.m. – 5:00 p.m.
Important Dates:	June 21, 2010	Application and fees must be postmarked
	July 20, 2010	Notification of acceptance
	August 3, 2010	Deposit booth fees of accepted artists
	August 11, 2010	Deadline for cancellation with refund
	August 5, 2010	Booth assignment posted on website

### **Cancellation must be written and signed**

For further information, please note that e-mail is preferred. If you wish to be notified when your application has been received, please include a stamped, self-addressed postcard with the words "*Fall into the Arts Festival, Sept. 11 & 12, 2010, Edina MN*" written in the message space. It will be mailed to you as soon as your application is processed.

e-mail electronic images to: edinafallarts@netzero.net

Mail application, fees and slides to:  
Fall into the Arts Festival Directors  
Centennial Lakes Park  
7499 France Ave. So.  
Edina MN 55435

## Policies and Procedures

1. Each booth is to contain original work by the exhibiting artist(s). Work exhibited should be of equal quality and proportion as stated in the slide/image information submitted with application. Artists may exhibit work only in the media category or categories (maximum of 2) in which they were accepted. See last page of this application for listing of media categories and sub-categories.
2. The majority of each piece must be of handmade components. Any commercially produced parts must play a subordinate role and may not be sold separately. **No re-sale products allowed.**
3. Artist shall provide a good balance of originals. Limited edition prints, executed in processes involving handwork by the artist, are permitted in reasonably sized editions.
4. Joint applicants must both contribute to the creation of the work in the exhibit.
5. Artists must be present in the booth and be open throughout the official hours of the *Festival*. Exceptions to this policy may be made only in case of unusual circumstances and are at the discretion of the *Fall into the Arts Festival* Director. Representatives may not attend in place of artist. Photo ID at check-in is required of all exhibitors.
6. Single booth tent size is 10' x 10'. No part of exhibit can extend past the imaginary line 12' from the back of the booth space. Booth appearance is an important concern. Good presentation helps stimulate sales. **Do not set up in spaces marked with yellow & black striped tape; they are reserved for emergency access. Don't set up until you have checked in and confirmed your space.** Please be prepared for various weather conditions. A majority of spaces are on hard surfaces; some are not completely level. Very few spaces are on grass or gravel. Indicate your preference on the application. Please be prepared to adapt to your assigned space. Requests will be filled in the order they are received. We will do our best to fulfill your requests. **Intentional damage to and/or destruction of park property and plantings are strictly forbidden.**
7. At check-in, each exhibitor is provided with an official booth sign, which must be mounted at or above eye level in the front of the booth, and official *Fall into the Arts Festival* nametags, which must be worn by all participants.
8. Exhibitors are responsible for delivering orders in a timely fashion.
9. All exhibitors must comply with Minnesota statutes by having a Minnesota tax ID number and an Operator Certificate of Compliance (ST-19) for 2010 on file with the *Fall into the Arts Festival* office. You may register by phone for a Sales Tax Permit by calling 651-282-5225. (or fax completed forms to 651-556-5155 or go to [www.taxes.state.mn.us](http://www.taxes.state.mn.us)) For ST-19, go to the website, click on Forms and Instructions, page down almost to the bottom of the alphabetical list and click on ST-19. Call 1-800-829-4933 if you need a Federal Tax ID Number.
10. Although the *Festival* will provide some security, exhibitors are responsible for any loss, theft or damage to their work and/or personal property while setting up, participating in and taking down their exhibit in the *Edina Fall into the Arts Festival*.
11. Exhibitors must complete booth set up by 10:00 a.m. both days and complete take down by 10:00 p.m. Sunday.
12. Non-refundable jury fee will be deposited upon receipt. Booth fees will be deposited 2 weeks after notification of acceptance. **Credit cards are processed through the Edina Art Center.** After notification and deposit of fees, there will be a \$50 cancellation fee. Cancellation must be in writing. After August 11, 2010 no refunds.
13. A waitlist will be created during the jury process. If space becomes available, applicants will be notified by phone/e-mail.
14. Each exhibitor must comply with all festival policies and procedures as well as city, state and federal laws. *Fall into the Arts Festival* reserves the right to make determination on any of the above policies and procedures. Compliance is verified during the festival. In the event that any work is determined not to be in compliance with the policies and procedures, artist agrees to remove the work immediately. Failure to remove the work or failure to abide by any other policies and procedures may result in exhibitor's removal from the *Fall into the Arts Festival* and/or being prevented from future participation.
15. Centennial Lakes Park, like all parks in Edina, is posted "No Smoking" including outdoors. Parking lots are smoking allowed areas.

*Please make a photocopy of your completed application to retain for your records.*

## 2010 Fall into the Arts Festival Application

This application and all required materials must be postmarked by June 21, 2010.

Type or print your name as you would like it to appear on your name tag:

\_\_\_\_\_  
First Middle Initial (optional) Last

\_\_\_\_\_  
Name of 2nd artist (fill in only if work is truly a collaborative effort, see policies)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
If a collaborative team, please specify the creative contribution of each artist:

\_\_\_\_\_  
Trade name as you would like it to appear in the program

\_\_\_\_\_  
Address

\_\_\_\_\_  
**Please check here if this is a new mailing address** \_\_\_ **or e-mail address** \_\_\_\_\_

\_\_\_\_\_  
City State Zip MN Tax ID #

\_\_\_\_\_  
Day Phone Alternate Phone Fax

We are thinking of adding the e-mail or website info to the printed artist list in the program.  
Check here if you approve having your information in the program: yes \_\_\_ no \_\_\_

e-mail: \_\_\_\_\_

Website: \_\_\_\_\_

If there's a different address and/or phone number for part of the year, please note:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Effective dates: \_\_\_\_\_

How many Assistant Nametag requests for assistants in booth? \_\_\_\_\_

If you would like to charge your exhibitor fee(s), please complete the following:

Visa \_\_\_ MC \_\_\_ Discover \_\_\_ Signature \_\_\_\_\_

Amount \$ \_\_\_\_\_ Card # \_\_\_\_\_ Expiration \_\_\_\_\_

## For office use only please:

Date ap. rec'd. \_\_\_\_\_

Jury paym't rec'd? \_\_\_\_\_

Amt.? \_\_\_\_\_

Ck # \_\_\_\_\_

or

Credit Card \_\_\_\_\_

CC process date \_\_\_\_\_

Media categ. \_\_\_\_\_

Notification ltr. sent \_\_\_\_\_

Booth paym't rec'd? \_\_\_\_\_

Amt.? \_\_\_\_\_

Ck # \_\_\_\_\_

or

Credit Card \_\_\_\_\_

CC process date \_\_\_\_\_

Oversize Veh. \_\_\_\_\_

Space request? \_\_\_\_\_

\$110 for corner \_\_\_

\$50 for electrical \_\_\_

Special needs \_\_\_\_\_

MN Tax ID \_\_\_\_\_

ST 19 \_\_\_\_\_

Booth Assignment \_\_\_\_\_

Information ltr. sent \_\_\_\_\_

Artist check-in: \_\_\_\_\_

Notes:

Some corner booths are available for an extra fee of \$110. There are a limited number of spaces with access to electricity for an additional fee of \$50. At the 2008 show, the state electrical inspector said there will be additional requirements for exhibitors using electricity in 2010. If you decide to use electricity, we will provide you with further information. Some double booths may be available; if requesting a double booth **please enclose a separate check for \$225**. If applying for any of these options, please indicate your preference below and **enclose separate checks or add to credit card amount**. Most spaces are on hard surface, only a very few are on grass or gravel.

Please indicate preference. Concrete \_\_\_\_\_ Grass or Gravel \_\_\_\_\_ No preference \_\_\_\_\_

If requesting space next to another applicant, **request must appear on both applications**.

Any special needs or requests? \_\_\_\_\_

Request(s): Single booth (\$225)\_\_\_ Double booth (\$450)\_\_\_ Corner (\$110)\_\_\_ Electrical(\$50)\_\_\_

We will do our best to fulfill your requests.

To aid us in planning artist parking, please provide the following vehicle information:

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Vehicle #1 Description License number State

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Vehicle #2 Description License number State

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Oversize Vehicle Description (7' or higher) License number State

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Trailer Description License number State

Checklist:

- \_\_\_\_\_ Completed application, 4 pages
- \_\_\_\_\_ Self-addressed stamped envelope for notification of acceptance
- \_\_\_\_\_ Self-addressed stamped envelope, with adequate postage for return of slides, if needed
- \_\_\_\_\_ \$20.00 non-refundable jury fee for each set of slides or images submitted for jurying
- \_\_\_\_\_ Set(s) of four properly labeled and numbered slides in a protective sleeve (up to two sets) (digital images in jpeg format to [edinafallarts@netzero.net](mailto:edinafallarts@netzero.net) with label= your name and image #, also acceptable)
- \_\_\_\_\_ Photograph or electronic image of current booth display
- \_\_\_\_\_ **All checks should be made payable to *Fall into the Arts Festival***
- \_\_\_\_\_ \$225 booth fee, which will be deposited or charged after notification of acceptance
- \_\_\_\_\_ \$225 second booth fee (optional)
- \_\_\_\_\_ \$110 corner booth fee request (optional)
- \_\_\_\_\_ \$50 electricity fee request (optional)

I hereby release and forever discharge *Fall into the Arts Festival*, the Edina Crime Prevention Fund, the City of Edina, NorthMarq, all sponsoring organizations and their directors, officers, agents and volunteers from any responsibility, personal liability, claims, loss or damage arising out of my participation in the *Fall into the Arts Festival*. I further consent to the enforcement of all policies and procedures as set forth in the accompanying information.

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Applicant's Signature Date Second Artist's Signature Date

***Your signature on this application verifies that you are the originator of the art presented.***

## Jury Information and Image or Slide Description

Please select the category that best represents your work using the categories listed on the reverse of this page. This is the category in which you will be judged. You may select more than one sub-category, but if you are applying to exhibit work from a second category in your booth, you must enclose a second set of slides.

Fill out a second slide information sheet and include another \$20.00 jury fee. This information must accurately describe the work you will exhibit and sell in your booth. Copies of this form are acceptable. Slides will be retained until end of show for comparison with work on display. **Also acceptable:** Prints of your digital images or digital images in jpeg format sent to [edinafallarts@netzero.net](mailto:edinafallarts@netzero.net) Please include *your name* in the title of the document and *the # of the photo* corresponding to the description below.

Media Category/Sub-category: \_\_\_\_\_

Image Information: Please submit four electronic images or slides of your current work and a photograph or electronic image (not a slide) of your booth display. Label each slide: write the artist's name across the top front of your slide, write the medium (or category) in the lower center front and put a number on the lower right front to correspond to your slide description.

Dimensions of work	Description of work	Price	% of this type work on display
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Image #1 \_\_\_\_\_

Image #2 \_\_\_\_\_

Image #3 \_\_\_\_\_

Image #4 \_\_\_\_\_

In approximately 25 words or less, please describe your work - - concept, process, technique and materials.

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\_\_\_\_\_ Please enclose a photograph or electronic image of your booth showing your current work.

\_\_\_\_\_ Check here to permit reproduction of your images for publicity purposes.

\_\_\_\_\_ Check here if willing to demonstrate. Describe \_\_\_\_\_

## Media Categories and Sub-categories

### Clay

- Stoneware
- Earthenware
- Porcelain
- Hand built (e.g. tile)

### Fiber

- Batik
- Basketry
- Leather
- Hand-made paper
- Weaving, wearable
- Weaving, non-wearable
- Other, specify \_\_\_\_\_

### Fine Crafts/Other

- Dried Floral/Botanicals
- Toys
- Other, specify \_\_\_\_\_

### Glass

- Beads
- Hand blown
- Fused/Slumped
- Sculpture/Formed
- Stained glass
- Other, specify \_\_\_\_\_

### Jewelry

- Beaded
- Ceramic
- Original settings
- Gold
- Silver
- Other, specify \_\_\_\_\_

### Mixed Media

- Two-dimensional
- Three-dimensional

### Photography

- Black & white
- Color
- Hand colored

### Sculpture

- Clay
- Metal
- Wood

### Two-dimensional

- Pen & ink
- Pastel
- Painting
  - Acrylic \_\_\_\_\_
  - Oil \_\_\_\_\_
  - Watercolor \_\_\_\_\_
- Etching
- Printmaking
- Computer graphics
- Limited edition prints
- Other, specify \_\_\_\_\_

### Three-dimensional Painting

- Specify \_\_\_\_\_

### Wearable Art

- Children's
- Dyed
- Knitted
- Original designs
- Painted
- Other, specify \_\_\_\_\_

### Wood

- Carved
- Furniture
- Turned