

Palm Springs ARTS FESTIVAL

The annual **PALM SPRINGS ARTS FESTIVAL** is a juried event showcasing the fine art and quality craft of 175 artists. You will be provided the promotional opportunity to meet with an audience of serious buyers and collectors at a venue located in the heart of the Palm Springs and the Desert Resorts Communities.

We have convenient parking, overnight security, easy access and Artist Hospitality.

With an aggressive marketing campaign and a staff with years of experience in arts festival and event production, Palm Springs Arts Festival seeks to bring together a wide variety of high quality artists for our upscale audience where "Western Chic was Born."

Our venue is located 1 mile from Palm Springs Airport and is a two hour drive from the Los Angeles and San Diego areas. "Here lies a destination steeped in both natural beauty and spiritual eloquence. A land of enchantment where fresh discoveries lie beyond every turn."

Friday, Saturday, Sunday

- **October 29-31, 2010**
- **January 21-23, 2011**
- **February 18-20, 2011**

At the Palm Springs Festival Grounds



78206 Varner Rd Ste D-114
Palm Desert, CA 92211-4136

ON THE SAVE BIG TWO SHOW PACKAGE

Palm Springs ARTS FESTIVAL

CHECKLIST FOR APPLICATION TO PALM SPRINGS ARTS FESTIVAL:

- Required:**
- Your completed application and Artist's Statement.
 - Two checks: (1) Application fee (see fees table)
(2) Space/City license (see fees table)
(Space fee checks deposited on acceptance.)
 - Your CD/DVD or pics of your images for jurying.
 - Your Artists Statement and prior show info.
 - Mail application package and direct questions to:
PALM SPRINGS ARTS FESTIVAL
78206 Varner Rd Ste D-114
Palm Desert, CA 92211-4136
- Contact: Phone: 866-611-8617 • Fax 760-772-4316
Artists Link: Artists@PSAF.biz

CALENDAR REMINDERS

3-SHOW EARLY BIRD SPECIAL: April 30, 2010
Early Bird Application Deadline for three(3) show package discount (By USPS postmark)

	SHOW		
	OCT 2010	JAN 2011	FEB 2011

SINGLE SHOW EARLY BIRD SPECIAL
Early Bird Application Deadline ~~April 30~~ June 26 July 17 for single show package discount (By USPS postmark)

Application Deadline (By USPS postmark) June 26 Sept. 25 Oct. 16

Final Acceptance Notices e-mailed June 30 Oct 5 Nov 20

THURSDAY Oct 28 Jan 20 Feb 17
9:00 AM - Dark: Space assignment and appointed set-up

FRIDAY Oct 29 Jan 21 Feb 18
10:00 AM - 4:30 PM Gates open to the public
5:30 PM - Closing

SATURDAY Oct 30 Jan 22 Feb 19
10:00 AM - 4:30 PM Gates open to the public
5:30 PM - Closing

SUNDAY Oct 31 Jan 23 Feb 20
10:00 AM - 4:30 PM Gates open to the public
5:00 PM - Closing
6:00 PM - Check out will begin

SHOW INFORMATION & CRITERIA



SHOW DATES:
Oct. 29-31, 2010 Jan. 21-23, 2011 Feb. 18-20, 2011

PLACE: On the tribal owned Palm Springs Festival Grounds, the home of "Western Chic" and the playground of Hollywood Stars. The Festival area is cement with easy-access parking for artist and public.

ELIGIBILITY: Open to all quality artists in all mediums. Work may be of any genre of fine art or quality craft.

SAVE BIG ON TWO SHOW PACKAGE

FEES TABLE					
	App Fee	Space Fees			City Tax
		Single	Double	Quad	
		Approx. Booth Sizes: 12x12 24x12 24x24			
EARLY BIRD DISCOUNTED FEES					
1 Show	\$25	\$175	\$325	\$500	\$25
2 Shows	\$40	\$350	\$500	\$675	\$50
3 Shows	\$50	\$475	\$625	\$800	\$75
Early Bird Deadline for all 3 shows: April 26, 2010					
STANDARD FEES					
1 Show	\$40	\$200	\$375	\$550	\$25
2 Shows	\$60	\$375	\$550	\$725	\$50
3 Shows	\$70	\$550	\$725	\$900	\$75
Timetable	Early Bird Postmark	Standard Postmark	Notify	Cancellation	
Oct Show	Apr 30	June 26	Jun 30	Sept 4	
Jan Show	Jun 26	Sep 25	Oct 5	Nov 27	
Feb Show	Jul 17	Oct 16	Nov 20	Dec 31	

MAKE CHECKS TO: PALM SPRINGS ARTS FESTIVAL.

* USPS postmark, do not spend extra money on overnight delivery. Use AOD if you feel the need for verification.

APPLICATION DEADLINE: (See fees table above.)

CANCELLATION: Space fee is refundable, if the Production Office is notified in writing (See fees table.)

CRITERIA: Artist must be present during the show. Original art must **predominate** booth display. Limited edition prints / giclees - individually labeled as such and properly signed, numbered and framed may be hung. Use flip bins or display racks for reproductions - clearly labeled as such. **No commercially made items, kits, molds or buy/sell are allowed.**

JURY: Submit **DIGITAL IMAGES** on a CD / DVD or via e-mail, or photos. Send 4 images of your work; plus 1 image of your fully-stocked booth.

Digital image requirements: Must be 1920 x 1920 pixels in JPEG, PNG or TIFF format in a sRGB color space. Label your images as follows: Last name *underscore* First name *underscore* image #.filetype.

Example: DaVinci_Leonardo_02.PNG For further examples go to our website, www.PSAF.biz and click on Artists Information.

BOOTH IMAGE must be of high photographic quality. Presentation is very important.

YOUR CD/DVD must be clearly labeled with your name and category either burned in or using black felt marker, NO stick-on labels. Place disc in proper sleeve. To e-mail images: Artists@PSAF.biz

**** YOU MUST ALSO INCLUDE:** An Artist's Statement and prior show information.

JURY CD will not be returned, but will be available at the festival.

All exhibitors: If you plan to display your work in another category, we will not require separate jurying this year. Juried work must predominate display. This is a **test**.

DISPLAY: Artists must furnish their own display panels and booth facilities. Space assignment is at the promoter's discretion and will be on CEMENT. Booth set-ups with canopies will need to be stabilized with weights. The display area is approximately 12'x12' in size. Artists must prominently display Artist's Statement in Display.

ARTISTS DISPLAY ALL ARTWORK AT THEIR OWN RISK.

SALES: Ten (10%) percent of sales and commissions received as a result of PSAF will be donated by the artists to the Festival. Artists will agree to Festival Regulations requiring the recording of all sales and reporting of all commissions.

A CALIFORNIA SELLER'S PERMIT from the California State Board of Equalization is mandatory for participation. Out-of-state artists can obtain the permit at: <http://www.boe.ca.gov/info/reg.htm> Under 'Applications available online', click on 'BOE 400 SPA'. Additional details will accompany acceptance notification. **Space will not be assigned without a proper Seller's Permit.**

VENUE: Palm Springs Festival Grounds is surrounded by beautiful mountain vistas and acres of parking. The Festival will be staged on cement with easy access for set up and convenient parking. Area is gated with 24-hour security. See our website: www.PSAF.biz

PARTNERSHIPS: PALM SPRINGS ARTS FESTIVAL donates a portion of show proceeds to several non-profit organizations who assist us during the event for arts and music study programs.

Palm Springs ARTS FESTIVAL

APPLICATION and JURY REGISTRATION

ON THE TWO SHOW PACKAGE SAVE BIG

NAME _____
Artist's Name Only, No Business Names

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ CELL _____

EMAIL: _____

WEBSITE _____

Circle dates attending: OCT JAN FEB

Application Fee Check (See fees table) \$ _____

Space and City license Check (See fees table) \$ _____

Please make both checks payable to:
Palm Springs Arts Festival.

One(1) digital e-card will be provided with acceptance. If you need postcards, How many will you need? _____

List name of additional attendee and check box:
 Collaborating Artist Spouse Assistant

Price Range of Work _____

Check Only One Check CATEGORY and circle MEDIUM that represents your image submissions. THIS IS THE CATEGORY THAT YOU WILL BE JURIED INTO.

2 DIMENSIONAL	2 or 3 DIMENSIONAL					
<input type="checkbox"/> YES I plan to sell signed and numbered giclees / reproductions	<input type="checkbox"/> BAS-RELIEF Fiberglass Metal Wood Surface Design					
<input type="checkbox"/> PAINTING on Canvas or Paper Acrylic Oil Watercolor	<input type="checkbox"/> PHOTOGRAPHY Black/White Color Hand-Colored Digital					
<input type="checkbox"/> DRAWING /GRAPHICS Pen/Pencil Charcoal Pastel	<input type="checkbox"/> Yes, I develop my own.					
<input type="checkbox"/> MIXED MEDIA Acrylic Oil Watercolor Pen/Pencil Charcoal Pastel Other _____	<input type="checkbox"/> NON-FUNCTIONAL Assemblage Ceramic Glass Metal Wood Fiber Other _____					
<input type="checkbox"/> OTHER 2-DIMENSIONAL Batik Handmade Paper Painted Silk/Fabric Collage Other _____	<input type="checkbox"/> JEWELRY Metal Fabrication/Carvings Lost Wax Castings Hand Beaded/Assembled					
<input type="checkbox"/> PRINTMAKING Hand pulled Etching Engraving Silkscreen Intaglio Litho Woodcut Other _____	<input type="checkbox"/> WOVEN TEXTILE OR FIBER Decorative Apparel					
	<input type="checkbox"/> FUNCTIONAL Fashion/Apparel Furniture Glass Wood Pottery/Stoneware Metal Other _____					
3 DIMENSIONAL Freestanding Sculpture (any media)						
Bronze	Hand built	Clay	Blown Glass	Metal	Stone	Wood

I have read the rules governing **Palm Springs Arts Festival (PSAF)** and hereby agree to abide them. I do hereby release and hold harmless **PSAF**, their staff, all sponsoring and volunteer organizations, venue, and the City of Palm Springs from any and all manner of action, suits, damages or claims whatsoever arising from damage, theft, loss, personal injury or death that may occur during **PSAF** or at any time applicant's property or persons is located at the **PSAF** site. I certify that all display work is hand-crafted and my own creation. **PSAF** has my permission to reproduce my images submitted, images of me, my booth and my artwork during the Festival for the purposes related to advertising and promoting **PSAF**, past or future. **PSAF** reserves the rights to make final interpretation of all rules and to disqualify any exhibitor for failure to comply with **PSAF** rules and regulations. I will use weights to adequately secure my display. There is a \$40 fee for all returned checks and cancellations. I acknowledge that this contract is binding, non-cancelable and non-transferable after the refund date.

SIGNATURE _____ DATE _____

RETURN APPLICATION TO: Palm Springs Arts Festival, 78206 Varner Road, Suite D-114, Palm Desert, CA 92211-4136