

SAVE BIG ON  
EARLY APPLICATION

# 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](mailto:Artists@PSAF.biz)

## CALENDAR REMINDERS

### 3-SHOW EARLY BIRD APPLICATION SPECIAL:

Apply by August 5, 2011  
(By USPS postmark)

SHOW		
JAN	*FEB*	MAR
2012	2012	2012

### SINGLE SHOW EARLY BIRD SPECIAL

Early Bird Application Deadline      Aug. 5    Aug. 5    Aug. 5  
for single show / package discount  
(By USPS postmark)

Application Deadline                      Sept. 12    Sept. 12    Sept. 12  
(By USPS postmark)

Final Acceptance Notices e-mailed      Sept. 23    Sept. 30    Oct. 7

**THURSDAY**                                      Jan. 19    Feb. 16    Mar. 1  
9:00 AM - Dark: Space assignment and  
appointed set-up

**FRIDAY**    Jan. 20    Feb. 17    Mar. 2  
10:00 AM - 4:30 PM Gates open to the public  
5:30 PM - Closing

**SATURDAY**                                        Jan. 21    Feb. 18    Mar. 3  
10:00 AM - 4:30 PM Gates open to the public  
5:30 PM - Closing

**SUNDAY**    Jan. 22    Feb. 20\*    Mar. 4  
10:00 AM - 4:30 PM Gates open to the public  
5:00 PM - Closing  
**6:00 PM - Check out will begin**

\*February event four days Friday, Saturday, Sunday & Monday

# Palm Springs ARTS FESTIVAL

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

**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

- **January 20-22, 2012**
- **\*February 17-20, 2012\***
- **March 2-4, 2012**

## At the Palm Springs Festival Grounds

*\*February event 4 days Friday, Saturday, Sunday & Monday.  
 A 3 day holiday, Artists may pick 2-4 consecutive days  
 to show-same price.*



# SHOW INFORMATION & CRITERIA



## SHOW DATES:

Jan. 20-22, 2012 \*Feb. 17-20, 2012\* Mar. 2-4, 2012

**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 Early Application

FEES TABLE					
	App Fee	Space Fees			City Tax
		Single	Double	Quad	
Approx. Booth Sizes: 12x12      24x12      24x24					
<b>EARLY BIRD DISCOUNTED FEES</b>					
1 Show	\$25	\$200	\$350	\$500	\$25
2 Shows	\$50	\$400	\$700	\$1000	\$50
3 Shows	\$75	\$600	\$1050	\$1500	\$75
Early Bird Deadline for all 3 shows: Aug. 5, 2011					
<b>STANDARD FEES</b>					
1 Show	\$40	\$200	\$375	\$550	\$25
2 Shows	\$80	\$400	\$750	\$1100	\$50
3 Shows	\$120	\$600	\$1125	\$1650	\$75
Electricity	\$120				
<b>Timetable</b>	<b>Early Bird Postmark</b>	<b>Standard Postmark</b>	<b>Notify</b>	<b>Cancellation</b>	
Jan Show	Aug 5	Sept 12	Sept 23	Nov 18	
Feb Show	Aug 5	Sept 12	Sept 30	Dec 16	
Mar Show	Aug 5	Sept 12	Oct 7	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 at least 300dpi 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](http://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 and mail. E-mail images to: [Artists@PSAF.biz](mailto: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**.

**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. Need electricity? More info?... See our website: [www.PSAF.biz](http://www.PSAF.biz)

**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.**

**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.



# ARTS FESTIVAL

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## APPLICATION and JURY REGISTRATION

NAME \_\_\_\_\_  
Artist's Name Only, No Business Names

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ CELL \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE \_\_\_\_\_

List name of additional attendee:

Collaborating Artist / Assistant \_\_\_\_\_

Price Range of Work \_\_\_\_\_  Yes, I want electricity at \$120 per show

<b>Circle dates attending:</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>
Application Fee Check (See fees table)		\$ _____	
Space Size; _____ x _____			
Space and City license Check (See fees table)		\$ _____	
		<b>Total \$</b> _____	
Please make all checks payable to: <b>Palm Springs Arts Festival.</b> One(1) digital e-card will be provided with acceptance. If you need postcards, How many will you need? _____			

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

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