

# THE SOUTHWEST ARTS FESTIVAL®

The Indio Chamber of Commerce announces the 22nd Annual Southwest Arts Festival®, January 25-27, 2008 at the Empire Polo Club in Indio, California.

Artists are invited to apply for this premier fine arts and crafts festival. More than 250 artists will be invited by Jury selection to participate in this three-day festival framed by the beautiful backdrop of the Santa Rosa Mountains in the Coachella Valley. The Empire Polo Club will once again be home to the Southwest Arts Festival®.

More than 15,000 guests visited the festival last year spending an average of \$4,452 per artist. Guests stroll the grassy festival paths while sipping fine beverages and enjoying wandering minstrels and performers.



As an invited artist you will enjoy one of the most exciting and hospitable festivals around. We provide easy check-in and checkout procedures with safe and secure access to festival grounds for set-up and breakdown. You will be able to drive right up to your space before and after the festival. Artist set-up begins on Thursday at noon. We know you'll be hungry after a busy work day and have planned a Welcome

Back and Newcomers Get-Acquainted Dinner that evening.

Each morning you'll enjoy a continental breakfast in the Artist Hospitality area. Daily lunch is served as well as an afternoon snack. Our artist Ambassadors will be pleased to watch your display.

A highlight of each festival is the Artist Awards Banquet where each artist and a guest can get reacquainted with friends, catch up on everything that has happened since last year, enjoy a wonderful buffet dinner, entertainment and honor the 2008 Festival Artist Award of Merit recipients. It might just be you!

Be a part of the most exciting Arts Festival in the west. Complete the attached artist application and mail it today!



# SOUTHWEST ARTS FESTIVAL® 2008 "CALL FOR ARTISTS"

## FESTIVAL INFORMATION AND APPLICATION CRITERIA

APPLICATION POSTMARK DEADLINE: FRIDAY, SEPTEMBER 14, 2007

***Please read all application information before completing form.***

**APPLICATION FEE** \$30 (Non-refundable) required with each application. (2007 Festival Award Winners are excluded from paying \$30 application fee, but must submit complete application). Make checks payable to Indio Chamber of Commerce. All applicants must submit required images of work to be displayed at the festival.

**ELIGIBILITY** Artists of all original fine art and fine craft disciplines may apply. No commercial agents, dealers, or manufacturers may enter. Mass-produced, kits, molds, embellished objects, and commercial reproductions are unacceptable. All artwork must be signed. All artwork displayed must be for sale. Limited edition offset lithographs and giclees are acceptable only if signed and numbered. Not more than 30% of the total art in your display may be comprised of limited editions or giclees.

**REQUIREMENTS FOR JURY** SWAF prefers that artists submit digital images of their work, however, we will accept photo images and convert to digital for you for a small fee (see Festival fees - below). You must be aware that the quality will not be as good as digital images.

**DIGITAL IMAGE REQUIREMENTS** Artists are required to submit four images of work, one image of the display and one head shot for each artist and spouse or assistant. Digital images must be in jpeg file format, 72 dpi resolution, no larger than 1920 pixels x 1920 pixels, and no more than 1.8 MB file size. File name must be labeled with artist last name, first initial, image number, and two-digit year as shown in example below. Please do not include dashes, underlines, extra spaces, all caps or image names.

### EXAMPLE

**Smith J 1 08.jpg** (use 1 - 4 for images)

**Smith J d 08.jpg** = display

**John Smith a 08.jpg** = first artist

**John Smith b 08.jpg** = second artist

**John Smith s 08.jpg** = artist spouse

**JURIED SELECTION:** All entries will be juried. 2007 Festival winners are automatically accepted into the show, but are still presented to the jury.

**WHY DO WE REQUIRE DISPLAY IMAGE?** All artists are juried on art presentation as well as art images. The Southwest Arts Festival® wishes to maintain a visually appealing event.

**WHY DO WE REQUIRE HEAD SHOTS?** Artist head shots are used to identify artists quickly and to assist staff in recognizing artists to provide superior service and assistance.

**WHY DO WE REQUIRE FOUR IMAGES?** Four images allows jurors to better evaluate an artist's work. The Southwest Arts Festival® is proud to present a wide selection of art.

**WHY DO WE REQUIRE DIGITAL IMAGES?** All art images are presented to the jury via large projection screen format. This process allows jurors to more easily view the images. The Indio Chamber of Commerce will scan and transfer high quality photographic images to acceptable digital format for \$10 per image. Images printed from computer printers or copiers are not acceptable and will not be transferred. Original prints will be returned if a SSAE is provided.

**ACCEPTANCE NOTIFICATION & PACKETS** Will be mailed approximately the last week of October. Please do not call the Indio Chamber to inquire about your status. Accepted artists will receive an artist acceptance packet via U.S. Mail with detailed information about the festival.

**WHAT DOES THE FESTIVAL LOOK LIKE?** The Southwest Arts Festival® enjoys spacious grounds at the Empire Polo Club in Indio, California. The festival is open-air with perimeter security fencing. Artist parking and overnight parking is available.

**SPACES** Artist must furnish own display panels and canopy to be set up in an assigned space approximately 12' x 12' in size. Stakes are required on all displays and their use will be enforced. A limited amount of electrical spaces will be available at \$35 additional per space.

**RESALE NUMBER** All artists must display and provide a copy of a valid California State Seller's Permit or Temporary California Seller's Permit, with the event site address, from the State Board of Equalization, to the Indio Chamber of Commerce. Additional details will accompany acceptance packet.

**FESTIVAL FEES** An application fee of \$30.00 will be processed immediately upon receipt. Your canceled check or credit card statement is your proof of receipt. There will be a \$25 service fee for all returned checks. Spaces are \$250 each. Electricity fee is \$35 per space. All applicants including award winners must pay space and/or electricity fees. Space fee and electricity fee checks or credit cards will be processed upon acceptance into the festival. Image transfer fees will be processed on receipt. Artists will make a 15% donation to the Indio Chamber of Commerce for all sales and commissions. Details will be described in artist acceptance packets.

### APPLICATION CHECKLIST

Completed application form

4 art images 1 display image

1 or 2 artist head shots 1 spouse head shot

\$30 application fee (separate check)

\$250 space fee times the number of spaces requested

\$35 electricity fee times the number of spaces requested

\$10 per image digital transfer fee (separate check - please)

SSAE for return of photographs

Is everything correct on the mailing label? Complete section below with any changes or additions

ARTIST NAME \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

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

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

Please circle the category that best represents the images you are submitting.

**FINE CRAFTS**

**DRAWING**

**JEWELRY**

**PAINTING**

**PRINTMAKING**

**SCULPTURE**

**TEXTILE**

**PHOTOGRAPHY**

Please describe materials used to create your artwork: \_\_\_\_\_

Number of spaces requested    1    2    3    4

A separate application and fee is required for each category entered for Jury.

I hereby acknowledge that I have read the attached information and agree that if I am accepted to participate in the 2008 Southwest Arts Festival®, I will abide by these and all festival regulations. I release the Indio Chamber of Commerce, The Southwest Arts Festival® and all its representatives of all liability and responsibility for damages including, but not limited to, loss suffered before, during or after the event, or as a result of the display of my work, equipment and materials. I understand that there are no refunds or rain checks due to inclement weather.

SIGNED \_\_\_\_\_ DATE \_\_\_\_\_

\_\_\_\_ \$30.00 APPLICATION FEE    \_\_\_\_ \$250.00 SPACE FEE    \_\_\_\_ \$35.00 ELECTRICITY PER SPACE



CIRCLE CHOICE

Artist Name or Cardholder name - if different \_\_\_\_\_

Cardholder Telephone \_\_\_\_\_ Cardholder E-mail \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**APPLICATION DEADLINE: FRIDAY, SEPTEMBER 14, 2007**

**MUST BE POSTMARKED BY SEPTEMBER 14, 2007**

760-347-0676

FAX 760-347-6069

WWW.SOUTHWESTARTSFEST.COM

**INDIO**



CHAMBER OF COMMERCE  
82921 Indio Blvd.  
Indio, CA 92201

**APPLICATION DEADLINE: FRIDAY, SEPTEMBER 14, 2007**

THE INDIO CHAMBER OF COMMERCE  
PRESENTS

**THE SOUTHWEST<sup>®</sup>  
ARTS FESTIVAL**

**JANUARY 25 - 27, 2008**

**EMPIRE POLO CLUB**

**“CALL FOR ARTISTS”**

**FESTIVAL APPLICATION**