

# ARTIST PARTICIPATION GUIDELINES

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*The annual Chain of Parks Art Festival is a multi-day Fine Art Festival with a two-day outdoor exhibit held in a group of city parks known as the 'Chain of Parks' in downtown Tallahassee, Florida. The festival is ranked in the Top 100 Fine Art festivals by Sunshine Artist Magazine, even reaching #1 in 2017! The Festival awards over \$10,000 in cash prizes with 150 juried artists competing. The Chain of Parks Art Festival has been recognized as a Legacy Event by Visit Tallahassee due to the 40,000+ visitors and patrons it attracts. All proceeds from this juried Fine Art festival benefit LeMoyne Arts, a non-profit community-based art center.*

COVID GUIDELINES: Despite these challenging times, the love of fine art in our community has not diminished. The 2022 Chain of Parks Art Festival will adapt to follow COVID-19 safety precautions as mandated by City, County and CDC guidelines at the time of the Festival. Our goal is to provide a FUN & SAFE art show for our community and artists.

## **EVENT DATES & HOURS**

Thursday, April 22<sup>nd</sup>: FSU Opening Nights Special Presenting Artist Event  
Friday, April 23<sup>rd</sup>: Artist set up in parks begins  
Workshops & Local Artist Demonstrations  
Deadline for booth set up completed is midnight  
Saturday, April 24<sup>th</sup>: Festival Artists open in the park 10 am – 5 pm  
Artist Awards Presentations 5:15 – 5:30 pm  
Evening Groove Concert 5:30 – 7:30 pm  
Sunday, April 24<sup>th</sup>: Festival Artists open in the park 10 am – 4 pm  
Special Event Closing Entertainment 3:30 – 4:00 pm

## **CASH AWARDS - \$10,000+ TOTAL**

1. Best of Show - \$2,000.00
2. Award of Excellence - \$1,000.00
3. Additional Awards - The Festival uses a weighted award system for the balance of award prize monies to be divided among mediums based on the number of artists in each, up to the total prize money amount.
4. Recycle Art Award - \$300

## **IMPORTANT DATES FOR ARTIST PARTICIPATION**

Application Deadline: October 31, 2021  
Jury Notification: November 15, 2021  
Booth Fee Due: January 3, 2022  
Event Setup: April 22, 2022 (generally after 10 am)  
Show Date/Times: April 23 & 24, 2022; Saturday 10 am – 5 pm & Sunday 10 am – 4 pm

Event Breakdown: April 24 2022 (after show closing at 4 pm)

### **ARTIST AMENITIES**

- Artist Awards of over \$10,000
- Artists retain 100% of sales of artworks sold.
- Artist hospitality area with all day complimentary refreshments and reserved portable toilets
- Quality style event T-shirt
- Volunteer booth sitters
- Limited to less than 150 artists
- Combined artist sales of over ½ Million for 2019 festival
- 24-hour on-site security provided by uniformed Police Officers (Tallahassee Police Dept.)
- Festival website includes artist image and live link to artist website
- High quality printed program with sample image and website information for each artist
- Digital marketing opportunities provided
- Complimentary reserved parking
- Limited, first-come-first-served basis, complimentary RV parking located close by
- Friday afternoon/evening set-up
- Top award winners automatically juried into next year's Festival
- Cover artist selected from participating festival artists

### **FESTIVAL HIGHLIGHTS**

- *Sunshine Artist Magazine*, Fine Art & Design Show Artist Survey – Ranked in top 10 Fine Art Festivals for 5 years in a row.
- Attendance of 40,000 visitors and patrons
- Over \$75K in Marketing & PR throughout North Florida & South Georgia
- The Festival kicks off on Thursday evening with a presentation by an accomplished artist through a partnership with the art festival and Florida State University's Opening Nights program. The public is invited to come and hear about the careers and adventures of visual artists who have spent time making a living creating art.
- Free evening concert after show closing on Saturday from 5:30-7:30 pm. Award announcements made available prior to evening concert
- Festival Village with children's art workshops and community partners to promote art education
- Festival hosted by non-profit art center
- On-site festival staff
- Volunteer committee with 35 members who work year-round to produce festival experience for artists, patrons, sponsors and attendees

### **BOOTH FEES**

- Application Fee: \$30.00 (non-refundable)

- Booth Fees: A standard 12x12 booth cost ranges from \$325.00 to \$375.00, depending on placement zone selected by artist. Zone layout map will be provided to accepted artists prior to the purchasing process.
- Limited number of Double and Corner Booths available for additional charge

## **JURY PROCESS**

Participation is determined by a 5-7-person blind jury in that jurors will not see artist name. The jurors will only see the artist ID, price, three required images, booth image, and artist statement. Your name or business should not appear in your application images. Jurors are keenly interested in the processes and techniques used to make your work so please describe in detail. This statement is often critical in determining originality and hand-crafted nature of presented work. We have allowed 500 characters in the application Artist Process Statement for this purpose. Jurors evaluate work based on originality, concepts, execution and consistency of style & presentation. Jurors also consider artist pricing for suitability to achieve success at this event and have a positive selling experience, generally artists whose works fall between the range of \$250-\$1,500.

*Note: If selected to participate in the Festival, Image #1 will be used to represent your art in the printed program.*

This show is designed for exhibiting artists who create and execute original, professional quality art. Categories are developed simply as a tool to organize artists' works into logical, related groups for judging competitions and awards. All work displayed MUST be produced by the exhibiting artist or two-person team collaboration and consistent with the images submitted to jury. Artist may only exhibit art in the category in which they were accepted. The Festival jury reserves the right to move an artist to a medium determined to be more comparable to the work presented in relation to other artists within the mediums or to merge mediums if the number of participants in that medium drops below ten.

**Jewelry:** Work must be designed, created and executed by the artist. All work displayed must be similar in style, quality and method to work presented in the artists images. No commercial casts, molds or production studio work is allowed. If using a commercially purchased component (bead, glass, gemstone, pearl, metal, or other material not made by the artist) and then strung, assembled and/or twisted on wire, the work must be unique and of an original design that makes it artistically distinguishable and attributable in design to the exhibiting artist. Embellishment to existing pre-assembled components is not considered acceptable as fine art works. This medium typically receives a large number of applications; therefore, to ensure that a variety of all mediums will be exhibiting, acceptance will be limited 30 jewelers.

**Painting:** Creation of a still life, portrait, landscape, abstract, or other image using any paint or combination of paints on a flat surface such as canvas, paper, wood, etc.

**Drawing, Graphics and Printmaking:** Compositions that are created by the artists' hand using chalk, charcoal, pastels, pencil, crayon, or ink. Printmaking is defined as multiple originals where the artists' hand has manipulated the plates, stones, blocks, composite reliefs, or screens. All prints must be properly signed and numbered in limited editions not to exceed 500.

**Photography or Computer-Generated Work:** Photographic Works: two-dimensional work created by the artists that includes digital and film photography that has not been manipulated to achieve results beyond what could be produced in a traditional darkroom. Only artists' original source material is acceptable. Works displayed in booth must be printed by the artist or under the artist's supervision in limited editions properly signed, and numbered. Computer Generated Work:

includes any original work created solely by the artist utilizing computer technology to craft visual images. Combinations of these media are also accepted in this category. All works must be properly signed and numbered editions. Both require disclosure of creative and printing processes.

**Two-Dimensional Mixed Media:** This medium is for works that incorporate more than one type of media in their production. Two-Dimensional Mixed Media will include, but is not limited to, more than one of the following: paint, pencil, photography or printmaking. Two of the same media style, i.e. oil & acrylic, pencils & pastels, etc. should not be submitted here. This category is not applicable for artwork that consists of one medium and then uniquely framed. Please include your brief determination as 2-D MM in the artist statement.

**Studio Pottery:** all original clay and porcelain work is accepted in this category. If multiple pieces similar in design are displayed, each piece must be signed. RAM pressed work or work produced from commercially poured molds is not acceptable.

**Glass:** work that has been hand-crafted by the artist by blowing, fusing, casting or kiln forming. This medium may exhibit jewelry that incorporates the artists' body of glass work. No forms of mass production are permitted. Pre-manufactured glass items are prohibited, regardless of additional modification or enhancement by the artist.

**Fiber & Textiles:** all work crafted from fibers including basketry, embroidery, weaving, tapestry, leather work, and papermaking. No machine tooling, machine-screened patterns or other forms of mass production are permitted. All pre-manufactured wearable items are prohibited, including studio production, regardless of additional modification or enhancement by the artist.

**Three-Dimensional Mixed Media or Sculpture:** art visible from 360 degrees. Three-Dimensional Mixed Media Works incorporate more than one type of physical material in their production and include the following: clay work, fiber, found objects, glass, metal, paint, wood, or any other 3-D objects. Sculpture is original three-dimensional work incorporating any materials that are designed and executed by the artist. No production studio work is allowed.

## **GENERAL SHOW POLICIES**

- Open to all artists 18 years or older and are accepted for participation by a blind-jury.
- Artists are **REQUIRED** to present and sell their own work. **Absolutely NO agents, dealers, or sales representatives may work the booth in place of the artist.**
- Images submitted for jury acceptance must be of artwork created within the last 3 years and must be consistent with the work to be displayed in your booth.
- Booth to exhibit at least 50% artist created original art. Signed and limited edition/numbered reproductions of original artwork are eligible for presentation in conjunction with original works. Work not numbered editions may be displayed in bins.
- The Chain of Parks Art Festival is a family-oriented event, and exhibits must be in keeping with this atmosphere.
- ***THE FESTIVAL COMMITTEE CANNOT STRESS ENOUGH ITS COMMITMENT TO MAINTAINING A HIGH-QUALITY FINE ART EVENT.*** Dealers, buy-sell products, and other infringements on this core mission will be addressed on an individual basis.
- **SALES & TAXES:** Each artist is responsible for collecting and reporting 6% Florida sales tax + 1.5% local sales tax and remitting it to the Florida Department of Revenue (FDOR). We are required to provide the FDOR your name and contact information as record that you participated in the event.

### **ARTIST CANCELLATION POLICY**

- Booth Fee due on January 3, 2022. Once paid in full these fees are considered non-refundable. Extenuating circumstances can be reviewed by the committee for a partial refund prior to the Festival program production date of February 15, 2022. Exhibitor refunds are subject to a deduction of a \$50.00 for fees retained by ZAPP plus a LeMoyne Arts administrative fee.

The Festival has a rain-or-shine policy and will remain open in inclement weather unless advised by local, state, or federal governmental officials of a mandatory closing. Application fees are always non-refundable.

### **EVENT CANCELLATION POLICY**

The festival is a fundraising event run by a non-profit community art center supporting artists. Booth fees go directly to advertising and operations for the event. The event will only be cancelled if the safety of the artists and patrons is deemed at risk by local, state, or federal governmental agencies. Should we be required to cancel, we will contact participating artists to evaluate options for a 'Plan B'. However, *if the event is cancelled on or before February 15, 2022, we will be offering full booth fee refunds to all artists. If the event is cancelled after February 15, 2022, we will be offering at least\* 50% refunds as well as a rollover opportunity. Application fees are non-refundable.* \*Our event runs on a very tight budget and this amount will be based on what we are able to return after advertising and operational costs spent can be evaluated.

### **THE FOLLOWING ARE PROHIBITED**

- Unsigned reproductions of original artwork
- Copies of original artwork and works reproduced or copied from works of masters, advertisements, commercial or widely circulated photographs or offset prints
- Work purchased from an outside source for resale
- Any artwork produced using production or cottage labor in any category
- Work created by kits, manufactured or kit jewelry, pre-assemble supplies, decoupage and ceramics cast from mass produced commercial molds
- The Festival does not accept exhibits with crafts such as soaps, candles, scented oils and homemade food items.
- Mass-produced note cards, commercial books, etc. unless of the exhibiting artist works.
- Framing in the Park
- Artwork not in the category in which the artist applied and was accepted
- Unsigned artwork or work not using archival materials
- Generators must be approved by festival staff prior to use

### **IMPORTANT**

During the Festival all displays will be visited by the Review Committee to ensure that the displays and artwork are following Festival rules. It is our exclusive right and responsibility to remove work that is not in compliance. An Officer of the Festival will make the final decision. Non-compliance can result in expulsion and ineligibility for judging, awards and future Festival participation.

Artists are to provide their own white tents which must meet all fire codes. **All tents must be weighted, not staked – even those exhibiting on grassy areas due to City park restrictions.** Area provided to exhibit is 12x12, most with storage behind them; however, some booth spaces in our highest traffic areas do not have back space. Some booth locations will be allowed to bring an umbrella for extra shade around their booth area. As an outdoor event, exhibit spaces are not perfectly level but street booths do offer a more stable flat surface for those that require it. **Electricity is not available.** Please note if you have storage or any other special requests in the comments section of your ZAPApplication. Artists are provided a standard basic tent ID card at check in for the judging process. Artists are required to affix these to the front of the tent so they are easily visible. Artists are requested to exhibit within their designated space.

Artist will receive check-in times, locator map, temporary exhibitor parking permit, and State of Florida sales tax information on a date close to the event.

### **CHECK IN & SET UP**

***All artists are required to check in*** Friday, April 22, at LeMoyne Arts, 125 N. Gadsden Street and show proof of identity. Specific setup times will be provided to artists after acceptance, based on booth location. LeMoyne is open from 10am-7pm for the check-in process. No-show artists – artists who do not alert the Festival of their cancellation – are subject to non-acceptance for future shows.

**NOTE:** Booths located on the streets can setup only after street closures, generally on Friday at noon. All setup must be complete and all vehicles removed to designated parking areas immediately after unloading to allow others access. Set up must be complete no later than midnight on Friday. Vehicles parked within Festival streets without a Festival provided permit will be subject to towing.

### **SECURITY**

Overnight security is provided by the Tallahassee Police Department (TPD) on Friday and Saturday nights, allowing artists to leave exhibit displays. We strongly recommend that you pack up all valuable merchandise and equipment. LeMoyne and TPD are not responsible for any loss.

### **LEGAL AGREEMENT SECTION**

By submitting an application, I, and my co-artist (collaborator), if applicable, hereby and forever discharge the Chain of Parks Art Festival, LeMoyne Arts, LeMoyne Art Foundation, Inc., the Festival Committee, participating Sponsors, the City of Tallahassee and Leon County of and from all manner of actions, suits, and damages, claims and demands, whatsoever in law or equity, from any loss and damage to the undersigned's property while in the possession, supervision or auspices of The Chain of Parks Art Festival, their agents, representatives or employees. I warrant that:

- Submission of my ZAPP application confirms my commitment to abide by the Festival rules and regulations as established by The Festival Committee and the City of Tallahassee.
- The artworks submitted for jurying and the artworks to be displayed in my booth are all original works that are both designed and executed by my own hands. If produced with a collaborator,

the work is made solely by my collaborator and me with our own hands. Artwork submitted for jurying was created within the last 3 years.

- There is no production studio with employees associated with any of the work to be sold in my booth.
- The work in my booth is not purchased from an outside source for resale at the Festival.
- There are no reproductions or enhanced/embellished reproductions in my booth.
- If selected to exhibit at the Chain of Parks Art Festival, I authorize use of the images submitted with my application or duplicates thereof for Festival publicity or documentation.
- I agree to grant a license to the Chain of Parks Art Festival to reproduce electronically, in limited resolution, my original artwork for a period of up to thirty (30) months beginning January 1, 2022.
- I understand by applying, my art images shall not be redistributed except as anticipated on The Festival website and programs and other Festival related media, without my express written permission.
- A *confirmed* application in ZAPP and full payment of the exhibitor fee is a commitment to show in my selected category and to abide by the Festival rules.
- No refund of artist exhibitor booth fee will be made for artist cancellations after February 15, 2022, Midnight EST. Exhibitor refunds are subject to a deduction of a \$50.00 for fees retained by ZAPP plus a LeMoyne Arts administrative fee.
- The Chain of Parks Art Festival reserves the right to make final interpretation of all rules.