



ARTsMART 2011

Mt Shasta Mall

November 5, 2011

ARTIST PROSPECTUS

Invitation

The Shasta County Arts Council invites artists and craftsmen to apply to exhibit and sell their work at the third annual ARTsMART in the Mt Shasta Mall scheduled for Saturday November 5, 2011, 10:00 AM – 9:00 PM.

About the Show

The Shasta County Arts Council and the Mt. Shasta Mall have partnered to present a one-of a kind all arts all entertainment day for the community and for artists to display, demonstrate, and sell their wares. ARTsMART is designed to be a culturally rich environment for the community to learn about the arts and to experience a variety of arts, including performing, musical, and visual arts all in one day. Our first year, 2009 was a huge success, the parking lot was full, and over 12,000 patrons visited the mall, the largest one-day arts event in Shasta County. The artists who participate gain unparalleled exposure. We hope this event will become a one-stop shopping and entertainment venue benefitting the entire community. 2010 was so successful that the mall moved ARTsMART to November and has committed to advertising. There will be live music and entertainment during the entire day. If you have a preference about your proximity to the entertainment, please specify in the application. We will do our best to accommodate you, though we cannot guarantee. Applications will be juried and accepted on an ongoing basis.

Date to Remember: October 20, 2011

*Entry Deadline

*Booth Fee of \$40.00 (Contact us for group or shared booth fees.)

*Copy of Sellers Permit due. This is a firm date.

Exhibits:

Setup Time: Friday night 8 PM-10 PM or Saturday morning at 8 AM. All booths must be set up before the show opens at 10am on Saturday.

Check in: There are four entrances to the mall where you can unload your work. You will be assigned the location that is closest to your booth assignment. Upon arrival, check in with show coordinator: Susan Emerson

Displays: You are invited to bring any booth displays items that will make your booth special, including but not limited to easels, portable walls, etc. If you bring additional tables, we require that it be covered in a floor length table cloth.

Demonstrations: This event is designed to engage the patrons in the arts. Each artist is required to demonstrate all or part of the time during the show, depending on the medium. The time(s) you plan to be demonstrating must be disclosed, this information will be provided to patrons upon their entrance to the show.

Lighting/Electricity: The mall is well-lit, but some displays require additional lighting or electricity. Please be sure to specify whether or not your display requires electricity. Outlets are limited.

Booth sizes vary but most average 10'x10'

Sellers Permit: A seller's permit must be provided no later than October 20, 2011. *Permits may be obtained at no cost by contacting the CA State Board of Equalization office: One-day permits are available.* 2881 Churn Creek Rd., Ste. B, Redding, CA 96002-1146, (530) 224-4729 FAX (530) 224-4891

Application Process:

Applications, fees and necessary forms are due on October 20, 2011. Show examples of all mediums you are submitting for consideration. Acceptance to the show does not guarantee that all of your mediums will be accepted.

Shasta County Arts Council membership is required for every participant. \$15 Full time Student / Senior (62+), \$25 Individual, and \$35 for Family.

Images must be submitted by cd with application, or by email to susan@shastaartscouncil.org. Please provide up to five images of each medium, digital format only.

Booth Fee is \$40 per artist. Fees must be paid by October 20, 2011 for artist to be considered. Fees may be paid online at www.shastaartscouncil.org/ARTsMARTapplication, by check, payable to SCAC ARTsMART or by phone the Shasta County Arts Council administration office.

Artist selection: Artists will be chosen based on quality of work, craftsmanship and variety. Mass-produced items are not allowed.

General Release and Artist's Responsibility form: must be signed and turned in with application.

Online application: Artists may apply online using the online form. All information must be filled out. If applying online use the checklist provided to ensure all forms are turned in and fees paid.

2011 ARTsMART & MT Shasta Mall Artist Rules and Responsibilities

Please initial each line to acknowledge the rules of the show:

1. ___ Shasta County Arts Council membership is required for every participant.
2. ___ Applications, fees and necessary forms are due by October 20th. All booths must be paid in advance. No refunds.
3. ___ Artists will be chosen bases on quality of work, craftsmanship and variety. Mass-produce items are not allowed.
4. ___ Artists are permitted to display approved work only. (For example: if an artist applies for show with only images of sculpture, jewelry will not be permitted unless it is approved ahead of time by the show coordinator.)
5. ___ The show starts at 10am and runs until 9 pm all artists must be set-up by the time the show starts and remain set-up until the show ends. No exceptions.
All tables must be draped to the floor. The first 30 artists that sign up and are excepted if needed will have 1 draped table pervaded to them from the mall. You will be responsible for the condition of the tablecloth.
8. ___ Pop-up canopy tents are prohibited inside the mall.
9. ___ Mt Shasta Mall will tape down all power cords.
10. ___ You cannot set-up without checking in first.

I have read and understand the terms and conditions as indicated on the application and contract. If Rules and Responsibilities of the SCAC & the Mt. Shasta Mall are not met, you will not be invited back in future years.

Signature _____ Date _____

Print Name _____

Artist Application – SCAC ARTsMART 2011 Mt Shasta Mall 10:00 AM – 9:00 PM

Last Name:	First Name/MI:
Email:	Website:
Phone:	Cell Phone:
Street:	City:
State/Zip	Resale permit #..(ie... SR AR 12202352)
SCAC Member? Y N	Do you prefer to be near the entertainment? Y__ N__ no preference__
Medium(s)/Craft:	Do you require electricity? Y N
Demonstration Time:	Setup time (choose one or both): Fri 8pm-10pm____ Sat 8am-10am____ Both____
Do you prefer to be near a particular artist? If yes, whom? _____	Are you sharing a booth? If so, with whom? _____
Description of artwork and short Artist Statement that we can use for PR.	

General Release:

The undersigned does hereby and forever discharge Shasta County Arts Council of and from all manner of actions suits, damages, claims and demands whatsoever in law or equity from any loss or damage to the undersigned's property, while in the possession, supervision or auspices of Shasta County Arts Council, its agents, representative or employees. The undersigned also agrees to allow the Shasta County Arts Council to use images for publicity purposes.

The undersigned has read and complies with all rules printed in this application.

Printed Name

Artist Signature / date

For Office Use Only:		Artist Name
Photos in	Date application received	Electricity required
Demo time	Receipt sent	Booth Space
Permit #	Confirmation sent	Entry door
Biography in	Accepted/declined	Media
Release signed	SCAC Member	Setup Time Space #

