



## 2018 Rules and Guidelines

In keeping with the spirit of the festival (creating a platform to aid new fine artists desiring professional traction in the area and encouraging fine art collection), we do accept artists of all profession, but require at least 75% of artwork presented during Art Crawl be priced at \$350 or less.

In addition, professional fine artists are highly encouraged to participate to aid in new artists growth and to sell artwork, but will not be eligible for awards. (Professional - defined as one who has an established record showing their work in museums, art centers, major galleries or makes more than 25% of their annual income off the sale of their artwork.)

All applications must be submitted online with 3 images representative of the artwork that will be for sale at Art Crawl. (These images will be used in the adjudication process into Art Crawl.)

### Image Requirements:

- .jpg format (no slides or original artwork accepted)
- No identification of the artist in the images
- Each image is to be of one piece only
- Artwork MUST have been created within the past two years.
- Returning applicants should apply with images of newest work.

### Selection:

Art Crawl is a juried fine arts festival. All artwork must be original. Works produced from kits, commercial molds, or copied from posters, commercial photographs, magazines, books, albums, or any copyright images will be disqualified, including fan art. It is the responsibility of each artist to use discretion in this regard.

Eligible artists will be chosen by a jury consisting of art professionals and will be based on originality, appearance of artist voice, visual impact, and quality for inclusion in the festival. Optional feedback will be available after the adjudication process for those who are not chosen. **Accepted artists will be notified by September 7, 2018.**

## **Awards:**

During the festival, artwork will be judged and the following cash prizes will be awarded to artists recognized as “new”. (Defined as one who does NOT have an established record as a professional artist showing their work in museums, art centers, major galleries or make more than 25% of their annual income off the sale of their artwork.)

First Place - \$750

People’s Choice - \$100

Second Place - \$500

Sponsor Purchase Awards - up to \$350

Third Place - \$250

## **Fees:**

An application fee of \$25 per artist is required to apply. This fee is to be paid via PayPal through the online application. If chosen, a \$75 space fee is required for inclusion in the festival. Fees are non-refundable.

**NOTE:** All artists accepted into the festival are responsible for collecting Florida sales tax (7%) on all sales during Art Crawl and must fulfill reporting requirements for the [Florida Department of Revenue](#).

## **Inclusion:**

Each artist chosen for Art Crawl will be given a 12’ x 12’ outdoor space. Spaces will be on grass, and artists are NOT allowed to stake their tents. Tents must be secured with weights.

## **Setup/Display of Artwork:**

- Setup will start at 6:00am the morning of the festival.
- Any method of display is acceptable if it fits within the assigned area (tent, tables, shelves, fence, etc.).
- Tents, tables and chairs will not be provided and there is no access to electricity.
- All artwork must be displayed in a safe manner that will not cause risk to anyone.
- All artwork must be visibly priced.
- All artwork on display should be family friendly.

Hospitality (Thanks to Lakeland Art Guild and Black & Brew Coffee House and Bistro):

Artist hospitality is provided this year by the Lakeland Art Guild in partnership with Black & Brew Coffee House and Bistro. Snacks, water and lunch will be provided during Art Crawl for each accepted artist.

In addition, food trucks will be on site in which to purchase food and beverages if desired, in addition to local restaurants in the immediate area.

### First Time Participating in an Art Festival?

#### APPLICATION TIPS

- Choose submissions from your most recent works.
- Make sure work is consistent through medium, style and skill.
- Take good photos of your artwork. Watch [VIDEO](#).
- Remember artwork of copyright images will be disqualified. This includes fan art.
- Apply early.

#### EVENT TIPS

- Be prepared for wind, rain or shine. Check the weather forecast ahead of the date.
- Table, chairs and/or tents are recommended. These will not be provided and you will be at your space all day. Also consider bringing someone with you to watch your booth if you want to look around the festival, network and take a break for lunch.
- If you are selling matted artwork, use standard sizes to make framing for the customer easier.
- Have a business card or other handout with your contact information in case someone wants to purchase a piece after the show.
- Prices on artwork should be visible.
- Have packing material for your artwork. Scrap cardboard or cling wrap is recommended for protecting frame edges.

*Art Crawl, Inc. is a 501c3 non-profit organization serving as a catalyst to celebrate the emergence of new and innovative artists in and around Central Florida.*