



2021 Rules and Guidelines

In keeping with the spirit of the festival (serving as a catalyst to celebrate the emergence of new and innovative artists and encouraging fine art collection), we do invite artists of all profession, but require at least 75% of artwork presented during Art Crawl be priced at \$400 or less.

In addition, professional fine artists are encouraged to apply to aid in emerging 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.)

Application:

All applications must be submitted online with 3 images representative of the artwork that will be for sale at Art Crawl. (The images submitted will be used in the judging process. No others will be considered.)

Image Requirements:

- .jpg format (Any other format will be disqualified)
- 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.

Juried Selection:

Art Crawl is a juried fine arts festival. All applicants will go through a judging process to be considered for one of the featured artists spots during Art Crawl.

All artwork must be original in idea and concept. 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 (artwork based on copyright characters, places, or things derived from a series of character or other aspect of that work). It is the responsibility of each artist to use discretion in this regard.

Artists will be chosen by a jury consisting of art professionals and will be based on skill, appearance of artist voice, visual impact, quality, and most importantly, originality, for inclusion in the festival. Art Crawl's ultimate desire is to highlight artists using their skills in contemporary media and content - the combination of materials, methods, concepts, and subjects that challenge traditional boundaries. **Chosen artists will be notified by August 27, 2021.**

Awards:

During the festival, each artist's body of work will be judged and the following cash prizes will be awarded to artists recognized as "emerging". (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 accepted, a \$75 space fee is required for inclusion in the festival. ALL 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. If artists are bringing a tent, the tent is NOT allowed to be secured by staking into the ground. The tent 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.) including artwork. Art Crawl is not a “white tent” event. Creativity is encouraged.
- 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:

Artist hospitality is provided this year by the Lakeland Art Guild. Snacks and water will be provided during Art Crawl for each accepted artist.

Additional food and beverage will be available to purchase at local restaurants in the immediate area.

Policies:

- Art Crawl is open to artists displaying their own original work. No agents or dealers. Exhibitors’ work must correspond to the images submitted for jurying. Art Crawl, Inc. has the right to expel without refund any exhibitor who breaks these rules during Art Crawl.
- Artists entering are permitted to display only their own work in their space.
- Artists are not permitted to sell pieces with copyright images, pieces made from kits or sell mass produced artwork printed on merchandise items such as cups, mugs, ornaments, etc.
- Artwork must be in good taste and mindful of the show’s intent and community’s standards. Profanity, obscenity or objectionable material will be removed.
- Artists must provide and be responsible for their own tents, equipment, display racks, tables, chairs, etc. Displays must be strong enough to withstand winds and crowds. Staking is NOT allowed. Free weights are mandatory due to underground electric. The City of Lakeland has the right to remove and keep any stakes found in the ground.
- Due to limited volunteers and liability, Art Crawl, Inc. cannot commit to assisting in the setup and breakdown of artists’ displays. However, if there is an unforeseen issue we will have volunteers on hand to help.
- Submitted images may be used for publicity purposes.

- Artists must be physically present during the entire show and the space staffed at all times. No proxy or stand-in exhibitors will be permitted.
- All artists are responsible for collecting Florida sales tax (7%) on all sales during the Festival and must fulfill reporting requirements for the Florida Department of Revenue.
- By participating in Art Crawl, you agree that you and your artwork may be photographed in the context of the festival. You understand these photos may be used for promotion, publicity, social media or advertising and that you will not receive compensation for the use of the photos.
- Alcohol is not permitted on-site. Art Crawl, Inc. has the right to expel without refund any exhibitor who breaks these rules during Art Crawl.
- **Art Crawl, Inc. reserves the right to remove or expel any exhibitor for any reason it deems necessary including but not limited to an exhibitors failure to adhere to reasonable standards of behavior.**

(ADDED BENEFIT) Exhibitions:

Art Crawl, Inc. works to solidify additional opportunities for local artists after each festival. Community partners will offer Art Crawl 2021 artists special consideration for upcoming exhibitions in 2022. (Details to come at a later date.)

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. Art Crawl is ran by a team of volunteers dedicated to pushing the arts and arts education forward.