



## 2024 Rules and Guidelines

The Art Crawl festival is designed to spotlight emerging artists, performers, other area art organizations, and grass-root art movements that may not fit the common mold of traditional art festivals in the area.

In keeping with the spirit of the festival, we invite artists of all professions, but require at least 75% of artwork presented during Art Crawl be priced at \$500 or less to encourage sales and artwork collection. Artists applying are encouraged to have a variety of sizes and price points for audience accessibility. (As a guide, most find success in selling works and prints ranging in the \$20-\$100 range.)

### Artist Selection

Art Crawl is an invitation only fine arts festival. Artists showing interest in Art Crawl when applying are automatically considered for one of the featured artists spots during Art Crawl 2024. To promote the sale of artwork, Art Crawl artists are curated and invited to participate.

Art Crawl artists are selected based on the following criteria:

1. **Technical Skill** - the application of acquired skills and techniques in a medium to advance an original perspective or personal voice.
2. **Voice** - the underlying message or feeling behind the work that the artist is attempting to communicate to the viewer by using an authentic and unique point of view and style.
3. **Visual Impact** - the lasting impression that a work has on an individual when viewed. Strong art displays a unique organization of art elements, content, concept, and execution to create a cohesive and memorable work.
4. **Craftsmanship** - the demonstration of the technical skill in a medium, attention to detail, and passion of the artist to create an artwork of quality. Artworks with good craftsmanship are complete, sturdy enough to handle, able to stand on their own, and are not torn or broken outside of the artist's original intention.
5. **Originality** - showcasing unique, powerful, and innovative ideas or concepts that challenge conventions, blurs boundaries, or shifts notions of how a particular concept or emotion can be expressed. Original works use strong metaphor, personal meaning, and/or complex visual responses that leave a lasting impression on the viewer.

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 have the presence of one's own voice. **Invited artists will be notified by August 30, 2024.**

## Acceptable Work for Sale

All artwork must be original in idea and concept. Art Crawl is open to artists displaying only their own original work. No agents or dealers. Exhibiting artists' work must correspond to the images submitted during the application process.

- Limited editions and reproductions:
  - All photographs, prints, reproductions of original works, and digital artwork productions must be signed and consecutively numbered (in editions not to exceed 300).
- **Artists are NOT permitted to sell pieces with copyright images or pieces made from commercial kits/molds.** Works produced from commercial kits or 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. **See example sheet.**
  - **Pop Art** must contain artwork derived from public domain or uncopyrightable sources.
- Artwork must be in good taste and mindful of the show's intent and community's standards. Profanity, obscenity, or objectionable material may be removed.

## Fees

There is no fee to apply.

If invited to participate, an \$85 space fee is required for inclusion in the festival. This fee is to be paid via PayPal and is 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.

## Setup/Display of Artwork

Each artist chosen for Art Crawl will be given a 12' x 12' outdoor space. Spaces will be on the asphalt street. All tents must be secured with at least 60lbs of weights.

- Setup will start at 8:00am 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" required event, therefore 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 to encourage sales.

## Hospitality

Snacks and water will be provided during the Art Crawl festival for each invited artist. Additional food and beverage will be available to purchase at food trucks and vendors at the event.

## Policies

Art Crawl, Inc. has the right to expel without refund any exhibitor who breaks these rules during Art Crawl.

- Art Crawl seeks to work and support those who value kindness and growth. Bad attitudes and rudeness to staff, volunteers, artists, guests, patrons, sponsors, dogs, cats, lizards, aliens, or any other creature that walks this Earth will NOT be tolerated. **Art Crawl, Inc. reserves the right to remove or expel any exhibitor for any reason it deems necessary including but not limited to an exhibitor's failure to adhere to reasonable standards of behavior.**
- 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. At least 60lbs of free weights are mandatory for safety of artwork, artists, and audience.
- 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.
- 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 the Art Crawl festival, you agree that you and your artwork may be photographed in the context of the festival. You understand these photos and any photos submitted during the application process may be used for promotion, publicity, social media or advertising and that you will not receive compensation for the use of the photos.
- **BE NICE. ENJOY YOURSELF AND OTHERS.**

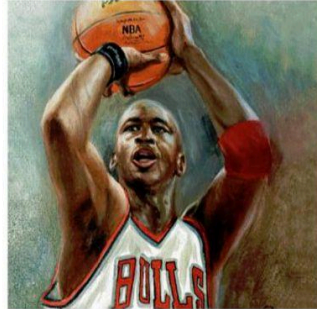
## EXAMPLE SHEET

Artists are **NOT** permitted to sell pieces with **copyright** images, pieces made from kits/molds, or sell mass produced artwork **printed** on merchandise items such as cups, mugs, t-shirts, etc.



I created artwork copied off a character that is not mine.

**NO**



I created artwork from someone else's photo.

**NO**



I created artwork solely from a kit.

**NO**



I bought mugs with my artwork printed on them.

**NO**



I glaze mass produced pre-molded mugs.

**NO**



I make my own mugs and they speak for themselves.

**YES!**



I bought t-shirts with my artwork printed on them.

**NO**



I design and print my own t-shirts by hand.

**YES!**