

REQUIREMENTS

This is a WORKING artist show. All artists must be prepared to either demonstrate their method of work, or be able to illustrate works in progress. “En plein air” is a French expression that means “in open air.” During the mid 1800’s artists painted outdoors to get the benefit of natural light. *ArtWorks Fine Arts Festival* provides a unique experience for the public to view artists painting outdoors as well as other artists/craftspersons demonstrating their expertise in order to expand our knowledge of what is involved in creating an artwork or craft object. Therefore, *ArtWorks Fine Arts Festival* values the act of educating the public as much as providing outstanding artwork for viewing. In addition to the awards for excellence in art displayed at the festival, our show gives bonus awards for the best demonstrators. The best demonstrator engages and educates the public in his/her demonstration.

VIEWING COMMITTEE

To be eligible for judging, each artist must have his/her display ready by 10:00 A.M. Saturday morning. All booth numbers must be prominently displayed on the front right side of the tent. Members of the ArtWorks of Eau Gallie, Inc., Committee will tour the Festival on Saturday and Sunday morning to ensure that all rules are followed. Any violation of the rules may result in expulsion from the festival.

2011 JUDGES

This year ArtWorks will have two judges for the fine arts awards. They are: Jennifer Collidge, director of the Florida Museum of Contemporary Art in DeLand, and Dan Gunderson, ceramic artist and ceramics professor at Stetson University in DeLand.

2011 DEMONSTRATORS, JUDGES

A committee of community volunteers will select the winning demonstrator. For details, please go to “*Demonstration Judging Criteria*” posted on our website.

www.artworksofeaugallie.org



15th Annual ArtWorks Festival
Eau Gallie Arts District
Highland Ave., Melbourne, FL
info@artworksofeaugallie.org
321-242-1456

Presented by ArtWorks of Eau Gallie, Inc.

ArtWorks of Eau Gallie Fine Arts Festival is an extraordinary experience for the entire family. The community-oriented event features over 100 artists working “en plein air.” The unique requirement that each artist create works as they exhibit or demonstrate their techniques makes this an exceptional show for both artists and patrons. The monetary awards have increased steadily since ArtWorks’ inception in 1996 to **\$15,000** for **2011**. Patron purchase awards have increased annually with **\$3,800** awarded in last year’s ArtWorks. Simultaneous events occur at the Brevard Art Museum, Eau Gallie Public Library, local galleries, and the Brevard Porcelain Artists at the Eau Gallie Civic Center.


2011 POSTER ARTIST:

The 2011 ArtWorks Poster winner is acrylic painter, Tom Powers. Tom’s art journey began in 2003 while visiting Key West where he saw artists painting “en plein air”. He was invited to join them, which he did, willingly. Once back in Melbourne, he was encouraged and mentored by members of the Artists’ Guild to continue to paint. The late Ed Sellers told Tom that there was “no secret to painting, just paint”, and paint he has. Tom is especially intrigued by architecture, particularly landmark buildings. Tom’s entry, entitled *Eau Gallie Bank* is of the bank (circa 1925) at the corner of Eau Gallie Boulevard and Highland Avenue. The large signature clock brings back many childhood memories of “Old Brevard,” as well, as being a welcoming sight to many residents. Tom’s rendering of this local landmark is a perfect example of an artist capturing a piece of “yesterday.”

2011 POSTER DESIGNED BY:

All Service Graphics

ArtWorks of Eau Gallie
1490 Highland Ave.
Melbourne, FL 32935



2011



November 19 and 20
10 a.m. to 5 p.m. both days

Artists Working
“en plein air”

Along Highland Avenue
Eau Gallie Arts District

Live Entertainment, Food Court

Presented by
ArtWorks of Eau Gallie, Inc.
info@artworksofeaugallie.org
www.artworksofeaugallie.org

RULES OF THE SHOW

ARTWORK

All work must be original art created by the artist since 2009. Works that have won previous awards in this Festival are not eligible for awards in 2011 and should be labeled "Ineligible for Award."

• **Only one browse box for original, numbered prints such as lithographs, etchings and serigraphs, and one browse box of Giclee or offset lithograph prints are allowed per booth.**

The viewing committee will strictly enforce this rule.

EXHIBITS

ArtWorks Fine Arts Festival is a family-oriented, and alcohol-free event. Any work considered obscene will not be allowed. Unacceptable work also includes, but is not limited to, artwork created from works of the masters, commercial reproductions, or products, copies, kits, and all crafts defined as hobby work.

- Artists may only display work in the medium in which their work has been accepted. All exhibited artwork must be accurately represented in the digital images/slides.
- Artists must be present during all exhibition hours on both festival days.
- Artists will receive and must display a card showing their name, city of residence, medium, and booth number.
- Ribbons and prizes from previous shows or publicity materials may not be displayed.
- Booth spaces are 12' x 12'. Tents are highly recommended but not required. Artists are responsible for safety and security of their booth, and must supply their own display/demonstration equipment.
- Booths may not be shared unless a two-person team co-produces each piece of art as specified on the application.
- All exhibitors must abide by City of Melbourne rules in the festival area, including the rule limiting pets to **SERVICE ANIMALS ONLY**.
- Artists are to collect and are responsible for Florida State Sale Tax (6%).
- Artists must leave their spaces clean after packing up on Sunday evening.
- For public safety, booth breakdown must not occur until 5:30 p.m. Sunday afternoon.
- Twenty-four (24) hour Festival security will be provided on Friday, Saturday, and Sunday.
- Late fee: \$50.00**

CALENDAR

THURSDAY, SEPTEMBER 1, 2011

Postmark and/or hand-delivered deadline of application form, images, resume, fee, and **SASE (Self-addressed, stamped envelope)** Hand-delivered applications must be taken to ArtWorks of Eau Gallie, 1490 Highland Ave., Melbourne, FL 32935.

SATURDAY, OCTOBER 1, 2011

Notification of acceptance will be mailed.

TUESDAY, NOVEMBER 1, 2011

Last day for withdrawal from *ArtWorks of Eau Gallie, Inc. Fine Arts Festival*. No refunds will be given after this date.

FRIDAY, NOVEMBER 18

Registration from 3 to 5 p.m. **ARTISTS MUST REGISTER PRIOR TO BOOTH SET-UP.**
Champagne and Hot Dogs from 6 - 8 p.m.

SATURDAY, NOVEMBER 19, 2011

Early registration at 7 a.m. **BOOTH SET UP AFTER REGISTRATION.**
ArtWorks open to public 10 a.m. to 5 p.m.

SUNDAY, NOVEMBER 20, 2011

Artist Awards Presentation and Recognition reception, 9 a.m. - 10 a.m. Brevard Art Museum
ArtWorks open to public 10 a.m. to 5 p.m.

Patron vouchers may be redeemed Sunday at 3 p.m. in the Brevard Art Museum Lobby.

For public safety, booth breakdown must not occur until 5:30 p.m.

ARTWORKS: 2011

I hereby make application to become an exhibitor of the ArtWorks of Eau Gallie Inc. 2011 15th Annual Fine Arts Festival. I agree to abide by the rules and regulations as set forth in this pamphlet and other such rules and regulations as may be established. Furthermore, I hereby release and forever discharge ArtWorks of Eau Gallie Inc. 2011 15th Annual Fine Arts Festival, the City of Melbourne, FL, and the Brevard Art Museum, the officers, agents and employees of each, as well as all sponsoring organizations and their representatives, from any responsibility, personal liability, loss, claims, or damage arising out of, or in connection with this festival. I authorize use of the photos/slides submitted with this application or duplicates thereof, for festival publicity or documentation and certify that I am the sole producer or co-producer of the work exhibited. I acknowledge that the ArtWorks of Eau Gallie Inc. 2011 reserves the right to make final interpretation of the rules.

APPLICATION *Please print your name as you wish it to be listed in the directory.

Artist Name _____ Signature _____
 Address _____
 City _____ State _____ Zip _____
 Phone () _____ Email _____
 If accepted, would you like your website linked to our website? Yes _____ No _____
 Florida Tax Number _____ (Please no Social Security Number)
 Please state your medium and how you will demonstrate _____
 Returning applicants may indicate a booth location/space preference: _____

FOR COMMITTEE USE ONLY

Check #	Date Received
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MAIL application along with your five photos/slides/digital images, a SASE, and a check for \$160 (first time applicant), Postmark and/or hand deliver to ArtWorks of Eau Gallie, 1490 Highland Ave., Melbourne, FL 32935 by Sept. 1, 2011. PH: 321-242-1456 for additional information and/or www.artworksofgallie.org Late fee: \$50.00.

ALL APPLICANTS

Images: Applicants will be judged from digital files. Submit up to five (5) images of current work on digital files in jpg format on a CD. Four of the five images must be of your work and one image must be of your display. CDs must be Windows or Mac friendly. **We cannot accept emailed files.** The digital files must be 1920 x 1920 pixels, JPG format. The image file size must be less than 1.8 MBs. To determine your file size please view the properties of your image file size while it is closed. The file name should read:

Artist's last name_First initial_number of image.jpg (For example: Smith_K_1.jpg). The number of each image must correspond to the number listed below.

IMAGE LISTING (Corresponding to numbers on images entered.)

- Title: _____
Date: _____
Medium: _____ Size: _____
- Title: _____
Date: _____
Medium: _____ Size: _____
- Title: _____
Date: _____
Medium: _____ Size: _____
- Title: _____
Date: _____
Medium: _____ Size: _____
- Title: _____
Date: _____
Medium: _____ Size: _____

Note: Free software for converting digital image sizes is available at <http://www.gimp.org>.

CHECKLIST

Note: NO SASE, no notification

Have you:

- ___ submitted a total of 5 (five) digital images?
- ___ fully completed your application?
- ___ included a check made payable to ArtWorks of Eau Gallie, Inc., for \$160.00?
- ___ included an SASE for notification and the return of your CD?
- ___ included \$50.00 late fee, if applicable?