

ENGAGE

Art FAIR

ENGAGE Art Fair 2019 ZAPplication

Artist Application: <https://www.zapplication.org/event-info.php?ID=6454>

Deadline: 12/31/19 Midnight PST

FREE & Open to the Public

Event Summary

Highlighting the vibrancy and spirit of Calistoga and offering a bohemian vibe of eclectic arts and cultural programming, Arts in April Napa Valley kicks-off in Calistoga, April 4-7 2019, when Calistoga pairs a unique line-up of artist engagements during **SARAFORNIA: Art | Music | Food | Wine**, anchored around the highly successful **ENGAGE Art Fair**, where art in every form converges under one roof to create an immersive, sensory and interactive experience.

ENGAGE Art Fair will return for its fifth year as a signature event of Napa Valley Arts in April's showcase of the arts, a countywide celebration of Napa Valley's most creative month with live music, art fairs and exhibitions, storytelling, theatre performances, culinary arts, and hands-on activities throughout the villages of the valley.

Presented by Celebrate! Napa Valley, **ENGAGE Art Fair** is the anchor event of SARAFORNIA. An annual, curated and immersive affair featuring some of the Bay Area's best artists, craftspeople, and performers who gather in Calistoga to meet, create, and engage with the public.

Selected Artists are invited to display their work in an 11,000 sq. ft converted gallery space designed to promote a high level of interaction (between the Artists and audience.)

ENGAGE Art Fair opens on Friday night with a ticketed Preview Party providing an opportunity to ENGAGE with a cultivated audience of art buyers, collectors, patrons and partners of Napa Valley Arts in April, followed by complimentary public access both Saturday and Sunday.

ENGAGE Goals:

- Showcase a diverse range of high-quality Bay Area visual and performing arts
- Develop local and visitor appreciation for Napa Valley arts
- Drive cultural tourism growth throughout the year to experience Napa Valley arts and culture
- Offer opportunities for rich, interactive, engaging, educational and creative experiences for the audience
- Provide opportunities for artists to build relationships with collectors and patrons

General Information

ARTIST BENEFITS + PROGRAMS

- Artists pay no sales commissions
- Centralized sales and shipping desk
- Artist listing in onsite signage and event website representation
- Complimentary admission for Artist + 1 guest to Preview Party
- Opportunity to grow your audience

ENGAGE

Art FAIR

- Opportunity to ENGAGE with public and fellow artists
- Regional marketing and promotion of event and artists by Celebrate! Napa Valley
- One parking space in the Artist designated parking area
- General hospitality area with snacks and beverages

Annual Designer In Residence Program

Each year, **ENGAGE Art Fair** selects an artist for the Designer in Residence Program. Chosen by ENGAGE team, the selection is based on merit and ability to create a signature design to the overall event layout and Preview Party. Designer In Residence will receive a waiver of participation fees, showcase placement, and a stipend.

Event Marketing

There will be a significant amount of publicity to promote **ENGAGE Art Fair** as part of the overall **SARAFORNIA** program. Promotions include:

- Online listings on CelebrateNapaValley.org, VisitCalistoga.com, NapaValleyNow.com, WineCountry.com, and TripAdvisor.com
- Social media support on all ENGAGE handles: [Facebook](https://www.facebook.com), [Pinterest](https://www.pinterest.com), and [Instagram](https://www.instagram.com)
- Direct-to-visitor email campaigns to 10,000+ Visit Calistoga database
- Trip Advisor leaderboard ad
- Highway banner announcing ENGAGE over Calistoga's main thoroughfare, Lincoln Avenue
- Event rack cards at all Napa County visitor centers
- Local and Bay Area media and community outreach: print ads, press releases, digital ads, and radio spots
- Promotional posters distributed throughout San Francisco, Marin, Sonoma, Sacramento, and Napa counties
- Onsite advertising and promotional package offerings at participating lodging and winery partners
- Save the Date postcards distributed throughout the year
- Trolley service provided between **SARAFORNIA** events on the weekend
- Clear and captivating directional event signage

Calistoga & Local Area

With a population of just over 5,000, Calistoga sits at the top of the beautiful Napa Valley. Famous for healing mineral hot springs, wineries and hospitality, this charming town has a rich history evident in the authentic facades and Victorian architecture of its businesses and homes.

The Napa County Fairgrounds, home of **ENGAGE Art Fair**, are centrally located, just a 10-minute walk from downtown Lincoln Avenue through the charming residential neighborhood of historic Calistoga. The Fairgrounds offer ample parking as well as complimentary shuttle to transport guests between **ENGAGE Art Fair** and downtown cafes, restaurants and hospitality partners, as well as connectivity to **SARAFORNIA** activities.

Weather-wise, Napa Valley is blessed with a temperate climate year-round. In April, visitors can expect warm sunny days and cool nights. Temperatures at that time of year generally range from a daytime high in the 70's to the 40's at night.

Nearby Napa Valley towns to the south include St. Helena (about a 15-minute drive), Rutherford

ENGAGE

Art FAIR

(25 minutes), Yountville (40 minutes) and Napa (50 minutes). Santa Rosa is the closest large city (30 minutes west) and both Sacramento and San Francisco are within a 2-hour drive.

ARTIST SELECTION PROCESS

ENGAGE Art Fair is an exclusive event with both an invitational and open application process.

A. Open Application Process

All eligible artists are encouraged to apply through the ZAPApplication site. All applications will be reviewed by the ENGAGE Team of arts professionals, members of which will be invited each year by ENGAGE management. The blind selection process will be conducted remotely, using ZAPApplication, an online platform, and only digital images will be accepted. Artist names and business names will be removed from all applications.

Selection Criteria

The Selection Panel will be instructed to use the following criteria when reviewing artist applications:

1. Quality of workmanship
2. Creativity, originality, and conception
3. Professional presentation + experience
4. Overall impression of work
5. Proposal for unique Audience Interactive Engagement throughout all three days that is beyond discussion and conversation

Selected artists will be invited to participate. Panel selections are final, and no comments will be provided.

Waitlist

Waitlisted artists will be notified and offered space upon availability.

B. Invitational Process

In addition to the open call for artists using ZAPApplication, the ENGAGE Team will also invite specific artists of their choosing who also fit the Selection Criteria listed above.

Rules/Regulations

ARTIST ELIGIBILITY

- **ENGAGE Art Fair** is open to all professional artists living or working in the San Francisco Bay Area, defined by Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma Counties.
- No work by apprentices or employees will be accepted. Commercial agents, dealers, or manufacturers are not eligible to enter.

SELECTED ARTIST REQUIREMENTS

- Participation of the accepted artist is required at **ENGAGE Art Fair**, April 5th through April 7th, 2019. *Representatives may not be sent in the artist's place.*

ENGAGE

Art FAIR

- All participating artists must submit a Proposal for unique Audience Interactive Engagement, up to 200 words. **Audience Interactive Engagement is required throughout all 3 days.** ENGAGE Art Fair is an immersive, sensory, and live experience with the arts and your Audience Interactive Engagement should reflect that spirit. This may include a hands-on area, display of tools and equipment, plan for live working, video area of the artist at work, etc., and must go beyond the scope of discussion. Please be as descriptive as possible.
- Artists juried and assigned a space must provide a complete inventory of all pieces to be displayed.
- Artist may display only work juried in the medium accepted.
- Artist must certify that all images submitted through the application process represent his/her original work.
- All selected work will be displayed and represented for sale to the public at **ENGAGE Art Fair** and must be designed and executed by the Artist and must be comparable in size, style, and quality to the work presented in the application and accepted by the Selection Panel.
- ENGAGE reserves the right to have withdrawn any piece that is deemed to be inappropriate or beyond the scope or medium as originally accepted by the Selection Panel.
- Original art must occupy more than 75% of the applicant's space. In the case of photographers and printmakers, this means gallery-quality framed work.
- For any printed work displayed, only limited edition signed, and numbered reproductions of artworks are allowed. Artists must define "limited edition" through their Artist Statement and must disclose their process to the buyer. Editions may not exceed 450.
- Each artist has the option to sell 3 Preview Party tickets to their collectors, further promoting their presence and the event or pay the higher Gallery Space Cost.
- Accepted artists must return a completed and signed Artist Acceptance Form, including full participation fee prior to January 31, 2019, at 5pm or their assigned artist space will be considered forfeited and become available to Waitlisted artists.

SELECTED ARTISTS ADDITIONAL OPPORTUNITIES

- Highly unique Proposals for Audience Interactive Engagement will be considered for featured promotions and scheduling
- Artwork representation in event collateral materials
- Highlighted feature on the event website
- Consideration for **SeminARTS** - an outreach program of art seminars in Napa County High Schools
- Invitation to participate in Flower Bomb - floral designs created in response to your work

APPLICATION CATEGORY + MEDIA DEFINITIONS

There are two categories artists may apply within: FINE ART or FINE CRAFT.

Artists applying under the FINE ART category may apply in up to FIVE media types to be exhibited in the same space but must submit separate applications for each medium. If accepted, Artists may exhibit work ONLY in the accepted categories artist application as accepted. Artists may not apply more than once in the same category.

ENGAGE

Art FAIR

For both category types, ALL artwork must be installation-ready with appropriate hanging hardware. For 3D work, Artist is responsible for proper display materials (pedestals, etc.).

FINE ART CATEGORY

Selected artists submitting work as Fine Art will receive indoor display space and may select one of four space sizes (S, M, L, or XL). Again, fine artists may submit work in up to five media types, but a separate application must be submitted for each. Accepted media:

- 2D Mixed Media: Work using MULTIPLE media that has a relief depth of LESS than 1/8" thick. This category includes collage, handmade paper, fiber that is not wearable, etc.
- 3D Mixed Media: Work using MULTIPLE media that has a relief depth of MORE than 1/8" thick.
- Ceramics: Original clay work. No machine made, or mass-produced work will be accepted.
- Digital Art: Work in which the original image was created by the artist, using a computer. Work must be made in limited editions, signed and numbered, on archival quality materials. Photographs taken through a digital capture device (i.e. camera) must apply in the "Photography" category even if it has been manipulated in post-processing using a computer. Reproductions must be in signed editions of no more than 450.
- Drawing: Art that is created with pencils, charcoal, chalk, pastels, etc.
- Fiber: Handcrafted fiber, straw, leather, or other similar materials. No machine tooling, machine-screened patterns or other forms of mass production accepted. No studio production work will be accepted.
- Glass: No molds or other forms of mass production allowed.
- Jewelry: No commercial casts, molds, or production studio work allowed.
- Metal: Sculptural work made of any metal to be functional or decorative.
- Painting: Work created using oil, acrylic, or watercolor paints on canvas or paper. Reproductions or giclées may not exceed editions of 450. At least 75% of the display must be original artwork. Artists must define their work in their Artist Statement and must disclose their process.
- Photography: Art made using a camera, including black and white or color, digital or original prints from negatives. Prints must be made from the Artist's original work, be processed by the Artist or under the Artist's supervision, properly signed and numbered, and in editions of not more than 450. At least 50% of the display must be original, wall-hung artwork.
- Printmaking: Work including multiple originals where the artist's hand has manipulated the plates, stones, blocks, composite reliefs, or screens and which are properly signed and numbered in limited editions. Photocopies and offset reproductions are not permitted.
- Wood: Original, hand-tooled, machine worked or carved work. If work is painted or inlaid with a different material, applicants should choose 3D Mixed Media.

FINE CRAFT CATEGORY

Selected artists who submit under the Fine Craft category will receive outdoor booth space. Again, artists may only submit in either the Fine Art OR Fine Craft Category. The Outdoor Marketplace is intended for handmade, artisanal quality products that are functional, edible and/or decorative including:

- Functional: Heirloom quality kitchen tools, tableware, writing implements, toys, games, bags

ENGAGE

Art FAIR

- Decor: Handmade decorative objects for home or garden
- Wearable: Handmade garments or accessories
- Paper: Handmade letterpress/ silkscreened objects, cards
- Edible: Handmade, small-batch products

Display Information

2019 FEES + DISPLAY SPACE

ENGAGE Art Fair takes place both indoors and outdoors. Each year the 11,000 square foot space is custom organized to maximize flow and accessibility for the audience to interact with the participating artists. Restrooms are located in the building. One parking space is provided for each Artist free of charge. Artist vehicles may be parked only in designated areas. Please see the sitemap.

INDOOR SPACE: THE FINE ART GALLERY

The 11,000 square foot Tubbs Exhibition Building will showcase 30-40 exquisite fine artists in an open gallery floor plan. There are four indoor space sizes available (S, M, L, XL). Space is linear. Each space will have 8-10' tall white plywood panel walls. One highboy table per artist is available upon request for collateral and small item display. Company or promotional signage may not be displayed in your space. *Banquet or card tables are not permitted.* Again, the goal is an open gallery floor plan that invites the audience to meander and engage with the Artists. Ceiling and spotlighting are provided to all participants at no extra charge. One 15-amp wall outlet available upon request. Artists will be given vertical exhibition space on the building walls or 8'-10' panels provided and placed by ENGAGE. Flooring is polished concrete.

Location of artist spaces will be determined by the ENGAGE team to maximize visual impact with every effort being made to accommodate artist requests submitted; however, there is no guarantee of placement. Artists will be notified of placement prior to participation agreement and payment due date (1/31/19).

Indoor Gallery Booth Size and Cost:

- **\$850 OR \$550 (by 1/31/19) + 3 Preview Party ticket sales (by 3/31/19)** - X-Large Space (36-48 linear feet wall/ panel)
- **\$700 OR \$400 (by 1/31/19) + 3 Preview Party ticket sales (by 3/31/19)** - Large Space (24-32 linear feet wall/ panel)
- **\$550 OR \$250 (by 1/31/19) + 3 Preview Party ticket sales (by 3/31/19)** - Medium Space (16-20 linear feet wall/ panel)
- **\$450 OR \$150 (by 1/31/19) + 3 Preview Party ticket sales (by 3/31/19)** - Small Space (8-12 linear feet wall/ panel)

OUTDOOR SPACE: THE MARKETPLACE (SATURDAY AND SUNDAY ONLY)

Surrounding the Tubbs Exhibition Building is a 2,100 square foot covered outdoor area that will be used for The Marketplace. Up to 9 artists may be placed in this area. Booth Space consists of

ENGAGE

Art FAIR

15' back wall and 8' side walls. Ground covering for the outdoor Marketplace is wood chips. One 8' banquet table will be available for each artist upon request. Please see 'Fine Craft' Category Description for more details.

- **\$375 OR \$150 (by 1/31/19) + 2 Preview Party ticket sales (by 3/31/19) - 8' x15'** (front) covered space.

LEGAL AGREEMENT

Refunds

All application and participation fees are non-refundable.

Event Cancellation

There is no rain policy. **ENGAGE Art Fair** will operate as planned in the case of rain or adverse weather conditions unless deemed unsafe. Artist understands in the case of Force Majeure, **ENGAGE Art Fair** will not be liable for damage sustained.

Safety

Participating Artists must comply with all safety requirements, and local and state laws.

Advertising Policy

Images of participating artists and Waitlisted artists become the property of **ENGAGE Art Fair** and may be used for archival, publicity, website and confirmation purposes before, during and after the show.

California Seller's Permit

All participating Artists must have a CA Department of Tax and Fee Administration (CADTFA) issued Seller's Permit. Proof of permit must be received by **ENGAGE Art Fair** office no later than February 28, 2019.

Sales Tax

Sales tax will be collected at the centralized sales desk and paid to Participating Artists along with gross sales fee collected. Participating Artists are responsible for paying current California sales tax on all sales made during **ENGAGE Art Fair**.

Security

Security personnel will roam the show area after load-in on Thursday 8pm - 8am, Friday 10pm-10am, Saturday 6pm - 10am, and Sunday 6pm - 8am.