

# SHOW US YOUR PALETTE

*The City of Jacksonville  
presents*



**art** in the **heart**  
downtown

**Juried Art Show  
& Craft Sale**

*A part of the annual  
Jacksonville Jazz Festival*

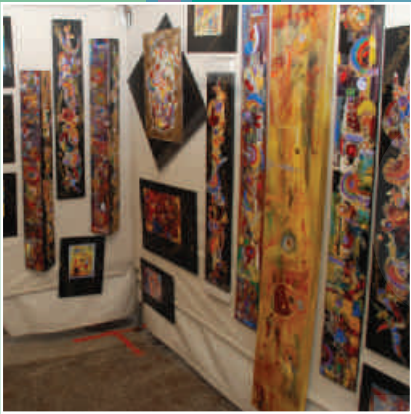
**May 25-27, 2012**

Heart of downtown Jacksonville  
[JaxJazzFest.com](http://JaxJazzFest.com)

*Jacksonville*  
Where Florida Begins.

**FARAH & FARAH**  
PROTECTING YOU AND YOUR FAMILY SINCE 1979

# ADD SOME COLOR



In conjunction with the  
**2012 Jacksonville  
Jazz Festival**,  
the City of Jacksonville  
is proud to present  
**Art in the Heart Downtown**,  
a juried art show and craft  
sale that will feature the work  
of prize-winning fine artists  
and master craftspeople  
from around the country.  
Other components include a  
distinct wine and beer tasting  
experience and the sounds of  
Jazz in a vibrant street  
festival setting.



## art in the heart downtown

Located in the heart of **downtown Jacksonville**, festival attendees will be able to stroll through Art in the Heart Downtown with the resonating sounds of jazz in the background during the 2012 Jacksonville Jazz Festival.

- Outdoor juried art show and craft sale
- Fine Art prize money and awards
- Friday set-up with 24-hour festival security
- Vibrant street festival setting in the heart of downtown Jacksonville
- Complimentary parking

### **DATES & TIMES**

#### ***Entry Deadline***

April 2, 2012  
(postmark deadline)

#### ***Final Notifications***

Week of April 23, 2012

#### ***Show Dates***

May 25-27, 2012



**MAY 25-27,**  
**2012**

# JOIN US

## Art in the Heart Downtown

### SELECTION PROCESS

Artists are selected by a panel of qualified specialists from the regional art community. Applying artists are assigned numbers. No names are used during the selection process. Each applicant will receive a numerical score from each juror, and the highest scores are selected. The jury's decision is final. Applications and artwork will be reviewed upon submission and artists will be notified of acceptance accordingly.

### PUBLICITY

Publicity for the art show will be included in the City of Jacksonville's advertisements for the Jacksonville Jazz Festival and will be carried in local and regional printed materials as well as on radio and television stations, websites and social media pages. Show listings will also be placed in national publications.

### FINE ART & CRAFT AREAS

#### FINE ART JURIED SHOWCASE

The Fine Art Juried Showcase will feature fine artists and applications will be accepted in the following categories: clay, beading, drawing, glass, sculpture, fiber (includes fine wearables, rugs, and basketry), photography, painting (acrylic, oils, pastels), digital, printmaking, jewelry, mixed media, metal and wood. All work shown must be the original work of the artist applying and have been created within the last three years. A jury of highly-regarded art professionals will select the artists who will participate in the show. Artists will be chosen for their unique styles and artistic excellence. These artists will be judged during the festival and will receive prizes in four categories. Artists will also be able to sell their art during the festival.

#### CRAFTS AND MERCHANDISE AREA

The Art in the Heart Juried Art Show & Sale will also feature master craftspeople and specialty vendors who will sell their work along with the participating fine artists in a vibrant street festival setting. All craftsmanship must be original and handmade. A panel of professional artists will select exhibitors for this area and all rules and costs apply to accepted applicants.

### JUDGING & PRIZES

During the festival, each fine artist's work will be evaluated by an on-site jury consisting of local art professionals. Judging will take place Friday, May 25, from 6-7 p.m. and prize ribbons will be awarded for Best in Show, 1st - 3rd place. Prize money will be mailed to the winners up to two weeks after the festival. Judging time is subject to change.

### AWARDS

Best in Show - \$1,000  
First Place - \$750  
Second Place - \$500  
Third Place - \$250



### APPLICATIONS

Applications must be postmarked by April 2, 2012. Notification of the juror's decision will be e-mailed to the artist's address provided on the application. Only work in the medium(s) accepted may be exhibited. Those artists who wish to enter in more than one medium must submit separate applications, fees and photos on CD for each category. Also, when applying in more than one category, the work must be substantially different in medium and technique.

Art in the Heart Downtown will maintain a waiting list. If accepted as an alternate, each artist will be contacted and given a booth assignment as spaces become available. The booth fee check will be deposited at that time. All booth fees must be paid prior to set-up at the show.



## TEAM ARTISTS

Artists working together may apply as a team if they collaborate on every piece of work submitted and exhibited. In that case, only one booth fee will be charged. A team may consist of no more than two people. Describe the involvement of each artist on the application.



## AMENITIES

- Parking for one standard vehicle
- One artist credential
- One artist hospitality gift bag including festival merchandise, snacks and information

## EXAMPLES OF WORK

Each applicant must submit **four high-resolution (300 dpi) photos on a standard CD** for consideration by the jury. Three (3) of the four (4) photos submitted must be representative of the work the applicants wish to sell at the show. The fourth photo must represent the artist's typical booth exhibit. No people or identifying signs should appear in the booth shot.

The CD and CD cover must be clearly marked on the front as follows: the artist's name, medium and dimensions with a photo number corresponding to the application description. Photos of artists selected to exhibit will be held for publicity purposes.

If you would like your CD returned to you after the conclusion of the show or notification of rejection, please include a self-addressed envelope (appropriate size to hold a CD) and postage with your application.

## LIABILITY & INSURANCE

While the City of Jacksonville will provide on-site security during show hours and at night, each artist exhibits at his or her own risk. The City of Jacksonville is not responsible for theft, loss, or damage of any artist's possessions or work.

## BOOTHS

Corner booths are limited and will be considered on a first-come, first-served basis (based on postmarked date).

Booths are supplied with 20 amps (500 watts) of power that is included in your booth fee. If you have any unusual power requirements, they must be noted on the application and additional fees may be charged.

Artists must supply their own self-contained booth structures (three-sided or two-sided for corner booths), lighting, extension cords and display props. For artists choosing to share a booth with another artist, the full fee must be paid by each.

Exhibits must be set up by 2 p.m., on Friday, May 25, 2012, **and remain open throughout the festival.** Exhibit times are subject to change.





## FEES

The \$35 entry fee will be deposited immediately upon receipt and is non-refundable.

Booth sizes and fees are as follows:

10' x 10' - \$210	10' x 10' corner - \$260
10' x 15' - \$285	10' x 15' corner - \$335

The booth fee, which must accompany the entry fee and CD of photos, will be returned to those artists not selected for the show.

Checks and/or money orders, made **payable to the City of Jacksonville**, must accompany the application. No commission will be taken on sales.

An application is a commitment to the show. All entry fees will be deposited upon receipt. Booth fees will be deposited upon acceptance into the festival. In the event of a withdrawal, the booth fee will not be refunded.

## SCHEDULE

**Set-Up:**

Friday, May 25

9 a.m. - 2 p.m.

**Judging:**

Friday, May 25

6 - 7 p.m.

**Show Open to Public:**

Friday, May 25

5 - 10 p.m.

Saturday, May 26

11 a.m. - 10 p.m.

Sunday, May 27

11 a.m. - 8 p.m.

**Breakdown:**

Sunday, May 27

Following festival closure



*Times are subject to change.*

## RULES & REGULATIONS

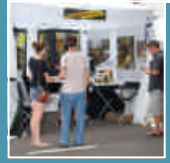
Visit **JaxJazzFest.com** for the complete listing of Art in the Heart Downtown rules and regulations. Artists who apply for the 2012 Art in the Heart Downtown **are required** to read and sign the Rules and Regulations Form and return it with their completed application. Applications without signed forms will not be accepted.

## APPLICATION CHECKLIST

Please enclose the following:

- ✓ A completed application form
- ✓ 4 high-resolution (300 dpi) photos on a standard CD
- ✓ One check for \$35 (entry form) **payable to the City of Jacksonville**
- ✓ A second check for the appropriate booth fee **payable to the City of Jacksonville**
- ✓ Signed Rules & Regulations Form available at JaxJazzFest.com
- ✓ Optional and not required for entry: A self-addressed envelope (appropriate size to hold a CD) and postage for CD return.

For more information about Art in the Heart Downtown and the Jacksonville Jazz Festival, visit **JaxJazzFest.com**.



# ARTIST APPLICATION

**Deadline: Postmarked by April 2, 2012**

**Please fill out completely  
and send with your payment to:**

City of Jacksonville  
Office of Special Events  
Attention: Ashley Beck  
Art in the Heart Downtown  
117 West Duval St., Suite 280  
Jacksonville, Florida 32202  
(904) 630-3690  
JaxJazzFest.com

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

## Booth Size Requested (check one)

- 10' x 10' – \$210     10' x 10' Corner – \$260     10' x 15' – \$285     10' x 15' Corner – \$335

## Example of Work

**1.** \_\_\_\_\_

OBJECT IDENTITY \_\_\_\_\_

MATERIALS/TECHNIQUES \_\_\_\_\_

DIMENSIONS IN INCHES OR FEET (HxWxD) \_\_\_\_\_

**2.** \_\_\_\_\_

OBJECT IDENTITY \_\_\_\_\_

MATERIALS/TECHNIQUES \_\_\_\_\_

DIMENSIONS IN INCHES OR FEET (HxWxD) \_\_\_\_\_

**3.** \_\_\_\_\_

OBJECT IDENTITY \_\_\_\_\_

MATERIALS/TECHNIQUES \_\_\_\_\_

DIMENSIONS IN INCHES OR FEET (HxWxD) \_\_\_\_\_

## Other Information

MOST RECENT AWARDS: \_\_\_\_\_

DESCRIBE HOW YOUR ART IS MADE: \_\_\_\_\_

## Category/Medium

- Clay     Glass     Jewelry     Fiber (includes wearable art)  
 Sculpture     Photography     Drawing     Furniture  
 2 Dimensional Mixed Media     3 Dimensional Mixed Media  
 Painting (oil/acrylic/watercolor)     Other \_\_\_\_\_

## Agreement

I/we hereby make application to become an exhibitor in the Art in the Heart Downtown 2012 show. I/we release(s), forever discharge(s), and hold harmless the City of Jacksonville of and from all manner of actions, suits, damages, claims, and demands whatsoever in law or in equity from any loss or damage to property of the undersigned while in possession or supervision of Art in the Heart Downtown 2012, its agents, representatives or employees.

I/we consent(s) to enforcement of all festival rules. I/we understand that no refunds shall be made for cancellation due to inclement weather or other Acts of God over which there is no control, and the risk and/or loss from such an event will be the responsibility of the exhibitor.

I/we give permission for photos or depiction of my (our) work accepted for Art in the Heart Downtown 2012 to be used for festival promotion purposes.

SIGNATURE \_\_\_\_\_ SOCIAL SECURITY NO. \_\_\_\_\_ DATE \_\_\_\_\_

SIGNATURE OF ARTIST'S PARTNER \_\_\_\_\_ SOCIAL SECURITY NO. \_\_\_\_\_ DATE \_\_\_\_\_

## FOR OFFICE USE ONLY

- \$35 Entry Fee  
 Booth Fee  
 Rules & Regulations