



April 2nd, 3rd & 4th ~ 2010

ARTIST PROSPECTUS & APPLICATION – SECOND JURY

A successful art festival with a reputation for unusual and eclectic art, this dynamic event is a carousel of cultural synergy in a vital area of downtown Dallas known for its funky art, music, and vibrant entertainment venues and restaurants.

The Deep Ellum Arts Festival is the signature event of this arts and entertainment district and continues to receive great reviews from the public who come to experience and buy cutting-edge art in the Spring time.

A public survey proclaimed this festival as the “Best Fest in Dallas”. In addition, there is tremendous support from the city and local businesses and fabulous media support for this flourishing art festival. The opening of the much anticipated light-rail system has re-energized the entire district and made Deep Ellum the entertainment hub of the Dallas metroplex.

This 16th annual outdoor “art party” will feature a mosaic of esteemed visual artists, continuous original music on three stages, and an exposition of wild Art Cars, spontaneous street performers, muralists painting huge canvases, Slam Poets performing in a cafe setting, and meandering musicians adding to the creativity-in-motion.

More About The Festival

This flourishing Festival consistently draws over 60,000 visual and performing art enthusiasts between the ages of 21 and 45 who consider themselves very chic. The continuing expansion of residential housing in the Deep Ellum neighborhood has created a significant increase in local art buyers as well. **This years festival falls over Easter weekend which historically results in a banner weekend due to less competition and increased media attention.**

You are invited to be part of this exciting high energy Festival. Please present you finest works to our Selection Committee, who will carefully choose approximately 150 artists that compliment the overall cutting-edge atmosphere of this festival. The 1st Jury for pre-approved artists and early applicants has already concluded. However, we have reserved approximately 30 booth spaces for our 2nd Jury applicants, who will be confirmed on an individual basis as their applications are received and reviewed.

Exhibit Fees: \$350.00 for each 10' x 11' space (Artist supplies tent. Rental tents are available upon request for an additional \$160). Electricity will be provided to all artists at no additional charge, but you must provide your own display lighting and equipment (500 watts per space).

Special requests will be handled on a first-come first-serve basis determined by the date your exhibit fee is received.

Eligible Media

All artwork must be original work executed by the Artist. Works produced commercially or from commercial kits or molds are not eligible. Artists must be present with their work for the entire festival.

- **Ceramics:** functional, sculptural
- **Drawing:** crayon, charcoal, pencil, conte crayon, ink, chalk and/or pastel
- **Fashion/Wearable:** woven, non-woven, accessories
- **Fiber Decorative:** rugs, baskets, quilts, pillows, wall pieces, non-wearables, wool
- **Glass:** functional, sculptural
- **Jewelry:** metal, non-metal, enamels
- **Leather:** wearable accessories, non-wearable
- **Metal:** cast, fabricated, formed, etched, or welded
- **Other:** work of demonstrated quality that does not fall within any of the above categories may be submitted
- **Sculpture:** three-dimensional representations and/or designs
- **Painting:** water color, oil, tempera, casein, on any surface
- **Photography:** artist composed and printed photographic impressions, printed in black and white or color
- **Printmaking:** hand-printed, multiple, signed and numbered original images produced from a variety of material and dependent on specialized tools.
- **Wood:** sculptural, furniture, functional/accessories, painted, turned
- **Mixed Media:** mixed media, dolls & puppets, candles, musical instruments, furniture, masks, kaleidoscopes, brooms, brushes, enamels (non-wearable), books, paper, feathers, sculpture, toys & puzzles, all work in other media



Entry Requirements

1. A jury processing fee of \$20, made payable to MEI, must accompany the Artist's Application. Payment may be made by check or credit card. Processing fees must be paid separate from booth fees and are non-refundable.

Entry Forms should be mailed or delivered to our Santa Barbara address:
Main Events International (MEI),
P.O. Box 412
Santa Barbara, CA 93102

2. **A \$350 booth fee per requested space must accompany this application.** The booth fee will be deposited upon your acceptance into the festival. If you are not accepted, the booth fee will be returned undeposited.

Call with questions to **(800) 538-1881**
Our email address is: **art@meifestivals.com**

3. The Artist's Application and four (4) JPEG images (or photos / slides) must be submitted for each medium entered (three images of your work and one of your display). The application may be duplicated, if necessary. A \$20 processing fee is required for each medium entered.

4. JPEGs should be emailed to art@meifestivals.com with the following subject line: DEAF JURY - [YOUR LAST NAME]. Image files should be clearly labeled and correspond to image details given on entry form.

If submitting slides or photos, please ensure that all images are:

- Clearly labeled with artist's name and image number corresponding to entry form and a red dot in the bottom left corner.
- Representative of the kind of work to be exhibited and sold at the show.
- Accompanied by a self-addressed envelope for return. (MEI will cover postage cost out of processing fee).

5. 2nd Jury Artist Application with four (4) JPEGs (or slides/photos), processing fee and booth fee must be post-marked or hand delivered to MEI by **Monday February 1st, 2010**. In the interest of fairness to the jurors and other applicants, late entries will be considered as Standby Applicants.

6. 2nd Jury Artists will be notified of the jury's decision individually as they are received and reviewed. Final confirmations will be sent no later than **February 8th, 2010**.

7. To ensure Festival balance, no more than 20% of the total number of artists will be accepted in one single medium.

Calendar

Monday, February 1st 2010: Latest postmark or hand delivery to MEI for Artist Application, images, \$20 processing fee and \$350.00 booth fee.

Friday, April 2, 2010: Artist Set-up: 9:00 a.m. - 3:00 p.m. (Spaces are preassigned). Festival hours for Artists: 5:00 p.m. - 9:00 p.m.

Monday, February 8th, 2010: Final notification letters and special request form mailed to accepted 2nd Jury Artists.

Saturday, April 3, 2010: Festival hours for Artists: 11:00 a.m. - 9:00 p.m.

After acceptance into show and receipt of fee, you will be sent a confirmation letter. Program, hotel and check-in information will be mailed at a later date.

Sunday, April 4, 2010: Festival hours for Artists: 11:00 a.m. - 7:00 p.m.

Festival remains open until 11:00 p.m. Friday & Saturday evening with concerts on the two main stages.

Entry Form

Artists sharing a booth must complete separate applications. This form may be duplicated. Mailed images must be accompanied by a self-addressed envelope for return. Please complete and return to: Main Events International (MEI), P.O. Box 412, Santa Barbara, CA 93102 Tel 800-538-1881 Fax 805-456-0303 Email art@meifestivals.com
**RETURN THIS FORM WITH \$20 PROCESSING FEE, \$350 BOOTH FEE AND IMAGES (if not sending JPEGs via email).
MAKE CHECKS PAYABLE TO MEI.**

Artist's Name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____ Website: _____

Please check eligible category that applies to your work:

- Ceramics Drawing Fashion/Wearable Fiber Decorative Glass Jewelry
- Leather Metal Painting Photography Printmaking Wood
- Mixed Media Sculpture Other _____

Examples of my art can be found on my website: yes no I plan to demonstrate my Art or Craft: yes no

JPEGs showing examples of my work have been sent to art@meifestivals.com: yes no

Image 1. Title: _____ Price: _____

Description of Medium: _____

Image 2. Title: _____ Price: _____

Description of Medium: _____

Image 3. Title: _____ Price: _____

Description of Medium: _____

Image 4. Artist Pavilion and/or Display

- My \$20 processing fee is enclosed (must be paid separate from booth fee).
- My \$350 booth fee per space is enclosed (must be paid separate from processing fee, will be returned if you are not accepted).
- Charge my \$20 processing fee and \$350 booth fee per space to my Visa, Mastercard, or Discover. Processing fee and booth fee will be charged separately and show payment to MEI and/or Millard Enterprises Inc. Booth fee will only be charged if you are accepted.

CC Number: _____ Exp Date: _____

Signature: _____ Date: _____