

# Harmony Festival

## 2012 ART MARKET APPLICATION Call for Talents: Artists and Artisans

The Art Market is a unique opportunity for all local, regional and national artists and artisans to showcase high quality original artworks during the two weekends at the Harmony Arts Festival. The West Vancouver waterfront festival site is a scenic 10-minute drive from downtown Vancouver and takes place August 3 to August 12. The annual festival turns the stunning Ambleside waterfront into an open-air celebration of the arts. Visitors enjoy street performances, art exhibitions, artist talks and demonstrations, theatre, concerts, the art market, family-oriented activities, and unique culinary experiences.

### THE ART MARKET

The Art Market is a juried outdoor event with participants selected by respected artists and arts professionals. The 2011 inaugural rebranded Art Market was very popular among festival goers and a big success for the artists. The 2012 Art Market will run on two weekends. **Applications are accepted for one or two weekends. Deadline for applications is Sunday, April 8, 2012.**

	Fri (2pm – 9pm)	Sat (11am – 9pm)	Sun (11am – 9pm)	Mon (11am – 9pm)
First Weekend	August 3 – 6 (4 days)			
Second weekend	August 10 – 12 (3 days)			No

The 2011 Festival attracted more than 100,000 visitors, adding to an established reputation as an iconic Lower Mainland summer attraction. The Art Market draws art buyers to shop and meet gifted artists in a festive setting and a perfect venue for the artists and artisans to meet and market their works directly to art enthusiasts in Canada’s highest per capita income municipality. The event is **an admission-free and commission-free event** and will be held RAIN OR SHINE.

### ACCEPTANCE CRITERIA

Visitors come to the Art Market to purchase original artworks handcrafted by the artists, thus **submission of embellished objects, imported or production work will not be accepted.** Applicant must be the designer and creator of the artworks. Artists may only show work in the categories accepted by the jury. Reproductions must be labeled “Reproduction”, signed and numbered as limited edition and are not to exceed 40% of all work in the booth. If two people collaborate to produce original work, each person must be identified on the application. The artist(s) must be present at the festival at all time. The Art Market is open to all artists of all media including and not limited to jewelry, photography, textiles, glass, painting, woodwork, ceramics, metal, mixed media and sculpture. We welcome group applications from art colleges when sponsored by a teacher. **A non-refundable jury fee of \$25 + taxes = \$28 per application is collected by the Festival.**

### THE ART MARKET LOCATION

Situated along the pedestrian only Argyle Avenue between 14th to 16th Street along West Vancouver’s Ambleside waterfront, creating a stunning visual centrepiece to the Festival.

# Harmony Festival

## PUBLICITY AND MEDIA

Year after year, the Festival has enjoyed extensive media coverage including the Globe and Mail, the Province, Vancouver Sun, tourism websites, numerous community newspapers and television channels. August is West Vancouver’s prime tourist season and the 2012 Festival marketing plan calls for an increased promotional campaign through print and social media channels to market the Festival as the North Shore premium summer destination. The Art Market will continue to be marketed to potential art patrons through the extensive subscription base of the District of West Vancouver’s cultural facilities. Marketing materials will be available to participants for marketing and promotion.

## JURY PROCESS

All applications will be juried on the submitted package. A select group of recognized artists and artisans from the local community will review submitted images anonymously. Selection criteria will be based on originality, design and techniques. Overall balance of artwork categories may be considered in the selection process.

## BOOTH FEE

Booth fee includes tent, two 6’ tables, two folding chairs and one overhead lamp or an electric source inside each 10’ x 10’ tent. (20’ x 10’ tent will include 2 times table, chair and lamp). We recommend that you bring your own table covering. **Signed artist contract and full booth fee payment from accepted applicants must be received by Friday, May 4, 2012 to guarantee a spot. Applicable taxes will be added to the booth fee quoted below:**

	First Weekend – BC Day Long Weekend	Second Weekend	Two Weekends
Individual 10’ x 10’ or Half of 20’ x 10’ Tent	\$600	\$450	\$900
Half of 10’ x 10’ Tent	\$300	\$225	\$450

A booth must be used only by those who register for it. No portion of your booth may be sublet to another person. Artists applying for a shared tent can choose their own partner or the Festival will do the matching. There will be no partition in shared tents. We will do our best to address booth requests; however, traffic flow, good balance of media, and special health-related needs of exhibitors are the first considerations when assigning spaces.

## 2012 KEY DATES

Harmony Arts Festival	Friday, August 3 to Sunday, August 12, 2012
Application Deadline	Sunday, April 8
Jury Selection	Week of April 8
Notification of Jury Results	Monday, April 23 via email
Signed Contract & Booth Payment	By Friday, May 4
Booth Assignment	Friday, May 18
Festival Package	Early July
Booth Set Up	Friday, August 3 morning/Friday, August 10 morning

# Harmony Festival

## Application Process & Checklist

**OPTION 1: (Paperless)** Complete your application online at Harmony Arts Festival Visual Arts Application Site: <https://harmonyarts.slideroom.com>. The online application is a guided step-by-step process that is easy to use.

<b>STEP 1</b>	<b>Signup</b> to create your Art Market applicant account. <b>Activate</b> your new account from your email account.
<b>STEP 2</b>	<b>Pay</b> the non-refundable jury fee <b>\$25 + 12% taxes = \$28</b> by credit card by calling <b>604-925-7270</b> , District of West Vancouver Registration during office hours. (8am – 7pm, 7 days). Register for <b>#825367 (Art Market Jury Fee)</b> . Ask for receipt. You need to enter the receipt no. during this online application.
<b>STEP 3</b>	Have the following information on-hand: <ul style="list-style-type: none"> <li>• Artist biography and declaration of authenticity</li> <li>• Proof of payment – your credit card payment receipt number</li> <li>• 5 artwork image files and their corresponding title, medium, dimensions and price</li> </ul>
<b>STEP 4</b>	<b>Login</b> at the Festival Visual Arts Application Site: <a href="https://harmonyarts.slideroom.com/">https://harmonyarts.slideroom.com/</a>
<b>STEP 5</b>	<b>Complete</b> all requested information on the application form and media upload steps
<b>STEP 6</b>	<b>Click submit</b> if you are done or if you need to edit any part of your application, you can save it as a pending application.

Once you have submitted your application, you can still view your application but will no longer be able to make changes. **REMEMBER you must click the submit button if you want us to review your application, unsubmitted or pending application will not be reviewed.** For technical assistance, email [support@slideroom.com](mailto:support@slideroom.com).

**OPTION 2: (By Mail)** Complete the application form in this document and mail to Harmony Arts Festival Office at 1564 Argyle Avenue, West Vancouver, BC V7V 1A1. Attention: Visual Arts Coordinator. Please make sure you allow ample time for postal delivery. All applicants are responsible to insure the submission package is complete

### DIGITAL IMAGE SPECIFICATIONS

Your application will be juried for **originality, design and techniques** based on the submitted package. Please submit images that best represent the work intended to show but they do not need to be the images of the actual exhibiting pieces. We highly recommend that you submit professionally prepared, high quality images of your artworks.

**Image Resolution:** 72 pixels per inch

**Filename Convention:** Your last name, first name and image number. e.g. smithdavid1, smithdavid2 etc.

**File Format and Size:** jpg, gif or png , maximum 2 MB each file

# Harmony *Arts* Festival

## **INSURANCE AND SECURITY**

The Festival will provide on-site security through the night. All tents will be closed and zipped up. Insurance is required for all artists.

## **LOADING/UNLOADING AND PARKING**

You can drive to your booth to load and unload. Volunteers are available to assist plus booth sitting during Art Market opening hours. No parking is available next to the tents. Parking will be located in a nearby parking lot. Detailed information will be provided in early July as part of the Festival Package.

## **QUESTIONS?**

For updates about the Festival and application download, visit <http://www.harmonyarts.ca>

Contact Harmony Arts Festival hotline **604.925.7268** or email [ktong@westvancouver.ca](mailto:ktong@westvancouver.ca)

For more information on the District of West Vancouver please visit <http://www.westvancouver.ca>



Your **completed application** is an acknowledgment and confirmation that you agree to the terms and conditions outlined in this application.

# Harmony Festival

## ART MARKET APPLICATION FORM

Please mail completed application to Harmony Arts Festival Office at **1564 Argyle Avenue, West Vancouver, BC V2V 1A1**  
**Attention: Visual Arts Coordinator. Only complete applications received by Sunday, April 8, 2012 will be processed.**  
Your submitted application is an acknowledgment and confirmation that you agree to the terms and conditions outlined for the program you have applied to

## YOUR PROFILE

ARTIST NAME:

\_\_\_\_\_

COMPANY NAME:

\_\_\_\_\_

ADDRESS:

\_\_\_\_\_

CITY: \_\_\_\_\_ PROVINCE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

ARTWORK CATEGORY: (Please select one)

\_\_\_\_\_ *Ceramics* \_\_\_\_\_ *Glass* \_\_\_\_\_ *For Kids* \_\_\_\_\_ *Leather* \_\_\_\_\_ *Metal*  
\_\_\_\_\_ *Mixed Media* \_\_\_\_\_ *Painting* \_\_\_\_\_ *Photography* \_\_\_\_\_ *Textile* \_\_\_\_\_ *Wood*  
*Other* \_\_\_\_\_

PLEASE PROVIDE THE PRICE RANGE OF THE ARTWORKS YOU INTEND TO SELL

HIGH \$ \_\_\_\_\_ AVERAGE \$ \_\_\_\_\_ LOW \$ \_\_\_\_\_

HOW DID YOU FIND OUT ABOUT THE ART MARKET? (Please select one)

\_\_\_\_\_ *Other Artists* \_\_\_\_\_ *Festival Website* \_\_\_\_\_ *Media* \_\_\_\_\_ *Your Customers*  
\_\_\_\_\_ *By Invitation* \_\_\_\_\_ *I am a Past Participant* *Other* \_\_\_\_\_

DID YOU PARTICIPATE IN 2011 ART MARKET? YES/NO

# Harmony Festival

## SUBMISSION CHECKLIST

All applicants are responsible to insure all required information is submitted with the application for inclusion in the jury selection process.

**Completed Art Market Application Form**

**5 Artwork Image CD**

A CD of 5 images and a printed list of the filename, title, year, medium, dimension in inches and price. Each file size must be less than 2 MB and no booth image will be accepted.

**Artist Biography (limit 800 characters)**

This information will be posted on the Harmony Arts Festival website for all accepted applicants.

**Declaration of Authenticity**

A one-page document on the processes and your involvement in the production of the artwork

**Non-refundable Jury Fee Payment**

Enclose a cheque or money order of \$25 + 12% taxes = \$28 payable to District of West Vancouver

## DATE and BOOTH SIZE SELECTION

Please **DO NOT** send booth payment at this time. Signed artist contract and full booth fee payment from accepted applicants must be received by Friday, May 4, 2012 to guarantee a spot. **Applicable taxes will be added to the booth fee quoted below:**

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Individual 10' x 10' or Half of 20' x 10' Tent	\$600	\$450	\$900
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**You are applying for:**

*Select one only*

**First Weekend (Friday – Monday, Aug 3 – 6)**

**Second Weekend (Friday – Sunday, Aug 10 – 12)**

**Two Weekends**

*Select one only*

**Individual 10' x 10' Tent**

**Half of 20' x 10' Tent**

**Half of 10' x 10 Tent**

For shared tent select, your preferred tent partner name (if any) \_\_\_\_\_