



Houston's Urban Art Festival

Festival Date: Saturday, April 14, 2012

Festival hours are: 10am to 6pm Saturday, April 14, 2012
Event admission is FREE

Event site:
Elizabeth Baldwin Park
1702 Elgin, between Chenevert and Crawford in Midtown
Houston TX 77004

Invited Artist Application and Fee Deadline: Thursday, March 1, 2012 at 5:00pm

New Artist Application and Fee Deadline: Friday, March 9, 2012 at 5:00PM

New Artist Acceptance Notification: Thursday, March 15, 2012 by 5:00PM

Festival Overview

The 6th Annual Midtown Art in the Park is a *fine art festival* featuring local and regional artists selling their original creations along a quarter mile walking path that meanders through Elizabeth Baldwin Park. The goal of this festival is to provide patrons with the highest quality of artistic work available. This is a boutique style fine art festival. Towering oak trees, picnic and game tables, signature Midtown benches, a children's playground and a Heritage Gazebo make this festival a unique urban event. Patrons enjoy the opportunity to stroll along shaded paths lined with artists showing their original works. Midtown is a burgeoning urban community in the heart of Houston. There are over 25,000 residents and neighbors over 500 businesses in the immediate vicinity. Art in the Park offers artists patrons with buying power.

About Us

Midtown Art in the Park is underwritten and coordinated by the Midtown Management District., a non-profit organization with Board of Directors, and a Marketing Committee.

Media and Information Contacts

Cynthia Alvarado - Cynthiiaa@houstonmidtown.com
Managing Director
713.526.7577 ext 106

Katherine Mestousis – kmestousis@houstonmidtown.com
District Assistant
713.526.7577 ext 114

Midtown Management District
410 Pierce, Ste 355, Houston TX 77002

Application Process

Requirements - Please return with your booth fee(s) a completed application and images. **

\$100.00 - Fee per booth. A booth space is 10x12.

\$125.00 - A double booth space 20x24. Artists may share booth space. No more than two artists per double booth.

Please read the application process in its entirety. Artists applying are responsible for the information contained herein. The festival reserves the right to refuse any application and rescind an extended invitation should the artist misrepresent themselves.

Applications may be downloaded online at www.midtownartinthepark.com

Each **new** Artist is required to submit a total of five (5) images **, 4 per medium and a booth image and a complete application along with the booth fee (\$100- for a single/\$125- for a double booth) in the form of a check or money order made payable to the Midtown Management District. Please note in the memo line **“Art in the Park.”**

**** If you have a website we will accept the website as a way to view your work as long as the work is current. If you are an invited or returning artist there is no need to submit images. We have seen your work. ****

Work to be exhibited must be represented in your images. Attach in a JPG format (by Email) or photos (by US Post) four images per medium of individual pieces that accurately represent the body of work to be exhibited; work shown in the images must be representative of current work, and no more than three years old.

The Booth image/5th image must be of a display of the artist's work, showing overall continuity and presentation of your current body of work. **The fifth image is mandatory.** If a booth image (constructed tent & exhibit) is not available, submit an image taken of a grouping of works representative of the works to be exhibited at the show. The purpose of the booth image is to ensure the artist has a complete body of work which is represented both in the first four images and also within image #5. It also helps identify the scale of the artist's work.

Email your images as a JPG document to cynthiiaa@houstonmidtown.com. 4x5 color photos will also be accepted, please NO SLIDES. **It is the responsibility of the artist to follow up and verify that all documentation including those sent via Internet and by U.S Post have been received. The Midtown Management District, the staff, the Marketing Committee, nor the festival director is responsible for misdirected, lost mail or bounced email.**

Media Categories

Media categories are used by arts festivals as a tool for organizing artists' images into logical, related groups for review. While a balanced show that equitably showcases both works of fine art and fine contemporary craft as well as diversity among media is a principal objective, there is no quota or entitlement by media category. We will however reserve the right to limit certain participants. For example we always have a large number of jewelry participants. We will limit the number of certain media participants in order to preserve continuity in the festival.

Clayworks:

All original clay and porcelain work other than jewelry is accepted in this category. **No machine-made or mass produced work is permitted.** If multiple pieces of the same design are displayed each piece must be signed.

Digital Art:

This category includes any original work for which the original image, or the manipulation of other source material, was executed by the artist using a computer. **Work in this category must be in limited editions, signed and numbered on archival quality materials.** Traditional photographs taken through a digital media should apply in the photography category.

Drawing:

Works created using dry media including chalk, charcoal, pastels, pencil, wax crayon, etc. or from the fluid medium of inks and washes applied by pen or brush are to be entered in this category.

Fiber:

All work crafted from fibers including basketry, embroidery, weaving, leatherwork, tapestry and papermaking. **No machine tooling, machine-screened patterns or other forms of mass production are permitted. No factory produced items. NO wearable items, regardless of additional modification or enhancement by the artist, may be exhibited.**

Glass:

No forms of mass production are permitted. Blown glass, fused glass, stained glass, dichroic glass and alike are welcomed. **No mass produced hand painted glass items will be accepted.**

Graphics and Printmaking:

Printed works for which the artist's hand manipulated the plates, stones or screens and which have been properly signed and numbered as a limited edition may be entered in this category. **All photogravure, photocopy and/or offset reproductions will be rejected.** Printmakers are required to disclose both their creative and printmaking processes.

Jewelry:

All jewelry whether the work is produced from metal, glass, clay, fiber, paper, or other materials must be entered in this category. **No commercial casts, molds or production studio work is allowed. The jewelry shown must be crafted by the artist. NO IMPORTS.**

Metalworks:

Includes all non-sculptural, non-jewelry works crafted from metals. **No production studio work is allowed.**

Mixed Media 2D:

This category includes 2 dimensional works that incorporate more than one type of physical material to produce.

Mixed Media 3D:

This category includes 3-dimensional works that incorporate more than one type of physical material to produce. Includes non-sculptural work as determined by the artist.

Painting:

Works created in oils, acrylics, watercolor, chalk, spray paint etc. are in this category. Graffiti art and street sidewalk art are in this category.

Photography:

Photographic prints made from the artist's original image, which have been processed by that artist, or under his or her direct supervision, are included in this category. Photographers are required to disclose both their creative and printing processes.

Sculpture:

Three-dimensional original work done in any medium.

Wood:

Original works in wood that are hand-tooled, machine-worked, turned or carved are accepted in the wood category.

Considerations – PLEASE READ THE INFORMATION CAREFULLY

Artists are required to please be present with your work for the event. Representatives may not attend in place of the artist. **This is a large event with many potential visitors we strongly encourage each artist to bring an assistant for the day.**

All work must be original, handcrafted work. NO IMPORTS. Artist guarantees the accuracy of the description of the **works presented and the authenticity of the work as the creation of their own hands.**

It is the artist's responsibility to identify the category for which they would like to participate. Please choose the category which best describes your work. If you do not choose a category (medium) your application will not be processed.

Artists may only show work in categories and body of work selected to participate. All work exhibited must be of the quality, category and body of work of that shown in the images.

Work done by a production studio is not acceptable. All work must be designed and executed by the accepted artist. Your exhibited art must be original and your own creation. **No use of commercial kits or molds. Commercial reproductions are discouraged. NO IMPORTS.**

No more than two artists may collaborate on work. Both must be included on and sign the application.

Exhibiting artist is required to display an artist's statement and their booth number sign (distributed at check-in) in a prominent place within their booths.

33% of all 2-Dimensional work displayed must be original. Artists must define reproduction or limited edition throughout their artist's statement and disclose this information on the individual piece. **T-shirts, postcards, note cards, mouse pads or other personal promotional items are not permitted.**

Artists who break down displays or depart before closing time of the Festival will not be invited back for future shows unless proof of an emergency is presented.

Artists who sell their entire body of work must remain with their booths for the duration of the show.

All Artists are responsible for collecting and paying State of Texas sales tax.

No commission on sales will be paid to the Midtown Management District or Midtown Art in the Park. Artists retain all revenue from the sale of their work.

In order to create event continuity and a destination if you are using a tent, structures must be white. **WE DO NOT PROVIDE TENTS, TABLES or CHAIRS.**

This is a "family friendly" event. Please keep that in mind when choosing art work, to share with the community.

In order to increase the salability of your work you may wish to consider pricing.

No driving on the grass or landscaping beds. Baldwin Park is a City of Houston park. We must abide by city rules. NO alcohol or glass containers allowed.

Any breach of the rules forfeits all rights of the artist, may result in immediate removal from the show without a refund.

Electricity **is not** available for the artists at this time.

Propane is allowed for cooking. All state and city regulations must be followed. Vendors are responsible for their own propane arrangements.

Sorry, due to the number of visitors anticipated **no pets** will be allowed in the park for the event.

Fees

Checks or money orders are accepted. Returned checks for insufficient funds will be charged a \$30 fee, after which only money orders or cashier checks will be accepted. All checks or money orders should be made payable to the Midtown Management District, please note in the memo line "Art in the Park." NO post dated checks will be accepted.

Artists invited to return must apply and have fees paid by deadline, Thursday, March 1, 2012. If we have not received the application and fees by that date you have forfeited your opportunity to select a booth space. If you are an artists invited to return and we receive your application and fees after Thursday, March 1, 2012 a booth space will be selected for you on a first come first serve basis.

Booth Spaces

Individual booth assignments are made to create an appealing mix of media. Assignments are at the sole discretion of Art in the Park committee and are not interchangeable or transferable; each artist is assigned a 10x12 space. **Priority for booth assignments is given to the returning artists.**

Application Fees – WE DO NOT PROVIDE TENTS, TABLES OR CHAIRS

We work every year to keep the application fees reasonable the District **WILL NOT** provide tables or chairs. It is the artist's responsibility to provide all items needed to create a pleasing display. **The District will not provide tents.** ***You do not need a tent to participate; we will be under the trees at the park. However if you are bringing your own tent it MUST BE WHITE.*** We do this to create a sense of destination with an appealing atmosphere.

2011 Midtown Art in the Park Festival Important Dates

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**** New Artist Application and Fee Deadline:** Friday, March 9, 2012 at 5:00PM

New Artist Acceptance Notification: Thursday, March 15, 2012 by 5:00PM

Festival hours are: 10am to 6pm Saturday, April 14, 2012.

Artists may begin check in at 8:00AM – **no earlier.** **If you need more than 2 hours to set up or breakdown please bring help with you.**

Bring a dolly or cart to move your items.

Bring an assistant or trusted friend to assist you in your set up and breakdown.

Volunteers will not be available to help with set up or breakdown.

Food vendors will be available but you may want to bring a sack lunch.

We will provide for your comfort:

Water and snacks

Port a Potties

First Aid

Security and secure parking.

*******For your success we will provide TONS and TONS of publicity. Thru social media and print! Use your social media to reach out to your patrons and Midtown. The Midtown demographic is 25-45 years of age with a median income of \$72K annually. *******

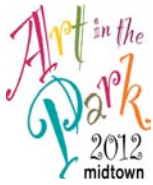
6:00PM – begin festival breakdown

Event admission is FREE

There will be no refunds for artists who are a no show or cancel prior to the event.

There is a required application fee per booth (see sizing and pricing above). **Please pay by check or money order made payable to the Midtown Management District.** All applications and application fees for new

artists are due on or before ****Friday, March 9, 2012 at 5:00PM.** Please note in the memo line "Art in the Park" mail to **Midtown Management District 410 Pierce, Ste 355, Houston, TX 77002**



ARTISTS PARTICIPATION APPLICATION

—please print clearly

Media Category _____ **Best phone #** _____

Name: _____

Address _____ **Zip** _____

Email _____ **Website** _____

Social media utilized and your handle _____

There is an application fee per booth (See sizing). Please pay by check or money order made payable to the **Midtown Management District**. The application and application fee **for new artists** is due on or before Friday, March 9, 2012. Please note in the memo line “Art in the Park” mail to **Midtown 410 Pierce, Ste 355, and Houston TX 77002**

Please provide emergency contact information:

Name: _____ Phone: _____

Any known allergies? _____

Artist Agreement

I [we] certify that I [we] am [are] the artist[s] who created the art work that I [we] will offer for sale at the Midtown Art in the Park Festival (the “Festival”). I [we] further certify that I [we] am [are] not representing an artist or wholesaling the art work being offered for sale at the Festival. I [we] understand that all booths will be visited by the viewing committee at various intervals during the Festival to ensure compliance with all Festival rules.

I [we] agree to abide by all rules outlined in the attached Festival description, as well as rules relating to load-in and load-out, security procedures, or any other rules promulgated by the Midtown Management District Executive Director on behalf of the Board. I [we] acknowledge that failure to abide by the rules may result in ineligibility to participate in future Midtown festivals. I acknowledge that expulsion of a participant from the Festival may occur without the necessity of any written notice and without legal recourse or right to rebate of any portion of the fees paid.

I [we] and my [our] heirs, successors and assigns agree to release and hold harmless the City of Houston, the Midtown Management District, the Midtown Redevelopment Authority, and each such entity’s respective officials, directors, staff, sponsors, volunteers and affiliated charity partners and their heirs, successors, and assigns for any and all property loss or physical harm, including, but not limited to loss resulting from weather damage or cancellation due to weather. I [we] further agree to waive any and all rights and/or claims, without limitation as to liability, relating to the use of Festival space and/or the services described in printed materials relating to the Festival.

I [we] grant permission to the Midtown Management District, the Midtown Paper, the Midtown E-Newsletter and Quantum/SUR, to reprint images created by me [us] for promotional use in connection with the Midtown Art in the Park Festival, including use in press releases, print and television media, and on the Festival web site. I understand that to the extent feasible, such as in the case of print media, I will be acknowledged with credit.

I [we] acknowledge that I [we] have been advised that the Midtown Art in the Park Festival 2012 Application and other information relating to the Festival is available online at www.midtownartinthepark.com

Executed this _____ day of _____, 2012.

Artist I:

Artist II:

Signature

Signature

Printed Name: _____

Printed Name: _____



Artist Demonstration

**Applications to participate as a demonstrator must be submitted no later than March 1, 2012.
NO last minute applications will be accepted.**

ARTISTS DEMONSTRATION APPLICATION – *please print clearly*

Media Category _____ **Best phone #** _____

Name: _____

We are working this year to host Artist Demonstrations.

What time of the day you would like to perform?

Please circle one: 10AM to Noon Noon to 5PM

Do you need electricity to perform your demonstration? YES NO

Do you need a special purpose area to perform your demonstration or will you perform at your booth?

What else to we need to know about your demonstration?

All demonstrations will be coordinated thru the Midtown Management District offices. If you have any questions about being an Artist Demonstrator please call: Cynthia Alvarado 713.526.7577 ext 106