

39th Annual 2010



Rules & Regulations

EVENT DATES & TIMES: The 2010 Ruidoso Art Festival will be held **July 23th, 24th, & 25th** at the Ruidoso Convention Center, 111 Sierra Blanca Drive, Ruidoso, New Mexico. Festival hours are as follows:

Fri. July 23: 12 noon to 6 pm

Sat. July 24: 10 am to 6 pm

Sun, July 25: 11 am to 5 pm

Exhibitors agree to be present throughout the show until closing time each day.

ARTIST CODE: An artist code will be assigned to each applicant for the purpose of record keeping and the Jury Process. If you have participated in the Ruidoso Art Festival in the past, please use your previously assigned artist code. Please contact Special Events Coordinator – Kathy Alexander at (575) 257-7395 if you have forgotten your artist code number. If you have not participated in the past and do not have an artist code – one will be assigned to you, for the Jury Process, when your completed application arrives.

JURY FEES: Each artist must submit a non-refundable \$40 jury fee per medium. Only two mediums may be entered per artist. *If you were an exhibitor at the 2009 Ruidoso Art Festival, you may enter for a discounted jury fee of \$25 per medium.*

ELIGIBLE MEDIA: Please remember that the Ruidoso Art Festival is Fine Art only. Prints and giclees are permitted, but a minimum of 50% of the displayed artwork must be original work. To enter, your medium must fall into one of the following Fine Art categories:

A) Acrylics / Oils

D) Sculpture

G) Pastels / Pencil / Pen & Ink

J) Mixed Media

B) Watercolor

E) Metalwork

H) Pottery / Porcelain

K) Fabric / Weaving Leather

C) Photography

F) Woodwork

I) Jewelry

L) Glass

The following items do not qualify to be exhibited at the Ruidoso Art Festival:

* **Items in a medium other than that submitted and accepted by the Festival jury**

* Artwork copied from other artwork

* Ceramics made from commercial molds

* Commercially made items, hobby store kits or patterns of any kind

* Commercially made form settings on jewelry

* Machine tooling or machine screened patterns.

* Accessory items, such as forms or buckles not handmade by the artist.

* Mass produced art of any kind

The Ruidoso Art Festival reserves the right to expel any exhibitor not in compliance with these rules.

ENTRY SUBMISSIONS: All applications to the Ruidoso Art Festival must include 3 digital images representative of current work for each medium entered. Artists must follow the instructions listed below for submission of artwork to be considered. Failure to follow these instructions properly could result in your application being rejected.

DIGITAL SUBMISSIONS:

- 1) All images should be saved on a CD and mailed with application. *E-mailed images will not be accepted.* Please place your CD in a case or other protection suitable for mailing.
- 2) *Images should be approximately 5" x 7" in size at 300 dpi and saved in a JPEG format.*
- 3) **FOR RETURNING ARTISTS** - Each image should be named with the artist code number followed by underscore and then the slide number. For example, If your artist code is 2425, the first file should be saved as: 2425_1.jpg.
- 4) If applying in two mediums repeat step 3, but on the second set of images number them 1A, 2A, 3A to correspond with the written description of each image. For example: 2425_1A.jpg.
- 5) **New artists will be given an artists code when application is received. Name art on submitted CD to easily identify image**
- 6) On the form provided, write a brief description of the image. Include process, materials, description and dimensions, price range, etc. .

BIOGRAPHY / RESUME: Please include a brief personal resume / biography with your application.

JURYING: A qualified jury will evaluate artwork according to quality, mastery of medium, and originality. Acceptance will be determined by total score and the number of artists accepted is determined by availability of booth space.

DEADLINE: *All applications must be postmarked by March 12, 2010 to be considered.* Accepted artists will be notified no later than April 23, 2010. A standby list according to jury score will also be prepared and artists will have the option to be placed on this list if selected. *CD's will be returned only if accompanied by a self-addressed CD mailer and applicable postage.*

BOOTH FEES: Booth fees for each artist range from \$325-\$650 depending on type and location. **Any exhibitor sharing a booth with another accepted artist must pay an additional \$150 booth fee.**

<u>Non-Carpeted:</u>		<u>Carpeted:</u>	
10 x 10	\$325	10 x 10	\$350
10 x 10 Corner	\$400	10 x 10 Corner	\$490
10 x 20	\$625	10 x 20	\$650
20 x 7	\$625 (carpeted or non-carpeted)		

What is the size
of your booth
set up?

Exhibitors must select a 1st, 2nd, and 3rd booth choices when applying. Booths for accepted artists will be assigned based on jury score, then date of application. The planning committee will make every attempt to place each selected artist in their 1st, 2nd, or 3rd booth choices when assigning spaces, however, **placement is not guaranteed.**

BOOTH FEE DEADLINE: Once an artist receives notification of acceptance, booth fees are due in full by JUNE 1, 2010. Accepted artists must bring all booth set-up **including walls, lighting, extension cords, etc.** All booths must be set up by 10:00 am on Friday, July 23th. (Set up will start on Thursday July 22rd.)

CANCELLATIONS & REFUNDS: If an accepted artist must withdraw, a full booth refund will be mailed if notice is given prior to JUNE 1, 2010. Fifty percent (50%) of the booth fee will be refunded until JULY 1, 2010. **Absolutely no refunds will be made after JULY 1, 2010.**

For more information please call the Ruidoso Valley Chamber of Commerce at 1-877-RUIDOSO (784-3676) or 575-257-7395 or e-mail artfest@ruidosonow.com. Rules, regulations and further information pertaining to the 2010 Ruidoso Art Festival are available on our website at www.ruidosonow.com/artfest.

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2010 Application

Artist Code: _____

Name: _____ Business Name: _____

Mailing Address: _____ E-mail: _____

City: _____ State: _____ Zip: _____ Home Phone: _____

Business Phone: _____ Cell / Mobile Phone: _____

Please check the medium you are entering. Only two mediums may be entered per artist.

____ Acrylics / Oils	____ Watercolor	____ Photography
____ Sculpture	____ Metalwork	____ Woodwork
____ Pastels / Pencil / Pen & Ink	____ Pottery / Porcelain	____ Jewelry
____ Mixed Media	____ Fabric / Weaving Leather	____ Glass

Please enclose \$40.00 for each medium entered. Exhibitors at the 2009 Ruidoso Art Festival may enclose \$25.00 for each medium entered. You may pay by personal check, money order, or by Visa or Master Card.

Please make checks payable to the Ruidoso Art Festival.

VISA ___ MC ___ Card # _____ Expiration Date _____

Cardholder Name: _____ Signature: _____

Please put a 1, 2, and 3 in front of your booth preferences (Send no money now for booth fees).

<u>Non-Carpeted:</u>		<u>Carpeted:</u>	
____ 10 x 10	\$325	____ 10 x 10	\$350
____ 10 x 10 Corner	\$400	____ 10 x 10 Corner	\$490
____ 10 x 20	\$625	____ 10 x 20	\$650
____ 20 x 7	\$625 (carpeted or non-carpeted)		

I would like to share a booth with _____ Artist Code: _____

I would like to donate an item to the Annual Silent Auction for charitable purposes: _____ Yes _____ No

Application Check List: Jury Fees CD File Descriptions
 Bio / Resume Booth Preference Medium(s) Entered

Please mail completed application to:

Ruidoso Valley Chamber of Commerce
2009 Ruidoso Art Festival
Attn: Kathy Alexander
720 Sudderth Drive

By applying, applicants agree to abide by the rules and regulations of the Ruidoso Art Festival. Violations or non-compliance may result in expulsion from this or future shows. Accepted applicants also agree that CD files depicting their artwork may be used to publicize the Ruidoso Art Festival.



2010 Application

File Descriptions

Artist Code: _____

Medium: _____

File 1A _____

File 2A _____

File 3A
