



2017 WPSAF Artist Application

**The 58th Winter Park Sidewalk Art Festival™
March 17, 18 and 19, 2017**

Location: Central Park and along Park Avenue, Winter Park, Florida
Phone: 407-644-7207 (Voice Message System)
Show Dates: March 17-19, 2017
Deadline: September 26, 2016, Midnight, EDT
Requirements: 4 Images (3 artwork & 1 booth, without people, signage or signatures)
Jury Fee: \$35.00

EVENT SUMMARY

The Winter Park Sidewalk Art Festival (Festival) is one of the nation's oldest and most prestigious juried fine art shows. It consistently ranks among the most highly regarded outdoor art shows in the nation with cash awards totaling \$72,500 and dedicated Patron purchase funds over \$70,000. The Festival features original artwork that has been designed and executed within the past two years by the exhibiting artists.

The show is located in Central Park and along Park Avenue in Winter Park, Florida, a beautifully landscaped area with the surrounding streets closed during the Festival to allow foot traffic only. Artists' booths nestle under large oak trees in the park and line Winter Park's Park Avenue, the heart of a charming downtown with brick streets, unique boutique shops, and inviting outdoor cafes and bistros. Attendance at the Festival is expected to reach over 350,000 people for the three-day event, which takes place on March 17, 18 and 19, 2017. Each year up to 225 artists and three emerging artists are selected for participation.

The three-day event also features a wide variety of entertainment on the stage in Central Park, food and beverage to please the whole family, a popular exhibit of student art from Central Florida schools, and many interactive art activities for the kids.

Portions of the Festival's proceeds are donated to the Winter Park Sidewalk Art Festival Foundation to fund scholarships for outstanding art students through the Jean Alice Oliphant Scholarship at Rollins College and The Winter Park Sidewalk Art Festival Scholarship at the University of Central Florida.

The Winter Park Sidewalk Art Festival, among Central Florida's largest annual outdoor events, has been recognized nationally with these latest ratings:

- #2 in the Nation - Art Fair Calendar's Best Juried Fine Art Fairs
- #5 in the Nation - Sunshine Artist Magazine Best Fine Art and Design Shows
- #1 in the Southeast - Sunshine Artist Magazine Best Fine Art and Design Shows

GENERAL INFORMATION

IMPORTANT DATES

- **AUGUST 1, 2016 (Monday)**
 - Application available on ZAPP
- **SEPTEMBER 26, 2016 (Monday)**
 - Application deadline to ZAPP, by **Midnight, EDT**
 - Requirements: 4 images (3 artwork, 1 booth) with no identifiable markings
- **OCTOBER 22, 2016 (Saturday)**
 - ZAPP Screening at Winter Park City Hall
 - Open to all applicants and the public 8 a.m. to 4 p.m.
- **NOVEMBER 5, 2016 (Saturday)**
 - Notification of screening results from ZAPP emailed on or before
- **DECEMBER 5, 2016 (Monday)**
 - Acceptance and Exhibitor Fee deadline to ZAPP by **Midnight, EST**
 - Space Request deadline. Email to zapp@wpsaf.org by **Midnight, EST**
See Booth Information below for Space Request.
- **DECEMBER 31, 2016 (Saturday)**
 - Exhibitor Fee refund request deadline. Email to zapp@wpsaf.org by **Midnight, EST**
 - Exhibitor Fee refund is subject to an administrative fee of \$20.00
- **MARCH 16, 2017 (Thursday)**
 - Spaces located within the Park may be set up **AFTER 8:30 a.m.**
Check in with Headquarters before set up.
 - Headquarters is open 7 a.m.- 6 p.m. (NW corner of Park Ave & Morse Blvd)
- **MARCH 17, 2017 (Friday)**
 - Spaces located along Park Avenue may be set up **AFTER 5 a.m.**
Check in with Headquarters or Space Assignment Committee before set-up
 - Headquarters opens at 5 a.m. (NW corner of Park Ave & Morse Blvd)
- **MARCH 17, 18 and 19, 2017 (Friday, Saturday and Sunday)**
Festival Hours of Operation
 - Friday and Saturday, 9 a.m.-6 p.m.
 - Sunday, 9 a.m.-5 p.m.

ARTISTS' AMENITIES

- Thursday set-up and check-in (street spaces set up Friday morning)
- Artists' Hospitality Center with refreshments available all day
- Free Artists' parking near the Park
- Artist Housing Program
- Booth sitting staffed by volunteers available on call
- Saturday Night Artists' Dinner & Awards Presentation
- Art Festival Magazine distributed at event and archived on website
- Artists' Gallery on website
- Security patrol after hours
- Extensive media promotions throughout Central Florida leading up to the Festival
- Artists retain all sales proceeds

AWARDS – TOTAL of \$72,500

- Best of Show: Purchase Award, \$10,000
- Edyth Bush Charitable Foundation *Art of Philanthropy* Award: Purchase Award, \$5,000
- Morse Museum Award for a Distinguished Work of Art: \$2,500
- Ten Awards of Excellence: \$2,000 each
- Twenty Awards of Distinction: \$1,000 each
- Thirty Awards of Merit: \$500 each
- In addition, Patron Program purchases estimated to reach \$70,000 this year

THE JUDGES AND THE JUDGING PROCESS

The jurist panel consists of three (3) independent judges, selected from across the country for their in-depth knowledge and experience in multiple art media. In October they will review the digital images of all applicants to select the Festival artists and the Wait List artists. In March the same jurist panel will review the work of the exhibitors to determine those artists they consider eligible for awards. Judging of the awards is based upon the overall quality of the artwork exhibited. When a booth is selected by a judge, the artist is responsible for selecting one piece for Saturday's awards processing that best represents their entire body of work. The Best of Show, Edyth Bush Charitable Foundation Award and the Morse Museum Award are presented for individual works. Awards are presented solely at the discretion of the judges.

2017 JUDGES

Names and bios of this year's judges can be found on our website at www.wpsaf.org under the *About The Festival* tab.

APPLICATION INSTRUCTIONS

IMPORTANT:

It is critical that each accepted and wait-listed artist maintains an accurate and up-to-date artist's profile in ZAPP through March 2017, especially telephone, e-mail, website and postal mail.

TO APPLY

Applications to The 58th Winter Park Sidewalk Art Festival will be available thru ZAPP at www.zapplication.org between **Monday, August 1** and **Monday, September 26, 2016, Midnight, EDT**. Screening order is established by the date your **completed** application is marked "Received" in ZAPP within your media category.

Artists may apply only once in a category and in a maximum of two (2) categories but only if the work is substantially different in medium and technique.

REMINDER:

The Festival is a family-oriented event and exhibits must be in keeping with this atmosphere.

IMAGES

You must submit four (4) images:

- Three (3) artwork images (**with no signatures**), and
- One (1) booth image with your artwork displayed. Your booth image should display your current artwork and should not have any identifiable markings. **That means no signatures, no booth cards, no signage and no people or pets should be shown in the photo.**

PLEASE NOTE:

Your application will be rejected if these rules are not followed.

Excellent guidelines labeled *Image Preparation* may be found in ZAPP. Only images submitted in the ZAPP format can be used in the Festival programs and publicity. Your #1 image may be used in the Festival programs, on the website and other Festival-related media.

SPECIAL NOTICE 2016 FESTIVAL AWARD WINNERS

Winners of the 2016 Best of Show Award, the Edyth Bush Charitable Foundation Award, the Morse Museum Award, Awards of Excellence and Awards of Distinction are invited to return in their **awarded categories**. To confirm your participation in The 2017 Winter Park Sidewalk Art Festival™, returning award winners must submit an application to ZAPP by **Monday, September 26, 2016, Midnight, EDT** and pay the exhibitor fee of \$475.00 through ZAPP by **Monday, December 5, 2016, Midnight, EST**.

- A coupon code will be provided to you by the Festival for the jury fee. Please check your contact information in ZAPP for accuracy.
- Although not juried, please **submit an artwork image** through ZAPP to be used for publicity, including the Festival programs and Web site. Only images submitted in the recommended ZAPP format can be used in the Festival programs and publicity materials.
- If you have a change of category or wish to enter a second category with work that is substantially different in medium and technique, please submit a separate ZAPP application, including fees and images, following all applicable instructions.
- The deadline to request a refund of the exhibitor fee is Saturday, December 31, 2016, **Midnight, EST** by email to zapp@wpsaf.org. Exhibitor fee refund is subject to an administrative fee of \$20.00.
- Please note that past Festival award-winning work is not eligible for an award.

APPLICATION BY COLLABORATING ARTISTS

- Collaborating artists may apply as a single entry only. No more than two (2) artists working as a team may collaborate in the design and creation of any artwork submitted with the application or chosen to display at the Festival.
- Assistants, employees, office or other support staff are NOT considered to be collaborators. If an artist has a helper who assists the artist with frames, setup, selling, paperwork, etc., but she/he is NOT producing the work under his/her own or team name, this person is NOT a collaborator, though he or she may certainly assist you at the Festival.
- If accepted, only one (1) booth will be issued, and only finished work that is the result of the collaborative process may be displayed and sold.
- BOTH artists are required to sign in and present photo identification prior to setting up. BOTH artists must be present during Festival hours in the booth during the entire three-day Festival, with the exception of short breaks.

APPLICATION IN TWO CATEGORIES

- Artists may apply in a maximum of two (2) categories (one entry per category).
- **If applying in two (2) categories, the work in each must be substantially different in medium and technique.**
- An artist selected in two categories is committed to display in both categories.
- Work in each category may not be combined. Two (2) separate adjacent spaces will be assigned, one (1) space for each category.

ACCEPTANCE

Selection is by the jury process only. The decisions of the judges are final. It is important to check your e-mail often as all acceptances and pertinent Festival information will be communicated electronically.

WAIT LIST

Placement on the Wait List is determined by the jury and is based on point score in category and then by the date the completed application is received in ZAPP. If you **do not** wish to remain on the Wait List, please contact us by email at zapp@wpsaf.org.

ARTIST HOUSING PROGRAM

Housing for artists will be provided in local homes on an as needed and as available basis. ZAPP application should be completed to indicate that you may request housing if accepted. Application for housing will be provided after acceptance and payment of your booth fee.

CATEGORIES

Awards are given regardless of category. Categories are used for jurying purposes only. It is the artist's responsibility to enter in the appropriate category. Artists may apply only once in a category.

IMPORTANT:

ALL WORK MUST BE ORIGINAL AND SIGNED BY THE ARTIST.
IN APPLICABLE CATEGORIES, ARCHIVAL QUALITY MATERIALS MUST BE USED.
EDITIONS MUST BE LIMITED TO 250.

- **CLAY**
Three-dimensional clay and porcelain work created by the artist. Jewelry is not included in this category. May not be machine-made or mass-produced.

- **DIGITAL ART**
Two-dimensional work created by the artist using computer technologies. May include scanned images, from the artist or other sources that have been non-trivially modified through the use of computer programs. Work must be printed with archival quality materials and properly signed and numbered as a limited edition no greater than 250.
- **DRAWINGS & PASTELS**
Two-dimensional works created by the artist using dry media including chalk, charcoal, pastels, pencils, wax crayon, or from the fluid medium of inks and washes, applied by pen or brush. Work must be created with archival quality materials and properly signed.
- **EMERGING ARTIST**
This category is restricted. Please refer to the guidelines and instructions under “Emerging Artist Program” elsewhere in this document and on our website at www.wpsaf.org/artists/emergingartists.
- **FIBER**
Three-dimensional work, wearable and non-wearable, created from fibrous materials. This category includes but is not limited to baskets, books, embroidery, paper, quilts, weavings, felting, etc. All work must be designed and created by the artist. No commercial or mass production works are permitted, regardless of additional modifications or enhancement by the artist.
- **GLASS**
Three-dimensional work created by the artist in glass. No molds or other forms of mass production are permitted.
- **JEWELRY**
Jewelry created by the artist without the use of commercial casts, molds, kits or a production studio, regardless of medium. Only those artists accepted in the jewelry category may display or sell jewelry.
- **LEATHER**
Three-dimensional handmade work created with leather by the artist.
- **METAL**
Three-dimensional artwork created by the artist through the forging, twisting and fabricating of various metals.
- **MIXED MEDIA – 2D**
Two-dimensional, one-of-a-kind works created by the artist in which the primary intent is the union of two (2) or more physical materials.
- **MIXED MEDIA – 3D**
Three-dimensional, one-of-a-kind works created by the artist in which the primary intent is the union of two (2) or more physical materials.

- **PAINTING**
Two-dimensional work created by the artist with pigment including oils and acrylics, as well as egg tempera, casein, alkyd, encaustic (excluding watercolor). Work must be created with archival quality materials and properly signed.
- **PHOTOGRAPHY**
Two-dimensional work created by the artist that includes digital and film photography that has not been manipulated to achieve results beyond what could be produced in a traditional dark room. Hand-colored photography and emulsion transfers are accepted in this category. Only the artist's original source material is acceptable. Work must be printed by the artist or under the artist's supervision in limited editions no greater than 250, properly signed and numbered on archival material. Signage of an overtly commercial nature listing the availability of numerous sizes, print surfaces and/or framing options is prohibited.
- **PRINTMAKING**
Two-dimensional printmaking is a transfer process of producing original art, usually in multiples. Printed original works are hand manipulated by the artist using etching, engraving, silk-screening, stone and plate lithography, linoleum block or woodcut, etc., which have been properly signed and numbered as a limited edition no greater than 250 using archival quality materials.
- **SCULPTURE**
Three-dimensional work created by the artist primarily in a single medium such as shaping figures or a design in the round or in relief, by chiseling marble, modeling clay, casting metal or other materials. No forms of commercial or mass-produced or enhanced items not made by the artist are permitted.
- **WATERCOLOR**
Two-dimensional work created by the artist with watercolors using archival quality materials and properly signed.
- **WOOD**
Three-dimensional work created by the artist that is hand-tooled, machine-worked, built-up, turned or carved in wood.

EMERGING ARTIST PROGRAM

The Emerging Artist Program is designed specifically for outstanding new artists who are just beginning their careers in the art world and who have never exhibited or sold their work in a juried outdoor Festival.

- Visit the Festival website for complete details. Use this link, www.wpsaf.org/artists/emergingartists, or find it at www.wpsaf.org under the “For the Artists” tab.
- A **special code** for Emerging Artists to use when applying through ZAPP is listed on our web site. If you are unable to enter the special code, please contact us.
- We reserve the right to pre-screen and research emerging artist applicants to make sure they are a fit for this category and that they do not have extensive experience exhibiting and selling their work.
- Artists may apply to either the Emerging Artist Program or to The Winter Park Sidewalk Art Festival through the regular application process, but they may not apply to both.

CONTACT INFORMATION

- The Winter Park Sidewalk Art Festival
P.O. Box 597
Winter Park, Florida 32790-0597
- Voice message system: 407-644-7207
- Web site: www.wpsaf.org
- Application questions: zapp@wpsaf.org
- General questions: wpsaf@wpsaf.org
- Emerging artists: ea@wpsaf.org
- Facebook: <https://www.facebook.com/WinterParkSidewalkArtFestival>
- Twitter: #WPSAF

RULES & REGULATIONS

Please read the entire application completely, including this important section.

ARTIST STATEMENT

- All exhibitors must prominently display a copy of their Artist Statement in their booths.
- These Artist Statements must describe the technique, materials and processes used in the creation of the entire body of work.
- Collaborators must describe each member's involvement in the creation of the artwork in their Artist Statement.

COMMITMENT

A completed ZAPP application and full payment of the booth fee is a commitment to show in your selected category (categories) and to abide by the Festival rules. Artist, and collaborator if applicable, must be present at all times during the three-day Festival.

EXHIBIT SPACE

Each space measures 10' by 12'. **The artist's display, including booth and viewing bins, must be contained within this space.**

- An artist may have only one (1) single space, except in cases of dual-category acceptance.
- The work of only one (1) artist may be displayed in each assigned space.
- A minimum of six (6) pieces must be displayed.
- The Festival retains the right to regulate various aspects of the booth display including, but not limited to, number of pieces of artwork, size and number of bins, and overall placement within the allotted space.
- *The Festival is a family-oriented event, and exhibits must be in keeping with this atmosphere.*

THE FOLLOWING ARE PROHIBITED:

- Reproductions of original artwork
- Copies of original artwork and works reproduced or copied from works of masters, advertisements, commercial or widely circulated photographs or offset prints
- Work purchased from an outside source for resale
- Production artwork in any category
- Work created by kits, velvet paintings, manufactured or kit jewelry, art supplies, commercial signage or displays, decoupage and ceramics cast from commercial molds
- Traditional crafts such as soaps, candles, scented oils and homemade food items should not be entered into this event.
- Mass-produced note cards, commercial books, etc.
- Framing in the Park
- Artwork created before August 1, 2014
- Artwork not in the category in which the artist applied and was accepted
- Unsigned artwork or work not using archival materials
- Creation or demonstration of artwork in the Park
- Alcohol or sound systems
- Pets
- Generators

IMPORTANT:

During The Winter Park Sidewalk Art Festival all displays will be visited by the Viewing Committee to ensure that the displays and artwork are in compliance with Festival rules.

It is our exclusive right and responsibility to remove work that is not in compliance.

An Officer of the Festival will make the final decision.

Non-compliance can result in expulsion and ineligibility for judging, awards and future Festival participation.

BOOTH INFORMATION

EXHIBIT SPACE – Please find information under “Rules & Regulations”

FEES

- \$35.00 Jury Fee paid through ZAPP by **Monday, September 26, 2016, Midnight, EDT**. This administrative fee is not refundable.
- \$475.00 exhibitor fee (includes \$28.99 Florida/Orange County Sales Tax of 6.5%), paid through ZAPP by **Monday, December 5, 2016, Midnight, EST**.
- No refund of exhibitor fee will be made for cancellation after **Saturday, December 31, 2016, Midnight, EST**. Exhibitor fee refund is subject to an administration fee of \$20.00.
- **There is no commission charged by the Festival on any art sales.**

SPACE REQUESTS

Space requests are determined by date of *confirmed (paid in full)* application and the returning 2016 award winners within each category. Your timely email response will greatly assist the committee in completing the park layout before the holidays.

Upon being extended an invitation to exhibit in The 58th Winter Park Sidewalk Art Festival, your application status will change to *confirmed* only after your acceptance and payment of the \$475.00 booth fee. At that time, refer to the site map available at www.wpsaf.org then click on PARK MAP in the header and email three (3) space preferences to zapp@wpsaf.org by our deadline of **December 5, 2016, Midnight, EST**. Changes made to the Park by the City in the Festival area may result in the layout being changed without notice.

TAX

Each artist is responsible for collecting and reporting Florida Sales Tax on all sales made during the Festival. The current tax rate for Florida/Orange County is six and one-half percent (**6.5%**). Reporting forms will be provided by Florida Department of Revenue at check-in or may be obtained at http://dor.myflorida.com/Pages/forms_index.aspx.

LEGAL AGREEMENT

I hereby submit an application to become an exhibitor in The 2017 Winter Park Sidewalk Art Festival™.

- Submission of my ZAPP application confirms my commitment to abide by the Festival rules and regulations as established by the Festival Committee and the City of Winter Park.
- By submitting an application, I, and my co-artist (collaborator), if applicable, hereby and forever discharge The Winter Park Sidewalk Art Festival™, Winter Park Art Festival, Inc., Winter Park Sidewalk Art Festival Foundation, Inc. and the City of Winter Park, Florida, of and from all manner of actions, suits, and damages, claims and demands, whatsoever in law or equity, from any loss and damage to the undersigned's property while in the possession, supervision or auspices of The Winter Park Sidewalk Art Festival™, Winter Part Art Festival, Inc., Winter Park Sidewalk Art Festival Foundation, Inc., the City of Winter Park, their agents, representatives or employees.
- I warrant that:
 - The artworks submitted for jurying and the artworks to be displayed in my booth are all original work that are both designed and executed by my own hands since August 1, 2014. If produced with a collaborator, the work is made solely by my collaborator and me with our own hands.
 - There is no production studio associated with any of the work to be sold in my booth.
 - The work in my booth is not purchased from an outside source for resale at The Winter Park Sidewalk Art Festival™.
 - There are no reproductions or enhanced/embellished reproductions in my booth.
- If selected to exhibit at The Winter Park Sidewalk Art Festival™, I authorize use of the images submitted with my application or duplicates thereof for Festival publicity or documentation.
- I agree to grant a license to The Winter Park Sidewalk Art Festival™ to reproduce electronically, in limited resolution, my original artwork for a period of up to thirty (30) months beginning January 1, 2017.
- I understand by submitting an application, I retain full copyright of my original artwork. My images shall not be redistributed except as anticipated on the website and in the Festival programs and other Festival related media, without my express written permission.
- A *confirmed* application in ZAPP and full payment of the exhibitor fee is a commitment to show in my selected category (categories) and to abide by the Festival rules.
- No refund of exhibitor fee will be made for cancellation after Saturday, December 31, 2016, Midnight, EST. Exhibitor fee refund is subject to an administrative fee of \$20.00.
- The Winter Park Sidewalk Art Festival™ reserves the right to make final interpretation of all rules.

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