

# 28<sup>th</sup> Annual SIERRA FESTIVAL OF THE ARTS

Sunday, May 30, 2010 10 am to 5 pm  
presented by the Grass Valley Downtown Association

**Application deadline:** March 12 Postmark • Our reply: in the mail by March 19. No refunds for withdrawal after April 15.

**Booth sizes and cost:** 10 x 10: \$125 10 x 20: \$200

This fine art, fine craft event takes place on Mill Street, Grass Valley's main shopping street. Art booths line the street on both sides, butted up against the curb. Booths are configured in pairs with about 8 feet between each pair, so that each booth has one open corner and one neighbor. Double booths have one open corner, and a single or double booth at the other corner.

**Qualifications:** Artists and craftspeople producing original work; no work from kits or commercial molds. Reproductions are allowed, but must be labeled as such in your display. Your acceptance will be based upon your photographs or CD, which must show the entire range of items you wish to display.

**Not suitable:** country crafts; embellished items such as purchased clothing, hats, belts, purses; food products, soaps, candles, oils and the like.

**Display requirements:** a canopy system is highly recommended. Display elements should be clean, level and plumb; tables must be covered to the ground (with something other than wrinkled bedsheets, please); no items may be stored or displayed on sidewalks; store your boxes, supplies, inventory out of sight. Unframed art should be displayed neatly in cradles or bins.

Over the last few years, we have worked hard to upgrade and maintain this event as a high quality, fine art and fine craft festival. The manner in which you present your work, as well as your work itself, has everything to do with our efforts to present the public with the artistic excellence they expect to find at Sierra Festival.

**Day of the Festival:** set-up begins at 6 a.m. Festival opens at 10 a.m. Final details and space assignments will be sent to accepted artists in mid-May.

**Questions?** Carol Herschleb at (530)274-8636 or email: c.herschleb@att.net (please note the dot after "c").

# 28<sup>th</sup> Annual SIERRA FESTIVAL OF THE ARTS

A CELEBRATION OF THE VISUAL ARTS

SUNDAY, MAY 30, 2010 10 AM to 5 PM

Presented by the Grass Valley Downtown Association in Historic Downtown Grass Valley

**APPLICATION DEADLINE:** March 12 Postmark • **OUR REPLY:** in the mail by March 19

**COST:** Please circle one: \$125 for 10 x 10 • \$200 for 10 x 20

We will be using email to communicate with you, unless you don't have service. Your email address will not be given or sold to anyone. Enter the address below in your email address book so your program doesn't filter out our group emails: **c.herschleb@att.net (don't forget the dot after "c")**.

Name \_\_\_\_\_ Business Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

California Seller's Permit No. (required) \_\_\_\_\_

Category of Artwork (circle one or more): Painting Printmaking Mixed Media Sculpture

Photography Wood Clay Glass Jewelry Fiber Leather Other \_\_\_\_\_

Original work only -- no items from kits or commercial molds. Fine art and fine craft only -- no country crafts, taped music, imported goods or food items, t-shirts or embellished commercial clothing.

Enclose 4 true photos or a CD of .tif or .jpg 300 dpi images (no slides, color copies or ink-jet prints) of your artwork, plus one image showing your work in its display setting. Below, briefly describe your work, materials you use, and general size:

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Accepted artists may order free Festival postcards for mailing lists and to use as hand-outs. Please give us an idea of how many you'll need: \_\_\_\_\_

Complete this form and send with your photos or CD, your check for \$125 or \$200 **payable to GVDA**, and a self-addressed envelope of sufficient size and postage to return your photos:

**Carol @ Sierra Festival, PO Box 2178, Nevada City, CA 95959.** Thank you!