



Del Ray Artisans Presents its  
*Fine Art & Fine Craft Holiday Market 2011*  
 December 2 – 4, 2011



**Time Sensitive!**

**Artist Application**  
**Registration Deadline: Friday, August 12, 2011**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: Day \_\_\_\_\_ Evening \_\_\_\_\_ Cell \_\_\_\_\_

E-mail: \_\_\_\_\_

**Please check media category:** Artists should include with this application up to three pictures TOTAL, printed or on CD. These pictures should be representative of the work you plan to sell.

- Painting (Type: \_\_\_\_\_)
- Jewelry (Type: \_\_\_\_\_)
- Photography
- Pottery
- Clothing (Type: \_\_\_\_\_)
- Glass (Type: \_\_\_\_\_)
- Other (\_\_\_\_\_)

Price Range: \$\_\_\_\_\_ Please indicate the general price range of work to be sold.

**Note:** Please be aware that space is extremely limited. Artists selected will be provided with a maximum space 6 feet in length and some spaces can also utilize the wall space behind their set-up, but artists must provide their own displays, tables, pedestals, etc. DRA has chairs for you to borrow throughout the Market. Artists wishing to share space may apply together. Artists are responsible for their own sales and collection of sales tax. See the Artist Guidelines for more details.

**Fee:** There is a \$60 artist fee. Checks should be made out to **Del Ray Artisans** and should accompany this application form at time of submittal. **If you are not accepted into the Market, your artist fee check will be returned.** Accepted artists' checks will not be deposited until after the decision date, August 22 2011. Artists are also asked to contribute 10% of their total sales (tax deductible) back to DRA.

**Return application with photos by August 12, 2011 to:**  
 Del Ray Artisans  
 Attn: Holiday Market  
 2704 Mount Vernon Avenue  
 Alexandria, VA 22301

**Application Checklist:**  
 DRA Membership Current?  
 Completed Application  
 Photos /  CD  
**Please submit by Aug 12, 2011**

Questions? Contact Tracy Wilkerson - 703.501.1736 or DRA.HolidayMarket@gmail.com



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### Artist Guidelines

1. All artists must be active members of Del Ray Artisans.
2. **Artist Application must be RECEIVED by Friday, August 12, 2011.**
3. Up to three (and ONLY 3) photographs, printed or on CD (jpg, pdf or tif files) representative of the work to be sold should accompany the application. If you would like your materials returned, please include a self-addressed, postage-paid envelope. Please clearly label images and/or CD with your name, piece titles and media.
4. All work must be handmade by the artist. If work is judged to be manufactured, *or composed of a majority of manufactured pieces*, rather than handmade at the time of the sale, the artist will be asked to remove the work. The Committee reserves the right to remove any item from sale, at any time, for any reason. The artist may only sell artwork in the media category that was indicated on the artist's application.
5. Gallery has limited space availability. The Committee reserves the right to keep the variety of goods available balanced.
6. Artists can have tables or displays up to 6 feet in length and many spots have wall space that can be used. Artists must provide their own tables and/or displays. DRA will provide folding chairs. Gallery space is very limited, so please be courteous to your neighbors.
7. Once your application is accepted, your \$60 application fee becomes **non-refundable**. You are also expected to donate **10% of your total sales** (tax deductible). Checks for the artist fee should be made out to **Del Ray Artisans** and should accompany this application form at time of submittal. If you are not accepted into the show, your check will be returned. **Receipt of the fee is considered acceptance of the conditions of the Market and will reserve your space.** Please note that space is nontransferable; any cancellations will be filled by artists selected by the Committee. Cancellations and no-shows will NOT be refunded.
8. Artists can set up Thursday evening 6:30 - 8:30pm, or Friday afternoon between 3:30 – 5:30 pm. **All artists must be set up by 5:30 pm Friday evening.** A reception will be held from 6 – 9 pm Friday, December 2. Seasonal refreshments will be provided.
9. Artists or their proxy must be present during Holiday Market hours **AT ALL TIMES** to handle sales. DRA will not sell items on behalf of artists.
10. Artists are responsible for making their own change; however, DRA will allow artists use of the DRA credit card machine (VISA, MasterCard, American Express) so that sales won't be lost—please be aware that it will take approximately 6 weeks to receive a check from DRA (minus the bank's transaction fee of 5% of the sale).
11. DRA will publicize the event through printed materials, electronic media and local advertising. Artists will also be given publicity materials to send to their personal contacts.

### Calendar Timeline

- **Registration Deadline:** Friday, August 12, 2011
- **Artist Notification, via email:** By Monday, August 22, 2011
- **Mandatory Artist Meeting:** Thursday, September 22, 2011
- **Artist Installation:** Thursday, Dec. 1, 6:30 – 8:30 pm and Friday, Dec. 2, 3:30 – 5:30 pm
- **Reception:** Friday, December 2, 6 – 9 pm
- **Holiday Market Hours:** Saturday, December 3, 10am – 4pm; Sunday, December 4, 12 – 4pm