

Del Ray Artisans Presents its
Fine Art & Fine Craft Holiday Market 2014

Dec 5 - 7 weekend == Dec 12 - 14 weekend == Dec 19 - 21 weekend

Welcome new and returning artist exhibitors to the 19th annual Holiday Market!

We will continue this year with 3 weekends and will offer booth space as well as wall space. Each weekend, there will be room for 10 table-top “booth” exhibitors and from 4 to 8 wall exhibitors (2D work only). This change opens up our gallery floor, allows more visitors the opportunity to walk around easily view the exhibitors space, and encourages 2D artists into a wall space choice rather than being forced into a “booth” setup.

The revised space also allows room for

- front desk to host the Bake Sale (which benefits a local non-profit)
- poinsettias for sale in the front lobby
- a space for food and refreshments on Friday nights

As you fill out the application, we will ask specific questions that will need to be answered or it may delay your application into the process. Each weekend will still be designed as a “balanced market” (we cannot have all photographers or all jewelers, etc) so not all accepted artists are guaranteed their first choice weekend.

Artist Guidelines

- **ELIGIBILITY:**
 - Participating artists can be members of Del Ray Artisans or non-DRA members. DRA members must be active by the application deadline in order to receive the member space rate.
 - The DRA Gallery has limited space availability. The Committee reserves the right to keep the variety of goods available balanced.
 - All work sold at the Holiday Market must be handmade by the artist selling the work and originals need to have been made within the last 3 years. Reproductions are acceptable as long as the original was made by the artist within the last 3 years. The Committee reserves the right to remove any item(s) 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.**

- **APPLICATION:**
 - **Artist Application (pages 3 & 4) must be RECEIVED by Monday, August 25, 2014 – along with your check (for one weekend only) and pictures.**
 - Up to three (and ONLY 3) pictures (emailed, printed or on CD) 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.

- Checks should be made out to **Del Ray Artisans** and should accompany this application form at time of submittal.
- **Your cashed check is considered acceptance of the conditions of the Market and will reserve your space.** If you are not accepted into the show, your check will be returned.
- **ONCE SELECTED:**
 - Once you are accepted into the Holiday Market, your application fee becomes **non-refundable**. 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.**
 - You are also expected to donate **10% of your total sales** (tax deductible donation) to Del Ray Artisans.
 - Accepted artists are guaranteed to be in at least one weekend Market (either your first or second choice). Participating in more than one weekend will be determined by the media and interest level of participating artists – artists chosen to set up for a 2nd weekend will be contacted soon and will be required to pay for that space in order to secure it.
 - DRA will publicize the event through printed materials, electronic media and local advertising. Artists will be expected advertise by publicizing the show with DRA postcards (each artist will receive a stack) to send to their personal contacts and drop off at local businesses, as well as electronic files for social media marketing.
- **FOR YOUR SELECTED WEEKEND:**
 - 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.
 - For Wall artists:
 - You are welcome to bring your own but DRA will provide hammers, nails and picture hooks
 - No sticky hangers are to be used on the walls
 - Walls will need to be spackled and re-painted after the weekend is over (DRA provides the spackle and paint)
 - A bin and/or table can be used in addition to the wall, but nothing should extend more than 2 feet from the wall
 - No raffles or drawings are allowed in your space. Customers visit the Market to purchase hand-made art – there is no need for these gimmicks to compel people to purchase.
 - 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.
 - Artists are responsible for their own sales, making their own change, and collection of sales tax.
 - DRA will allow artists to take credit cards through the DRA credit card machine (VISA, MasterCard, American Express) so that sales won't be lost—please be aware that it will take approximately 4 weeks to receive a check from DRA (minus a total of 15%, which covers the bank's transaction fee of 5% of the sale and the 10% artist donation). There are other alternatives, such as SquareUp.com, ProPay, etc) so please look into those before signing the DRA credit card agreement.
 - Artists can set up the Thursday evening 6:30 - 8:30pm, or Friday afternoon between 3:30 – 5:30 pm before your scheduled weekend. **All artists must be set up by 5:30 pm Friday evening.** A reception (with food and an open bar) will be held from 6 – 9 pm each Friday night.

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Artist Application Deadline: Monday, August 25, 2014

Name: _____

Address: _____

City/State/Zip: _____

Phone: Cell _____ Home _____

E-mail: _____

Overall Notes:

- The 2014 Holiday Market is open to DRA members and non-members. However, preference will be given to DRA members.
- Artists wishing to share space may apply on the same application – please be sure to mark the media section appropriately.
- See the Artist Guidelines for more details.

Definitions:

- **Booth** = a 6-foot long space and approximately 4 feet deep. You can design your space with one table, multiple tables, displays, etc as long as you don't exceed your space.
- **Wall** = for 2D artwork ONLY. Spaces are either approximately 8 or 9 feet long and you can utilize from floor to ceiling – if you choose a half wall, you will share that space with another half-wall artist. You cannot choose which size wall you want – location is determined by the Committee to ensure a balanced market. Wall spaces can also include a bin as long as the bin does not extend out more than 2 feet.

Fee: See pricing structure below for the space **plus 10% of total sales** (tax deductible donation) back to DRA

- **Booth Space**
 - 6-foot booth space (10 available) - \$60 per weekend (non-member \$80 per weekend)
- **Wall Space**
 - Whole wall (approx. 8 to 9 feet) - \$60 per weekend (non-member \$80 per weekend)
 - Half wall (approx. 3.75 – 4.5 feet) - \$40 per weekend (non-member \$50 per weekend)

Write a check for one weekend only made out to **Del Ray Artisans**. If you are accepted into a second weekend, we will direct you to send in another check. Checks should accompany this application form at time of submittal. **If you are not accepted into the Market, your original check will be returned.** Accepted artists' checks will be deposited after the decision date, September 5, 2014.

Holiday Market Timeline

- Registration Deadline: Monday, August 25, 2014
- Artist Notification, via email: by Friday, September 5, 2014
- Mandatory Artist Meeting: Thursday, September 18, 2014 at 7 pm
- Artist Installation: Thursday before selected weekend 6:30 – 8:30 pm and Friday 3:30 – 5:30 pm
- Reception: each Friday 6 – 9 pm (Dec 5, Dec 12, and Dec 19)
- Holiday Market Hours: each weekend, Friday 6 – 9pm, Saturday 10am – 4pm, Sunday 12 – 4pm

1) Media Category: *Include up to three pictures TOTAL (emailed, printed or on CD). These pictures should be representative of the work you plan to sell.*

- Jewelry (Type: _____) Glass (Type: _____)
 Photography (Type: _____) Body Care (Type: _____)
 Fiber (Type: _____) Mosaics (Type: _____)
 Pottery (Type: _____) Other (_____)

2) Weekend Preference: *Write 1st and 2nd in the weekend space you want first and second; please do not mark both weekends you want with “1st” – please choose a preference. Depending on your media and artist participation, you may be accepted into one or two weekends.*

Dec 5 – 7	Dec 12 - 14	Dec 19 - 21

3) Booth or Wall: *Please choose only ONE.*

	BOOTH: 6-foot space - \$60 per weekend (non-member \$80 per weekend)
	WALL: whole wall (approx. 8 to 9 feet) - \$60 per weekend (non-member \$80 per weekend)
	WALL: half wall (approx. 3.75–4.5 feet) - \$40 per weekend (non-member \$50 per weekend)

Application, check & photos due by August 25, 2014

Del Ray Artisans
 Attn: Holiday Market
 2704 Mount Vernon Avenue
 Alexandria, VA 22301

Application Checklist	
<input type="checkbox"/> Membership Current?	<input type="checkbox"/> Non-member?
<input type="checkbox"/> Completed Application	
<input type="checkbox"/> Check written for one weekend’s rate	
<input type="checkbox"/> Photos or CD or emailed	
<input type="checkbox"/> Weekend preference selected	
<input type="checkbox"/> Booth or wall space preference selected	