



**Saturday, October 2, 2010  
10am - 5pm**



## **2010 Artist Registration Requirements**

The Del Mar Village Association (DMVA) is now accepting Artist Applications for the 2010 Art Stroll in Del Mar. The Taste and Art Stroll in Del Mar is an annual event held in the Village of Del Mar. The event includes both a free art stroll featuring juried original artwork by over 80 talented, local and regional artists and a ticketed restaurant taste. This celebration of art and cuisine also includes live music and a children's interactive art area.

### **Standards**

Open to fine artists, the Art Stroll in Del Mar is a one-day juried exhibition and sale of fine art and fine crafts. Only artists displaying their own original work will be eligible to participate in Art Stroll in Del Mar. Prints must be limited edition and represent a minority of the work displayed. You may sell your own cards. No t-shirts, posters, or other mass produced items will be allowed.

### **Entry Fee**

\$25.00 non-refundable application fee and \$150.00 entry fee for a 10x10 booth space. A limited number of double booth spaces are available (\$300.00 plus \$25.00 application fee)

### **Application Submittal Requirements**

Artists must complete and submit ALL of the following by **AUGUST 1, 2010**:

- 1) 2010 Artist Application with signature
- 2) 3 original photographs or digital images of your recent artwork and 1 photograph or digital image of your display/tent. Images must be clearly labeled with your name
- 3) 2 separate checks: 1) \$25.00 nonrefundable admin fee; and 2) \$150.00 entry fee. You may also submit credit card information to process the foregoing

### **Notification**

Artists will be notified of acceptance to the Art Stroll in Del Mar by email no later than **August 30, 2010**. Please, no phone calls. If you have questions, please email us at [info@delmarmainstreet.com](mailto:info@delmarmainstreet.com).

### **Booth Details**

Booth space is 10x10. **Artists are required to supply their own exhibit set up and display materials (including, tent(s), chair(s), table(s) etc.)**. All tents are required to be **WHITE**, in **good condition**, and 10 x 10 with sides. All tents must comply with local fire code requirements. All booths must conform to size restrictions on all sides and must not infringe on walkways or neighboring booth spaces. Booths are on hard surfaces (you may want to bring weights). No electricity is provided. DMVA will assign artists to designated booth space along Camino Del Mar. Artists will be assigned set-up and tear down times to ensure a safe and orderly environment. Artists must remain in attendance at their booth throughout the show.

**State Sales Tax**

All artists must have a valid California Sellers Permit (state sales tax license). Artists are responsible for collecting and reporting sales tax.

**Jury**

The Jury Committee seeks a wide variety of art with emphasis on quality work. A limited number of artists will be accepted in each category to provide a balanced show. A wait list will be maintained. The decision of the jury is final.

**Conditions, Rules and Regulations**

1. Evaluation of art, display and location are at the sole discretion of DMVA
2. Artists will comply with all DMVA set up and tear down requirements, including but not limited to set up and tear down times.
3. DMVA shall assume no liability for damage to property belonging to artists.
4. DMVA retains the right to use photographic images of participating artists and/or their work for advertising and promotion purposes.
5. DMVA reserves the right to request the removal of displayed work that does not reflect that which was submitted.
6. Artists are solely responsible for copyrighting their own work.