



ART in the HEART

where emerging artists are discovered
AUGUST 16-17 & AUGUST 23-24, 2008
Call For Entry

ABOUT ART IN THE HEART

In April of this year, the District Municipality of Muskoka declared Muskoka a Designated Art Community. In support of this milestone, the Town of Bracebridge, with support from Muskoka Arts & Crafts and Muskoka Small Business Centre, is launching a new arts initiative – ART in the HEART.

ART in the HEART is where new emerging visual artists are discovered on the streets, alleys and public spaces along Manitoba Street in downtown Bracebridge – Muskoka's Downtown.

For 2009, plans are already underway to develop ART in HEART into an annual summer long event incorporating other art disciplines.

ELIGIBILITY

ART in the HEART is a juried street art festival for new and emerging artists. The term new and emerging refers to visual artists who do not have gallery representation in an established commercial gallery. It also refers to an artist who has mastered the basic techniques of an art form and who is attempting to launch a professional career. Or, an emerging artist is someone who is taking his or her established career in a new direction and does not have gallery representation for the new work. All visual art media is acceptable. Applicants must be the designer and maker of the work represented by his or her application. Applicants must be permanent or seasonal residents of Muskoka. Proof of residency is required and could include a driver's license, utility or municipal tax bill. Also, include a formal arts related resume detailing arts experience as well as education.

APPLICATION DEADLINE

Friday, July 11, 2008, is the deadline to apply.

DATES & HOURS OF OPERATION

The show is open to the public on:

Saturday August 16, 2008: 9:30am–6pm
Sunday August 17, 2008: 10am–4pm

Saturday August 23, 2008: 9:30am–6pm
Sunday August 24, 2008: 10am–4pm

Artists may commit to one weekend or two. However, in no cases will artists be permitted to rent space for a single day only. In other words, you must commit to a minimum 2-day show. Your exhibit must remain intact for the advertised hours. Under no circumstances should you close your booth early or take it down during show hours without first consulting the Event Coordinator who is present at 35A Manitoba Street or at the designated information booth.

ASSESSING ELIGIBILITY

All applicants must submit jpeg images of 10 recent pieces that provide an accurate representation of your work. A jury of professional artists will evaluate the submissions. Entries will be evaluated based on originality, quality of workmanship and excellence of design. No work produced or sourced by any commercial means will be accepted. Ceramics from commercial molds, food or published literature are ineligible. Any article in any media using a commercial kit or commercially available plans/patterns is disqualified. The jury reserves the right to decide upon the appropriateness of all entries submitted. The jury's decision is final.

All applications must be submitted with the attached application form complete with full payment of the booth space. Judging of applications will be completed by July 18, 2008. Acceptance letters, as well as General Rules and Regulations will be mailed out within a week.

If your work is not accepted, your cheque will be voided and returned along with your CD.

ART in the HEART will make every attempt to return all submissions once the jury has made its decision. A stamped, self-addressed envelope must be included with your application in order to return your CD.

It is your responsibility to ensure that all digital files are saved in the correct file format, can be opened, are not corrupted and are compatible with a PC. When preparing your digital images, please follow these instructions:

- Save images as JPEG or JPG using "maximum quality". The file should be approximately 1200 pixels wide at 92 dpi. Smaller file sizes will result in poorer quality images that may be unsuitable for viewing or for publicity purposes.
- Save the image in the correct orientation.
- Non-JPEG/JPG images are not accepted and will not be converted.
- Do not use PowerPoint or other types of presentations as well as auto run programs such as Kodak Easy Share.
- Do not include your name, studio name or any other writing on your digital image.
- Number each JPEG image to correspond with Part Three of the Application Form. For example, Image 1, Image 2, Image 3 and so forth. Do not place images in separate file folders or zipped files.
- Submit all images on one standard size Compact Disc (CD). Label the CD with your name. Send the CD in a protective mailer to prevent breakage.

PLEASE TURN OVER

BOOTH SIZE, LOCATION & PRICE

This is an outdoor art show and sale. Exhibitors are encouraged to design a display booth that protects their work from direct sunlight, as well as inclement weather. Some sort of flexibility is good for display booths as in most cases the ground may be slightly uneven.

Exhibitors are required to fulfill all of their display requirements. In other words, we are simply providing a space. In no instances are exhibitors to utilize the exterior walls of buildings for the display of their artwork.

In most cases, spaces allocated are 10' x 10'. However, in a few of the alley locations, the booths are 5'x15' in size. These locations are particularly suitable for 2-dimensional art such as paintings or wall hangings, for example.

All booths cost \$30 plus GST (\$31.50) per weekend. Booth fees are due at the time of application. Cheques or money orders should be made payable to the Town of Bracebridge.

SET-UP & TEAR DOWN

Set-up can occur anytime after 7am on Saturdays but must be completed by 9:30am and teardown must be completed by 6pm on Sundays.

SECURITY

There will be no security provided for exhibitors on the Saturday evenings. Therefore, exhibits will need to be disassembled at this time. Exhibitors are responsible for their own liability insurance. The Town, or its representatives, is not responsible for any damage, breakage or theft of your work, booth, display props or other personal property.

OTHER INFORMATION

MUSKOKA SMALL BUSINESS CENTRE

As part of your booth fee, exhibitors will be offered a free workshop hosted by Muskoka Small Business Centre covering topics such as PST/GST, creating an eye appealing display, insurance, business registration and so forth. This workshop will be scheduled shortly after notification of acceptance into the show.

FOOD & WASHROOMS

It is suggested that exhibitors bring their own food or rely on Manitoba Street restaurants. The only washrooms available are public washrooms.

DISCLAIMER

Because this is the inaugural year, organizers of this program offer no guarantee of attendance.

PARKING

Exhibitors can park all day, for free, at either the Hiram Street or Woodchester parking lots. Offloading in the morning and pick up in the evenings can take place from a street location nearest to your actual booth location.

MUSIC

Music will not be permitted in exhibit booths.

DEMONSTRATIONS

If feasible, artists are encouraged to conduct demonstrations of their craft in progress at their booth.

BOOTH SHARING

Booth sharing is acceptable providing that both booth partners have passed the jurying process. Subletting of your booth is not acceptable under any circumstances.

CANCELLATION POLICY

Refunds will be provided up to and including August 1, 2008. After that date, exhibitors forfeit their registration

fee should they need to cancel. The Town reserves the right to cancel anyone's participation in accordance to the event's policy. In this case, a full refund would be offered

NSF PAYMENT

The Town will charge an administration fee of \$25 for any NSF cheques it receives.

COLLECTION OF PERSONAL INFORMATION

Information collected is for purposes of the administration of this program only. This information will only be released with permission of the artist.

PST NUMBER

All exhibitors will need their own PST registration number. Contact the Muskoka Small Business Centre (705-646-9021) for more information.

HOW TO APPLY

In order to be juried, your application must include the following items:

- A completed Application Form.
- A resume.
- Proof of residency.
- Ten recent images of your work saved on a CD identified with your name.
- A cheque in the amount of \$31.50 for one weekend or \$63 for two weekends.
- A self-addressed stamped envelope.

QUESTIONS

If you have any questions or comments, please contact:

Elene Freer

Muskoka Arts & Crafts
705-645-5501

info@muskokaartsandcrafts.com



Muskoka Arts & Crafts

Jill Harris

Town of Bracebridge
705-645-5264 ext. 227
jharris@bracebridge.ca



BRACEBRIDGE
The Heart of Muskoka

Deena Brock

Muskoka Small Business Centre
705-646-9021
business@vianet.ca



MUSKOKA
Small Business Centre

SEND APPLICATIONS TO:

Muskoka Arts & Crafts
Attention: Elene Freer

By Mail:

Box 376, Bracebridge, ON, P1L 1T7

In Person or by Courier:

15 King Street, Bracebridge, ON, P1L 1H4



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AUGUST 16-17 & AUGUST 23-24, 2008

Application Form

INSTRUCTIONS

Please print clearly. Complete the application in its entirety. Incomplete applications may be disqualified.

SURNAME

FIRST NAME

STUDIO NAME (IF APPLICABLE)

STREET/BOX/R.R.

CITY/TOWN

PROVINCE

POSTAL CODE

AREA CODE

TELEPHONE

AREA CODE

FAX

E-MAIL

WEB SITE

MEDIUM

- Which weekend(s) are you applying for? August 16-17 August 23-24
- Indicate your preference for a booth size 10'x10' 5'x15'
- Please select one of the following:
 - I agree to allow my personal contact information to be released to potential customers/clients.
 - I prefer NOT to have my personal contact information released to potential customers/clients.
- Will you be sharing your booth with another exhibitor? Yes No
- If yes, with whom will you be sharing a booth? _____

OPTIONAL

- Include additional information about you and/or your work (e.g. Newspaper or magazine articles)
- Write a three to five sentence statement describing your artistic philosophy (i.e. your approach to your work, what you are trying to achieve through your work, etc.)

PLEASE TURN OVER

PORTFOLIO DESCRIPTION

- All CDs must be identified with your name and all images must be numbered. For example, Image 1, Image 2, Image 3 etc. Do not use any other numbering system.
- Describe what is shown in each image. For paintings and sculpture, please indicate the size.
- Indicate the price.
- Include a final image showing your booth setup (if available).

IMAGE #	DESCRIPTION	PRICE
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11	Booth Display	

CONTRACT

I have read the Call for Entry and agree to abide by the rules and regulations as established. By signing this application, I hereby discharge the Town of Bracebridge and their partners from all manner of actions, suits, 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 Town of Bracebridge, their agents, representatives or employees. I also warrant that the artworks submitted for jurying and the artworks to be shown were produced solely by myself or in collaboration with the co-artist named on the application. I also authorize the use of images submitted with my application for The Art in the Heart show's publicity or documentation without notice or payment to me. Unless otherwise indicated, I understand that my contact information may be given to potential customers or clients.

Signature

Date

SEND YOUR APPLICATION TO:

Muskoka Arts & Crafts
Attention: Elene Freer

MAILING ADDRESS

Box 376
Bracebridge, Ontario, P1L 1T7

COURIER OR PERSONAL DELIVERY

15 King Street
Bracebridge, Ontario, P1L 1H4

DOUBLE CHECK YOUR APPLICATION

Before you submit your application, make sure that it is complete. It should contain the following:

- 10 good quality JPEG images of your art in the correct format
- 1 image of your booth (if available)
- a cheque in the correct amount made payable to The Town of Bracebridge
- a self-addressed envelope that will hold your submission and bearing the proper postage
- a fully completed and signed application form
- proof of residency
- a copy of your resume

DEADLINE FOR SUBMISSION IS July 11, 2008