



Discover Emerging Artists in  
*Downtown Bracebridge*

## Visual Artists 2009 CALL FOR ENTRY

Saturdays and Sundays from July 11 to August 23, 2009

### ABOUT ART IN THE HEART

In 2008, the District Municipality of Muskoka declared Muskoka a Designated Arts Community. In support of this milestone, the Town of Bracebridge, with support from Muskoka Arts & Crafts and Muskoka Small Business Centre, launched a new arts initiative called 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, ART in the HEART will expand to include a variety of performing artists.

### WHAT'S NEW IN 2009?

Please read the Call for Entry thoroughly as a number of things have changed from last year.

### ELIGIBILITY

ART in the HEART is a juried street art festival for new and emerging artists. The term new and emerging refers to a visual artist who has mastered the basic techniques of an art form and who are attempting to launch a professional career. Or, an emerging artist is someone who is taking his or her established career in a new direction. All visual art media are 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

Monday, March 16, 2009 is the deadline to apply.

### DATES & HOURS OF OPERATION

The show is open to the public on every Saturday and Sunday from July 11 until August 23, 2009.

Hours of the show will be as follows:

Saturdays: 9:00am - 5:00pm

Sundays: 10:00am - 3:00pm

Artists may commit to one weekend or multiple weekends. However, in no case 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 are artists allowed to leave early without first consulting with the Event Coordinator who is present at 35A Manitoba Street or at the designated information booth.

**PLEASE NOTE:** Organizers of the event reserve the right to reduce the number of weeks the program in order to accommodate the number of artists who apply.

### 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 all 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 any article in any media using a commercial kit or commercially available plans/patterns are ineligible. 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 exhibit space. Judging of applications will be completed by

March 31, 2009. Acceptance letters, as well as General Rules and Regulations will be mailed out the following 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. Please ensure an appropriately-sized envelope is included with your submission.

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.**

## BOOTH SIZE, LOCATION & PRICE

Part of the charm of this show is that it takes place outside in the alleyways and public spaces in Downtown Bracebridge. As a result, spaces **vary greatly** in terms of size, shape, exposure and grade. Artists are asked to give careful consideration as to how much space they will require and specify a couple of options that would be suitable on their application form. Artists 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.

Artists are required to fulfill all of their booth requirements. In other words, we are simply providing a space. In no instances are artists to utilize the exterior walls of buildings for their booth requirements.

Booths vary greatly in size (eg. 5' x15', 5'x7', 7' x7', 10' x 10', 5' x 13') and many have pronounced inclines. Artists selling flat artwork (photographs, paintings, etc.) are encouraged to select shallower booths. Eg. 5' x 15" or 5' x 13'.

All booths for visual artists cost \$30 plus GST for a total of \$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

Setup can occur anytime after 7:00am on Saturdays but must be completed by 9:00am and teardown must be completed by 5:00pm on Sundays.

## SECURITY

There will be no security provided for exhibits on the Saturday evenings. Therefore, exhibits will need to be disassembled at this time. Artists are responsible for their own liability insurance covering damage, breakage or theft of their work, booth, display props or other personal property. The Town will provide insurance that covers personal injury to the public as well as property damage to landlords whose business your booth encroaches upon. Example: if someone trips over your display and injures themselves, or if your display blows over and breaks the window of a nearby business.

## OTHER INFORMATION

### MUSKOKA SMALL BUSINESS CENTRE

As part of your booth fee, artists 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. **Attendance at workshops is considered mandatory.** See attached addendum for the proposed workshop schedule.

### FOOD & WASHROOMS

It is suggested that participants bring their own food or rely on Manitoba Street restaurants. The only washrooms available are public washrooms. Locations of these facilities will be included with your acceptance package.

### DISCLAIMER

Organizers of this program offer no guarantee of attendance.

### PARKING

Artists 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 the booths of visual artists.

## DEMONSTRATIONS

If feasible, artists are encouraged to conduct demonstrations of their craft in progress at their booth. Please bear in mind that there is no electrical supply available.

## 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 June 15, 2009. After that date, artists 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 policies. 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 artists 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 payable to the Town of Bracebridge in the amount of \$31.50 times the number of weekends you want to participate.
- A self-addressed stamped envelope large enough to return your application.

## SEND APPLICATIONS TO:

Muskoka Arts & Crafts  
Attention: ART IN THE HEART - VISUAL

By Mail:  
Box 376, Bracebridge, ON, P1L 1T7

In Person or by Courier:  
15 King Street, Bracebridge, ON, P1L 1H4

## QUESTIONS

If you have any questions or comments, please contact:

**Elene Freer**

Muskoka Arts & Crafts  
705-645-5501

[info@muskokaartsandcrafts.com](mailto:info@muskokaartsandcrafts.com)



# Muskoka Arts & Crafts

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**BRACEBRIDGE**  
*The Heart of Muskoka*

**Deena Brock**

Muskoka Small Business Centre  
705-646-9021

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**MUSKOKA**  
Small Business Centre