



Discover Emerging Artists in
Downtown Bracebridge

2010 CALL FOR ENTRY

Saturdays and Sundays from July 3 to August 1, 2010

ABOUT ART IN THE HEART

In 2008, 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 and emerging visual artists are discovered on the streets, alleys and public spaces along Manitoba Street in downtown Bracebridge – Muskoka's Downtown.

Now in its third season, **Art in the Heart** is gaining media attention and fast becoming a mainstay in Bracebridge's downtown.

WHAT'S NEW IN 2010?

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 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. 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 resume detailing any arts experience as well as arts education.

APPLICATION DEADLINE

April 30, 2010 is the deadline to apply.

DATES & HOURS OF OPERATION

The show is open to the public on every Saturday and Sunday from July 3 until August 1, 2010.

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 runs 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 May 7, 2010. 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. **In order to return your CD, a stamped, self-addressed envelope must be included with your application. Please ensure you provide an envelope large enough to hold 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 or high 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 space 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', 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'. **NOTE: This year there will be no 10' x 10' spaces available.**

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 may encroach 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 must attend free workshops hosted by Muskoka Small Business Centre covering topics such as GST/HST, 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, 2010. 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.

HOW TO APPLY

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

- A completed Application Form.
- 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 CD.

SEND APPLICATIONS TO:

Muskoka Arts & Crafts
Attention: **Art in the Heart**

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



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

info@muskokasmallbusiness.ca



MUSKOKA
Small Business Centre



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Visual Artists APPLICATION FORM

Saturdays and Sundays from July 3 to August 1, 2010

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?

July 3/4

July 10/11

July 17/18

July 24/25

July 31/August 1

(2)

Amount of Cheque enclosed: 31.50 x # of weekends = _____

Indicate your preference for a booth size: (eg. 5' x15') _____

Indicate your second preference for a booth size: _____

**PLEASE NOTE: we will attempt to provide exhibitors with the booth size of their choice.
Bear in mind that there are no 10' X 10' spaces available.**

Please select one of the following:

- I agree to allow my personal contact information to be released to potential customers/clients/or the media.
- I prefer NOT to have my personal contact information released to potential customers/clients/or the media.

Will you be sharing your booth with another exhibitor? Yes No

If yes, with whom will you be sharing a booth?

ARTISTIC STATEMENT (this information is useful for marketing purposes)

- 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.)
- Include additional information about you and/or your work (e.g. Newspaper or magazine articles)

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).

	DESCRIPTION AND SIZE	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 or media.

Signature

Date

SEND YOUR APPLICATION TO:

Muskoka Arts & Crafts
Attention: **Art in the Heart**

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 (PLEASE ENSURE THAT NUMBERING ON YOUR CD CORRESPONDS WITH THE NUMBERING ON YOUR APPLICATION FORM)
- proof of residency

DEADLINE FOR SUBMISSION:

Friday April 30, 2010



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WORKSHOP SCHEDULE

Workshops are mandatory where indicated.

ART SHOW PREPARATION

Organizers of **Art in the Heart** have prepared a variety of workshops for new and returning artists.

First time artists **must attend** Modules 1 and 2.

Returning artists **must attend** Module 3. Module 4 is optional for everyone. In some cases, returning artists may want to repeat Module 2 in order to refresh themselves.

WORKSHOP DATES & LOCATION

Module 1: Friday May 28th OR Saturday May 29th
9:00 am – 12:00 noon

Module 2: Friday May 28th OR Saturday May 29th
1:00 pm- 4:00 pm

Module 3: Friday June 4th OR Saturday June 5th
9:00 am – 12:00 noon

Module 4: Friday June 4th OR Saturday June 5th
1:00 pm – 4:00 pm

All artists must contact Deena Brock at the Muskoka Small Business Centre in order to register for the modules. Deena's contact information is:

Phone: 705-646-9021

Email: info@muskokasmallbusiness.ca

Address: 35A Manitoba Street, Bracebridge

Light refreshments will be provided.

All workshops will take place in Council Chambers, Town of Bracebridge, 1000 Taylor Court.

WORKSHOP TOPICS

MODULE 1

1. **Basic Business Startup:** includes information on government regulations and registrations, taxes, record keeping, merchant accounts,
2. **Basic Marketing:** branding, business cards, brochures, artist profile sheet, 30 second verbal commercial
3. **Basic Show Etiquette:** what to know about juried shows, tips, developing a show checklist, planning, tips for emerging artists.

MODULE 2

4. **Customer Service Skills / Sales:** learn what is involved in making a sale, setup, props, cash handling, body language.
5. **Visual Merchandising/Booth Design:** gets into specifics about how to layout your space, clever tricks for highlighting your merchandise.
6. **Pricing:** learn about the variables involved in pricing.

MODULE 3

7. **Marketing 201:** enhancing your brand, developing a database, press releases, product photography.
8. **Overview of Copyrights/Legalities**
9. **Business Resources:** learn about contracts/ agreements/consignments, grants, exporting, etc.

MODULE 4

10. **Website Basics:** learn about templates, legalities, search engine optimization, costs, initial overview.

