

Art on Palm

Dear Artist,

We are excited to announce that the upcoming Fall Art on Palm will take place on Saturday, November 23, 2019; 9:30 – 4 @ Jones Coffee Roasters, 693 S. Raymond Avenue, Pasadena, CA 91105. This letter and the attached application are your invitation to apply.

The November show marks our return to Jones Coffee Roasters, a hip, urban, locally owned coffee house and roaster, gallery, and meeting space. Jones is inviting, casual and lively with an infectious ‘feel good’ vibe.

Jones Coffee Roasters is across the street from the Metro Gold Line’s Fillmore Station, near excellent residential demographics, and enjoys good street-side visibility, free and plentiful parking, and great amenities. But the most exciting aspect of Art on Palm @ Jones Coffee Roasters is audience synergy. Jones clientele reflects the upscale demographics of the community and by combining their clientele with Art on Palm loyalists and your invited base, we anticipate strong attendance and interest for your work. Art on Palm @ Jones is a distinctive pop-up within an already dynamic retail space.

Please note: Artists will be arranged in the front and alley parking lots. If you have flexibility to work both with and without a canopy, please advise us. As always, we endeavor to provide a space that functions well for each and every artisan and presents an exciting show for clients. Knowing your preferences and flexibilities helps us to realize those goals.

We look forward to receiving your application to Art on Palm @ Jones Coffee Roasters. Questions? – please don’t hesitate to contact us.

Best,

Catherine and Ovie Cowles
Art on Palm @ Jones Coffee Roasters
(626) 827-7870
www.artonpalm.com
artonpalm@earthlink.net

P.S. New and Notable: On your application, please include hashtags for you and your work.

30th Art on Palm @ Jones Coffee Roasters, Fall 2019; Sat., November 23, 2019; 9:30–4

Rules, Regulations, and Artist Application

FEES. Standard table: \$130 - [7' x 9']. Expanded table: \$135 - [7' x 10'+]. Standard canopy: \$140 - [10' x 10']. Shared Space: \$30. Jury Fee: \$15. A \$15 nonrefundable jury fee is required of all applications.

ARTIST 10% CONTRIBUTION. Artists agree to contribute 10% of total sales (before sales tax) to the Creative Arts Group of Sierra Madre (CAG). Artists may not deduct booth or jury fees from their gross sales. After the show, artists may mail in a check representing 10% of their pre-tax sales to the Art on Palm presenters. Artists will receive a letter of acknowledgement from CAG.

APPLICATION. Complete and mail an application along with a copy of your California Seller's Permit [new artists only] and 2 checks; one for the \$15 jury fee and one for your space fee, payable to **Leaf Motif Productions**. In addition, you must email 5 high resolution images of current work to ArtOnPalm@earthlink.net. New artists must include 1 booth photo. [If you cannot email, photos via USPS will be accepted.] The quality of work, clarity of submitted images, timeliness of the application, and adherence to Art on Palm Rules are considered for show acceptance and inclusion in the promotional materials.

DEADLINES. Application deadline: **August 30, 2019**. Artist notification: **September 15, 2019**. Refund deadline: **October 14, 2019**. Jury fees are not refundable.

SET UP. Artists set-up and break down their exhibits on November 23, 2019. Artists provide their own displays; including tables, chairs, umbrellas and canopies. There is curb side or drive to access for all spaces. **[PLEASE NOTE: The City of Pasadena Fire Regulations require that each canopy leg be secured with 40 pounds of weight. Each canopy artist must weight down their canopy with a total of 160 lbs. Advise us if you need added anchorage. BTW - the Fire Marshall checks canopies for compliance!]**

BREAK DOWN. Break down begins at 4:01 PM. Early breakdown is not permitted. Each artist must fully break down before retrieving their vehicle. In December the sun sets at 4:45PM, therefore artists are encouraged to bring head lamps or flashlights to ensure a well-lighted breakdown.

ARTIST PARKING. There is generous street and off-street parking.

LIABILITY. Artists' property and merchandise are shown at their own risk and hazard. Neither the organizers: Catherine or Ovie Cowles; the staff or volunteers of the Creative Arts Group of Sierra Madre, Jones Coffee Roasters et al, the Huntington Medical Research Institutes, or the City of Pasadena assume any responsibility for any losses incurred including those caused by people or Nature; such as, but not limited to: theft, accident, rain, fire, flood, lightning, or natural disaster. Each artist assumes full liability and will not hold the organizers: Catherine M.S. Cowles or Ovie Cowles; or the staff or volunteers of the Creative Arts Group of Sierra Madre, Jones Coffee Roasters, et al, the Huntington Medical Research Institutes, or the City of Pasadena responsible for any claims arising from any act or omission by the organizers, their employees, or agents.

SUBSTITUTION. Artist must be present. Subcontracting of a booth space, displaying/selling non-juried work, and exhibiting "buy and sell" is not allowed and will result in immediate removal from Art on Palm.

PR. Art on Palm is promoted through print ads, postcards, e-blasts, social media, and on the websites of Art on Palm and Creative Arts Group.

POSTCARD. Art on Palm produces a postcard showcasing selected artists' images from those whose applications are received and accepted by the application deadline. Each participant will receive 50 or more postcards.

CALIFORNIA SELLERS PERMIT. Artists must hold a valid California Sellers Permit and collect and forward state taxes accordingly. New artists must include a copy of their California Seller's Permit with their show application. If you do not have a permit, you can apply at the California Dept. of Fees and Taxes, <https://www.cdtfa.ca.gov>.



Social Media Hashtag. Provide us with 1 – 3 hashtags that we will use throughout our social media posts to promote your unique work.

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Artist Application

Name: _____

Business Name: _____

California Sellers Permit Number: _____

Mailing Address: _____

City: _____ Zip: _____

Evening phone number: _____ Cell phone number: _____

Web site: _____ Email: _____

Hashtag(s): 1) _____ 2) _____ 3) _____

SPACES: Though we cannot guarantee your preference, please number your preferences below. We will endeavor to accommodate you.

Standard Table (4 available)

Expanded Table (10 available)

Standard Canopy (20 available)

BRAG! Give us an engaging description of you and your work. In PR, shyness is not a virtue.

Describe all steps you will personally take to promote you and your work at Art on Palm:

I have read the Art on Palm Rules and Regulations and agree to fully comply with them. Please reserve _____ postcards for me. (If you need more than 50 postcards, we will arrange for a pick-up, drop-off, or USPS delivery.)

Signature

Date

Application Checklist

___ Completed Application

___ Jury Fee (\$15)

___ Shared Space Fee (\$30)

___ Space Fee (for your first size space preference)

___ 5 images of *current* work emailed to

ArtOnPalm@earthlink.net

___ Copy of CA Sellers Permit [new artists only]

Please mail your completed application, jury fee and booth fee (payable to **Leaf Motif Productions**) to Catherine & Ovie Cowles • 6 Cricklewood Path, Pasadena, CA 91107 • 626/827-7870

IMPORTANT DATES: Application deadline: **August 30, 2019.** Artist notification: **September 15, 2019.** Refund deadline: **October 14, 2019.** Jury fees are not refundable.