



**November 4<sup>th</sup> and 5<sup>th</sup> 2017**

Historic Downtown Riverfront Park on Beach Street  
Daytona Beach, Florida (South)

**Application Deadline: 7/14/17 Midnight PST**  
**Jury Panel Reviews Applications: July 15<sup>th</sup> to August 3<sup>rd</sup>**  
**Artist Notifications: August 4<sup>th</sup> (by email)**

**PAPER APPLICATION REQUIREMENTS:**

Images: **4** (a booth shot is required)  
Jury Fee (Required of All Applicants): **\$40.00**  
Booth Fee

**Contact Information**

**Mailing Address:**

Halifax Art Festival  
PO Box 2038  
Ormond Beach, FL 32175-2038

Email: [HalifaxArtFestival@gmail.com](mailto:HalifaxArtFestival@gmail.com)

Website: [www.Halifaxartfestival.org](http://www.Halifaxartfestival.org) or [www.halifaxartfestival.com](http://www.halifaxartfestival.com)

Festival Phone: 386-405-2140 (please leave message)

**OVERVIEW:** The Guild of the Museum of Arts and Sciences in Daytona Beach, Florida applications to the 2017 Halifax Art Festival!

The 55th annual Halifax Art Festival located in the historic downtown waterfront area of Daytona Beach is the 2nd oldest continual art festival in the state of Florida. The Festival attracts over 30,000 art lovers annually, continuing its tradition of providing the community a showcase for Fine Arts, Fine Crafts, a Student Art Competition, as well as a children's interactive art experience known as *Little Van Gogh*. The Halifax Art Festival is presented entirely by the members of the Guild of the Museum of Arts and Sciences, a dedicated group of volunteers who work nonstop, yearlong, to provide 250 artists with an exceptional opportunity to showcase their work.

The two-day event features 252 **juried** artist spaces with 2 available exhibitor sections: Fine Arts with 170 booth spaces, as well as 82 booth spaces available for Fine Craft Artisans. The booth locations are on the street with a grassy median separating those artists who face east towards park/waterfront from those artists who face west towards shops/restaurants.

International street cuisine and good old-fashioned festival food are available with Beach Street cafes and restaurants featuring Festival specials. There is live entertainment by musicians playing a variety of popular music throughout the...

### **General Information**

#### **FESTIVAL DATES and TIMES:**

**Saturday, November 4<sup>th</sup> 2017 10 AM to 5 PM**

**Sunday, November 5<sup>th</sup> 2017 10 AM to 4 PM**

#### **IMPORTANT DATES:**

**July 14, 2017 Application Deadline**

**July 15th - August 3rd 2017 - Jury Panel**

**August 4th 2017 - Artist Notifications by Email**

**August 14<sup>th</sup> 2017 - Artist Acceptance Deadline / All Payments Due**

**August 15th to August 30th 2017 - 80% Refunds for cancellations made in writing.**

**September 1st - No refunds after this date**

#### **ARTIST AMENITIES:**

- Fine Art cash awards totaling more than \$26,000
- Saturday Night Artist Pizza Party
- Discounted accommodations at select local hotels
- "In-Booth Judging" of Fine Arts this year!!
- Friday Registration and Set up begins at 3:00PM on November 3, 2017
- Saturday, November 4th early morning set up permitted (times TBA)
- Artist Awards Ceremony Sunday morning at 8 AM by invitation
- Booth sitting available both days by MOAS Guild volunteers
- Complimentary coffee and bakery goods available both days
- Complimentary Parking
- Festival Security Friday and Saturday nights
- No additional charge for corners/ end booth locations

**Festival Advertising:** Extensive multi-media marketing campaign to the Volusia/Flagler area as well the I-4 corridor to include Orlando and Tampa. Advertising includes Cable, Newspapers, Magazines, Outdoor, Transit Buses, radio as well as internet and social media. Budget provided by the Guild of the Museum of Arts & Sciences, the Downtown Development Authority, and a Grant from the Halifax Area Advertising Authority

**ARTIST AWARDS:** Cash awards continually exceed over \$25,000. Please see our website for additional information. All artist exhibitors are eligible for Patron Awards, however only artists located in the Fine Art Section of the Festival are eligible for prize monies. ***Change for 2017: Judging of Fine Art will begin at 8AM Saturday morning with festival opening at 10AM.***

**JURY FEE and JURY EXEMPTIONS:** Please note that **all** applicants, except those with jury exemptions, must pay the \$40 Jury Fee. Jury fee exemptions are for HAF cash winners of 2016. We will contact exempt artists with a jury fee exemption code to use with the ZAPP application.

**EXHIBITOR SECTIONS:** There are two (2) exhibitor sections: Fine Arts and Fine Crafts.

<b><u>FINE ARTS</u></b>	<b><u>FINE CRAFTS</u></b>
Jury Fee: \$40 per media category Booth fee: <b>\$240 per booth space</b>	Jury Fee: \$40 per media category Booth fee: <b>\$150 per booth space</b>
170 booth spaces (#1 - 85 and #168 - 252)	82 booth spaces (#86 - 167)
The Fine Art booth spaces are located on S. Beach Street (between International Speedway Blvd and Orange Avenue)	Booths located on N. Beach Street (between Bay Street and International Speedway Blvd)
East or West facing booth choice	
No additional fee are charged for corners nor end locations	

**JURY PANEL PROCESS:**

The Jury Panel will convene the week of July 15th through August 3rd. Artists will be notified of the panel's decision by email beginning August 4th. The Jury Panel will select artists for the show based on scoring, and approve the artist's requested exhibitor section. The Jury Panel may accept an artist's application for the show, but require a reclassification of an artist's exhibitor section. There are no quotas used for individual categories of media, however the jury strives for balance in the show.

**ARTIST APPLICATION INFORMATION:**

**1) Applications - Due July 14th.**

- Artists must identify their desired exhibition selection: Fine Arts or Fine Crafts
- Our emphasis on Student Art at HAF prohibits us from including art of nudes and weaponry.
- One application, ***per category***, per artist (or collaborators)
- When applying under multiple categories (i.e. oil, acrylic, etc.) and utilizing the online ZAPP application process, it is best to set up a separate USER ID for each application.
- A note about ZAPP Booth Fee Payments: ZAPP does not permit the paying of booth fees at the time of application submission. It is the artist's preference whether to mail us a separate check/money order for a booth fee at the time of application, or to pay by credit

card when ZAPP application status displays "invited" to the show. August 4th will be the day that invitations will be made via ZAPP. Full payment is required by August 14th.

**For HARD COPY/ PAPER APPLICATIONS:**

We will not be mailing out hard copy applications but an application will be available by emailing a request or for download from our website at [www.HalifaxArtFestival.org](http://www.HalifaxArtFestival.org) If an artist plans to exhibit in more than one category (e.g. oils and acrylics), please mail an additional application with the jury fee (\$40) for each category. The additional categories will require the 4 additional images with each application.

**2) Four (4) Images Required: Art (3) and Booth (1): Please note that emailing of images to us to complete a hardcopy printed application will not be accepted.**

**Three (3) images of artists recent work** (created within the last 3 years), in the medium that the artist is applying, is to be submitted with each application. The quality of these images is important for the jury selection process.

**One (1) Booth image:** The image must display an outdoor booth with white tent.

The booth image must display only the artwork medium(s) for which applications have been submitted.

Tables, if used to display art in photo, should be of a quality to accurately demonstrate the professionalism of the artist.

The booth photo may not include the artist or the artist's name.

Should an emerging artist not have a booth photo, submit a 4th image/ photo of work. If using ZAPP, please upload a 4<sup>th</sup> image of your work in the space ZAPP indicates for booth space image.

**3) Artist's acknowledgement** of agreement to our Halifax Art Festival Policies, Rules, and Legal Agreement. As an applicant to the Halifax Art Festival your name/address/email address will be automatically retained on our mailing list. Please notify us of address changes or if you prefer to be omitted from our listing.

**4) Fees:**

Jury Fee is non-refundable. 100% of booth fee payment will be refunded if artist does not receive Jury Panel acceptance for show. We can not accept credit card payments by phone.

**Applicants applying with a printed application must include BOTH jury fee and booth fee payments with their application**

Jury Fee: \$40 prior to July 14th 2017

Fine Arts : \$240 per booth space

Fine Crafts \$150 per booth space

Late fee for applications after July 14th: \$20

Bank Fees for returned checks: \$25.00

**5) Please provide a background or description** of the work submitted including the

techniques used in creation of your arts.

**6) Judges Of Fine Art Awards:** The announcement of judges participating in our show will be posted on our website at [www.halifaxartfestival.org](http://www.halifaxartfestival.org) or [www.halifaxartfestival.com](http://www.halifaxartfestival.com)

**ART WORK CATEGORIES:**

Acrylics	Oils
Ceramics	Pastels
Drawings	Photography
Digital Art	Prints
Glass	Sculpture
Graphics	Textile
Jewelry	Watercolors
Metal	Wood
Mixed Media	Other: Specify on application

**Policies/ Rules/Regulations**

1. All artwork must be the original work of the accepted artist only. No agents, proxies, or commercial dealers are permitted.
2. No Buy/ Sell exhibitors are permitted. We appreciate the efforts of all exhibiting artists to help us to identify buy/sell violators. This is a violation of our rules and exhibitors will be told to pack up and leave. No refunds will be made.
3. Juried exhibitors MUST BE PRESENT during the entire 2 day festival
4. Collaborative Work- Artists accepted as a team may only exhibit the collaborative work for which they were accepted
5. Exhibitors who dismantle their booths early- before 4PM Sunday- will likely not be invited to return to the festival.
6. No commission on sales is charged by the festival.
7. Exhibitors are responsible for paying the Florida sales tax (tax reporting forms will be provided in the artist registration packet)
8. Jury Fee of \$40 is required of all applicants (Halifax Art Festival prize money winners of 2016 are exempt).
9. Each artist must enter individually unless the art is a collaborative effort.
10. Artists may only exhibit artwork in their approved category (or categories)
11. Artists submitting in additional categories using one booth will pay one space fee, but a separate application/jury fees must be provided for each artistic category. Artists must exhibit a minimum of four (4) pieces per qualified category.
12. Work eligible for FINE ART judging must be original work done since 2015. No art work that has been previously awarded in this festival will be eligible for judging. This rule will be

enforced.

13. Prints must be signed and numbered and limited to 1000. No laser prints.

14. Ceramics that are hydraulic pressed are not permitted.

15. All displays will be viewed at intervals throughout the Festival to assure that all rules are being followed. Violation will result in the artist being asked to remove his/her unacceptable material from the show.

16. One jury artist exhibitor per space, unless juried in as collaborative team

17. Note that Fine Art has early judging on Saturday.

- CRAFT Exhibits must be in place on Saturday before 10:00AM and until 5:00 PM and Sunday before 10:00 AM until 4:00 p.m.
- FINE ART Exhibits must be in place before 8AM for judging on Saturday with festival hours from 10 AM to 5PM, and Sunday before 10 AM to 4 PM.

**18. Vehicles will not be permitted in the exhibit area until 4:30PM Sunday for the safety of pedestrians inside the Festival**

19. Show does not provide tents but can assist artists in locating a tent.

**20. JUDGING PROCESS OF FINE ART: Fine Artists competing for prize awards must have booth ready and open by 8 AM Saturday for judging process.** Exhibits must have festival booth card posted. Please note that an "in-booth" judging process is under consideration for 2017. Details will be in your registration packet.

21. To qualify for judging, watercolors, graphics, and photographs must be suitably presented and/or framed.

22. No affiliation, ribbons or publications about the artist may be displayed prior to judging.

23. Unacceptable to show: Decoupage, commercial photographs, mass produced jewelry, manufactured bags or belts, non-original or kit work, or commercially produced products

24. Only artists accepted in the jewelry category may display or sell jewelry

25. Exhibitors who fail to show to the Festival without cancelling and artists who leave the event early will not be re-invited.

26. Any breach of the rules/regulations, and policies, forfeits all rights of the artist, and will result in immediate dismissal from the show without a refund.

27. SETUP/BREAKDOWN – Artist are asked to break down to the ground after the show before driving in and packing up on Sunday. Vehicles will not be allowed into the festival area until 4:30PM

28. Fine Crafts- all fine crafts must be original and created by the artist. Jury may request additional information and documentation from the craftsmen.

29. Our emphasis on Student Art at HAF prohibits us from including art of nudes and

weaponry.

## **REFUNDS**

1. Refund of Booth Fee – payment will be returned to you if you are not accepted to Festival
2. Cancellations must be communicated to us in writing by September 1st to receive 80% booth fee refund.
3. No refunds of booth fees will be made after September 1st 2017.

## **Booth Information**

1. Tents must be professional, 10 x 10 foot with white top canopies and secure side curtains ONLY. ( The minimum tent weight is 45 lbs)
  - No camping tents allowed
2. Weights are required: Minimum weight (professional) is 40 lbs each on all tent legs.
  - Not permitted: raw concrete blocks or bricks, water containers, grid only or stabilizer only without weights
  - Allowed (40 lb each for each tent leg): tube weights, sand bag weights, concrete filled buckets, stabilizer bars with sandbags, weight plates or dumbbells
3. The booth spaces will be marked by the use of tape or flags. Please refer to festival map for booth layout and numbering.
4. Tents may be set up starting Friday, November 3rd from 3PM to 8:00 PM or early Saturday Nov 4th (before 7AM in Fine Art Section). Please note that all vehicles must be cleared from the Fine Art exhibits by 7AM as judging begins at 8AM. Fine Craft section have until 9AM Saturday to remove their vehicles from North Beach St.
5. Artists are responsible for their tents, displays, tables etc. **Please ensure that your displays are strong enough to withstand crowds, wind and possible poor weather conditions.**
6. Exhibitors should be prepared with rain covers, tie-downs, and weights. Each exhibitor is responsible for his/her own display in case of loss or damage. Not all booth locations are totally level so levelling devices for displays may be needed. Sorry, but we cannot provide assistance with booth setup.
7. Many booth spaces back up to a grassy median of plants and trees which may limit storage area.
8. Power is not available to artists. The use of generators is prohibited by exhibiting artists due to disturbance to guests and other exhibitors.
9. Artists will be provided with Booth Cards that must be on display throughout the festival. The cards will identify artist name, hometown, category, and space number.
10. Booth Assignments: Please indicate on your application whether an east view or west facing view is desired and or preferred booth location. Booth locations will be communicated to you in September. Unless we are informed otherwise, when an artist receives acceptance to this year's show, and exhibited in the prior year's show, we will make every effort to position artist at or near the location of the previous year's booth(s).
11. No changes of booth assignments will be made unless directed by Festival Chairperson or Artist Contact. (Please know that security is not to direct booth changes)

12. The show layout is designed to ensure a balance in the show, with available corners and 'ends' locations assigned as based on the artist's jury panel scoring and date of application.

### **Halifax Art Festival 2017 Artist Agreement**

As a condition of my participating in the Halifax Art Festival, I agree to bear all risk and expense and do hereby release, and forever discharge and hold harmless the Halifax Art Festival (HAF), The Museum of Arts and Sciences (MOAS) and its MOAS Guild, The Downtown Development Authority, and the City of Daytona Beach, FL, and their agents, employees, volunteers, artist exhibitors, and all co-sponsors from any and all manner of and from personal liability, injury incurred in my display location, claims, theft, damage or loss to my artwork or other personal property, or injury to my person or helpers regardless of cause in conjunction with any and all involvement/participation with the MOAS, MOAS Guild and co-sponsors and the Halifax Art Festival.

By applying to the Halifax Art Festival I understand that I am agreeing to abide by the all rules and regulations, and their interpretation by the organizing members of the MOAS Guild. I also agree to abide by the instructions, as set out in any and all letters of announcements and guidelines of the Halifax Art Festival. The MOAS Guild committee organizers have the right to expel me as a participant for any inappropriate conduct/behavior which adversely and/or negatively impacts the HAF show experience for other HAF artists, participants, volunteers, and of violation of any stipulations, and that my fees will be non-refundable.

Furthermore I certify that all artwork displayed is my original handcrafted artwork (with collaborator as identified on this application). I understand that the exhibitor tent must meet standards as noted, and I understand that the inclusion of buy/sell or mass-produced items in my display can cause my removal at any time from the Halifax Art Festival without refund. I understand that there will be no refunds if a show is cancelled due to rain, or other adverse weather, or other conditions which affect the safety of the event attendees or vendors. The Application jury fee is nonrefundable. Booth Fees are to be paid at time of acceptance to the show. A completed application is a commitment to exhibit at the Halifax Art Festival in Daytona Beach, FL. I understand that 80% refund of paid booth fees may be obtained prior to September 1<sup>st</sup> upon written notification by the artist of cancellation.

I understand that absolutely no refunds to exhibitors will be made after Sept 1<sup>st</sup> 2017.

I acknowledge:

- The Festival show hours are Saturday Nov 4th 2017 10:00 AM to 5:00 PM and Sunday Nov 5th 2017 10:00 AM to 4:00PM
- Booths in the Fine Art Section must be ready for judging on Saturday morning at 8AM

I have read the entire application and all the regulations and I agree to abide by them. If my application is accepted, the Halifax Art Festival and its organizing volunteers of the MOAS Guild are authorized to use my images, biography, information, to reproduce my artwork through the images I have submitted, and images obtained during the previous or current festival for the purpose of promoting, advertising and marketing of the Halifax Art Festival.





November 4<sup>th</sup> and 5<sup>th</sup> 2017

## 2017 Halifax Art Festival Artist Application

**Application Deadline: 7/14/17 Midnight PST**  
**Jury Panel Reviews Applications: July 15<sup>th</sup> to August 3<sup>rd</sup>**  
**Artist Notifications: August 4<sup>th</sup> (by email)**

### Please Print

NAME(s) : \_\_\_\_\_ DATE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_

PHONE # FOR US TO CONTACT YOU: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

1. **EXHIBITOR CATEGORY:** (Note that Jury Panel has final approval for exhibitor location)

FINE ARTS \$240 Per Booth Space

FINE CRAFTS \$150 Per Booth Space

### 2. BOOTH REQUEST:

➤ Indicate Booth Space: (Single or Double Booth) \_\_\_\_\_

➤ East (water) Facing or West (shops) Facing \_\_\_\_\_

➤ Booth Request Comments: \_\_\_\_\_

3. **MEDIA CATEGORY(S) (oil, watercolor..):** \_\_\_\_\_

4. **Jury Fee is \$40**, nonrefundable, applies to all applicants except 2016 winners. If more than one media is noted in item#3, an additional application and jury fee must be

submitted. **BOOTH FEES:** Are due at time of application by all exhibitors who apply to us with paper application(s)

- **Note to 2016 HAF Winners:** Our 38 cash award winners from 2016 have a Jury Exemption with no jury fee payment required. These artists are automatically accepted to the 2017 Halifax Art Festival. Please indicate your booth location preference on your application. Welcome Back!

**5. Please provide us with information about your work and background.**

**6. Four (4) photos required.** Submit ONLY three (3) glossy photos, representative of your work of the last 3 years and one(1) BOOTH photo. Requirements for booths are noted in the application. Please mark each photo with artist name and indicate TOP. Photos will not be returned unless a self-addressed stamped 4" x9.5" envelope is included

**7. The undersigned hereby releases and forever discharges the museum of Arts and Sciences, MOAS Guild, and Festival Co-sponsors of any and all responsibility and liability of whatever kind of loss or damage to the undersigned's property in connection with this exhibition/festival. the artist has read and agrees with the legal statement and to the policies of the Halifax Art Festival, an agrees to the statements contained in the application and to follow the rules and regulations of the Halifax Art Festival.**

**Applicant's Signature:** \_\_\_\_\_

Please note that as an applicant to our festival your name and contact information will automatically be retained in our records. Please notify us of changes to your contact info.

**CHECK LIST: Have you enclosed?**

- Completed and SIGNED application form, one application per media category
- Check for \$40 Jury Fee with each signed application
- Check for Booth Fee
- Four (4) Photos (3 of artwork and 1 booth)
- Artist Bio
- Booth Location Preference

**Please make checks payable to: Halifax Art Festival**

**Mailing Address:**

**Halifax Art Festival, PO BOX 2038, Ormond Beach FL 32175-2038**