



2021 Halifax Art Festival Call For Artists

EVENT SUMMARY

The Guild of the Museum of Arts and Sciences in Daytona Beach, Florida welcomes artist applications to the 2021 Halifax Art Festival!

The 59th 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 35,000 art lovers annually, continuing its tradition of providing the community a showcase for Fine Arts, Fine Crafts, and Student Art. 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 artists with an exceptional opportunity to showcase their work.

The two day festival features the juried works of over 200+ artists, predominately in the category of fine art. Both fine arts and craft artisans are selected utilizing a jury panel scoring process.

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 contemporary and easy listening music.

FESTIVAL: Saturday, November 6th 9 AM to 5 PM
Sunday, November 7th 10 AM to 4 PM

REGISTRATION and BOOTH SET UP: Friday, Nov 5th (also on Saturday Morning Nov 6th 2021)

FEES and PAYMENTS:

Jury Fee is non-refundable.

Booth Fees: 100% of booth fee payment will be refunded should we need to cancel the show due to Covid CDC or City guidelines

**Payment Process: Sorry, we cannot accept credit card payments by phone. Please make checks payable to the "Halifax Art Festival" if not utilizing ZAPP.
www.zapplication.org**

- \$40 Jury Fee**
- \$300 Fine Art Booth Space**
- \$185 "Arts & Crafts" Booth Space**
- \$ 20 Additional Jury fee for late applications**
- \$ 35 Service Charge for bounced checks**

ARTIST AMENITIES:

- \$40,000 Combined Patron and Fine Art Cash Awards
- Discounted hotel accommodations
- Friday Registration and Set Up
- Saturday Morning Set up is available
- Booth sitting both days of festival
- Morning coffee and bakery goods
- Complimentary Parking/ Overnight Parking
- Festival Security Friday and Saturday nights
- No additional charge for corners/ end booth locations

HAF COVID-19 Process Changes

The safety and wellbeing of our artists, volunteers, and artful shoppers continues to be Guild membership's primary concern as we create a successful and fun show for our community. Our hearts go out to all those affected by the current COVID – 19 illnesses.

As this year progresses, we will be monitoring the evolving narrative and guidelines from the CDC and public health leaders. Also, we are collecting information and ideas by 'Zooming' frequently with local festival directors, as well as with other national festival organizers who work together to make festivals safer for all.

Show Layout Changes: Due to our City's recently completed Beach Street Redesign project, and our need to increase spacing between booths for social distancing, there will be fewer spaces available for artists on Beach Street. Our map displays the proposed 2021 show layout which will add an additional 80 artists by the use of two side streets.

Set Up/ Breakdown: To reduce congestion during the artists' booth Registration and Set-Up, we will use a full day on Friday with phased entry into the Festival area. We suggest the use of dollies for breakdown on Sunday.

Please check our website www.halifaxartfestival.com for updates. We anticipate a show size for 200-220 artists. Please reach out to us if you have additional questions.

We are excited about the bringing the 2021 Halifax Art Festival back to our community of shoppers and artists! Please stay well and spacious!

NEW CONFIGURATION FOR SHOW BEGINS 2021 All the booth numbers and layout of the festival will change beginning this year. The City of Daytona Beach's has redesigned Beach Street reducing it from our previous four lanes to two lanes. Our beautiful median of palm trees remains. The Riverfront Park is undergoing a multimillion dollar beautification which is promised to be spectacular! We anticipate a show size of 200- 230 (a loss of 60 spaces) artist booth spaces as we modify the layout to provide additional spacing between booths.

FESTIVAL ADVERTISING: Extensive multi-media marketing campaign to the Volusia/Flagler area to reach locals and "snowbirds". Advertising includes newspapers, local magazines, and radio as well Social Media and publicity

ARTIST AWARDS and PATRON DOLLARS: \$40,000+ Patron and Fine Art cash awards. Listing of prize awards will be posted on our website. Please check our website frequently for updates. We have an active and growing HAF Patron Program which provides patrons with HAF Patron Dollars. All artist

exhibitors are eligible to be paid with Patron Dollars. Only Competitive Fine Artists are eligible for artist cash award prize monies.

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 provided to our 2019 HAF Fine Arts Halifax Art Festival winners. We will contact last year's 27 winning fine artists with a jury fee exemption coupon code to use with their ZAPP applications.

TWO EXHIBITOR SECTIONS:

- 1) **Competitive, Fine Artists** – Juried selection for show; Fine Artists are judged for cash awards. Fine Art booth spaces are located on Beach Street (asphalt surface). (TBD projected count is approximating 160)
- 2) **Noncompetitive Artists (Artisans)** – Selection for show made by Jury Panel, however these artists are not eligible for cash awards. The number of artisans selected will be dependent on space availability (TBD projected count is 50-60)

ARTIST MEDIA:

Acrylics, Clay, Digital, Glass, Jewelry, Metal, Mixed Media, Oils, Other (specify), Pastels, Photography, Printmaking/Drawing, Sculpture, Textiles, Upcycled Arts, Watercolor, Wood, and 2D/3D

JURY PANEL PROCESS:

The Jury Panel will convene the week of July 2nd to July 7th to select all artists for the show. Artists will be notified of the panel's decision by email beginning July 8th 2021.

The Jury Panel will select artists for the show based on scoring, and will also approve the artist's requested exhibitor section. There are 2 separate jury panels held for scoring Competitive and Noncompetitive applications. There are no quotas used for individual categories of media, however the jury strives for balance in the show.

Option for Fine Artists – If a Fine Artist is interested in being considered for both exhibitor divisions (Fine Art and for crafts) --as an alternative to a potential FINE ART wait listing-- please inform us ASAP by email prior to July 1st deadline. A Craft artist will not be placed in the Fine Art street location.

Judges For Competitive Fine Arts: The announcement of judges participating in our show will be posted on both our websites of www.halifaxartfestival.org and www.halifaxartfestival.com

ARTIST APPLICATION INFORMATION: Please see map and also check our website for updates.

Artist Placement:

All artists on Beach Street will face the central median of palm trees, instead of backing up to the median as was the case in previous years. All booth numbers will be changing. Magnolia Avenue will have wine/beer garden, possible children's activities, and north and south facing views. TBD: We may be permitted to expand the show to include Bay Street which will be featured as our new "Craft Artisan Marketplace" for over 50 artists. There will be north/south facing views with artists placed back-to-back. Storage space will be available behind booths. More information will be provided on our website in the Spring. Booth spaces will be larger in this area as well to accommodate COVID CDC compliance.

- 1) Applications – Deadline JULY 1 2021.** Artists must identify their desired exhibition selection: Competitive or Noncompetitive. Please know noncompetitive artists will not be placed in the Fine Arts sections.
- Our emphasis on a family atmosphere at HAF prohibits us from including art of nudes and weaponry.
 - One application, per category, per artist (or 2 artists working as collaborators). Maximum of 2 media categories. Each media must have its own application and jury fee payment for Jury Panel review.

2) IMAGES REQUIRED FOR JURY REVIEW OF APPLICATION:

Three (3) images of artists recent work (created within the last 3 years), in the same medium that the artist is applying. One (1) Booth image: The booth image must display an outdoor booth with white tent meeting requirements. 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 is not to include the image of the artist nor the artist's name. The booth photo is used in the scoring of an artist application.

The quality of these images is important for the jury selection process. If we receive photographs by mail, these will be converted to digital images and placed in a PowerPoint presentation for the jury panel.

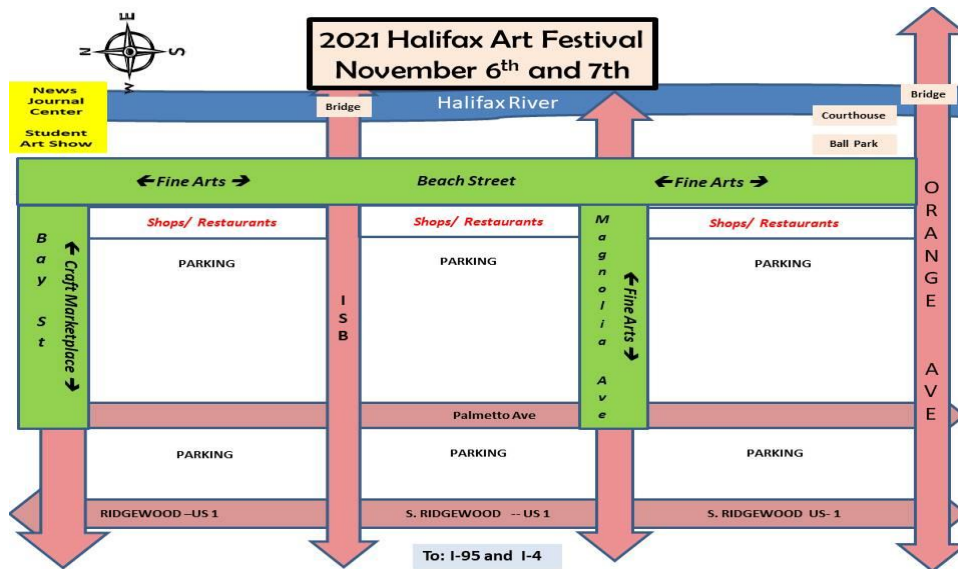
****High resolution images, at least 1 MG in size, are needed for use in our festival's advertising and publicity. (Following acceptance to our show, please contact us if you DON'T want us to use your art in our publicity. Questions may be sent to Pat Masotti-Abernathy at patabernathy2012@hotmail.com**

- 3) ARTIST SIGNATURE OF AGREEMENT** to follow 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. We do not share your personal contact information without your approval.

4) FEES:

- \$40 Jury Fee (all applicants)**
- \$300 Competitive Fine Arts Booth Space**
- \$185 Noncompetitive Artist Booth Space**
- \$20 Additional Jury Fee after Deadline**
- \$35 Bank Fees for returned checks**

- 5) BIO:** Please provide us with your background and a description of your art work including the techniques used in creation of your art. Our Artist Contact may request additional images and information from the artist prior to the submission of an artist's application to the Jury Panel.



RULES/REGULATIONS/ARTIST AGREEMENT

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. This is a very challenging issue for all of us and is a violation of our rules. We appreciate the efforts of all our exhibiting artists to help us to identify buy/sell violators. Offenders will be asked to remove items and/or leave. No refunds will be made.
3. Juried exhibitors (including collaborators) **MUST BE PRESENT** during the entire 2 days of festival
4. Collaborative Artists – Collaborative artists working as a team to create artwork are permitted. No more than 2 artists are permitted. Please provide one application with both names listed. Both must be present during 2 days of festival.
5. Exhibitors who dismantle their booths early- before 4PM Sunday- will likely not be invited to return to the festival.
6. 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. The Booth Cards must be on display by 9AM for fine artists to be judged on Saturday morning.
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. Jury Fee exemptions are awarded to the last year's winning fine artists (27).
9. Each artist must enter individually unless the art is a collaborative effort.
10. Artists may only exhibit the artwork media which had been accepted by the jury panel.
11. Artists submitting applications to be juried for additional media (a maximum 4 media) to exhibit within one booth space, will pay one space fee. A separate application with jury fee payment is required for each artistic media.
12. Artists must exhibit a minimum of four (4) pieces per jury accepted category.
13. Artwork eligible for FINE ART judging must be original work created since 2018. No artwork that has been previously awarded in this festival will be eligible for judging. This rule will be enforced.
14. Prints must be signed and numbered and limited to 350. No laser prints.
15. Ceramics that are hydraulic pressed are not permitted.
16. 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.
17. One juried artist exhibitor per space, unless juried into the Festival as collaborative team

18. The judging process of the Competitive Fine Arts begins on Saturday at 9 AM. Please remember that having the artist booth card posted is a requirement to be eligible for judging
19. Vehicles will not be permitted in the exhibit area until 4:30PM Sunday. Decision when to permit vehicles is dependent on the safety of pedestrians inside the Festival. Artists must breakdown booth prior to bringing vehicles into show area.
20. No affiliation, ribbons or publications about the artist may be displayed prior to judging.
21. Unacceptable to show: Decoupage, commercial photographs, mass produced jewelry, manufactured bags or belts, non-original or kit work, or commercially produced products
22. Only artists accepted by Jury Panel in the jewelry category may display and sell jewelry
23. Exhibitors who fail to show to the Festival without notifying us, and artists who leave the event early, will not be re-invited for up to 3 years.
24. 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.

REFUNDS

Artist cancellations must be communicated to us ***in writing (email) from the artist*** by August 1st 2021 to receive an 80% booth fee refund. (Text messages are not to be used for cancellations.) There will be a \$15 processing fee deducted. No refunds of booth fee will be made after this date.

BOOTH INFORMATION

Tents must be professional, 10 x 10 foot with white top canopies and secure side curtains ONLY. The minimum tent weight is 45 lbs. Booth space is 12 ft by 12 ft

1. No camping tents allowed
2. Weights are required: Minimum weight (professional) is 40 lbs. each on all tent legs. Please ensure that your displays are strong enough to withstand crowds, wind and possible poor weather conditions
 - Not permitted: Raw concrete blocks or bricks, grid only or stabilizer only without weights, dumbbells
 - Permitted: Tube weights, sand bag weights, concrete filled buckets, stabilizer bars with sandbags, weight plates.
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. Tent set up begins on Friday. Time for Registration and Set-up will be announced. Saturday morning set up is permitted prior to 7 AM, please notify us if this is your preference
5. 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.
6. Booths spaces back up to sidewalks and will face the center of street on Beach Street and Magnolia Avenue. Bay Street will place artists back-to-back with approximately 6 feet of booth space to share.
7. Power is generally not available to artists. The use of generators is prohibited by exhibiting artists due to disturbance to guests and other exhibitors.
8. Booth Assignments: Please indicate on your application your desired view of direction (North, south, east, west). Booth assignments and additional festival information will be sent by email in late August. Information will also be posted on our website at www.HalifaxArtFestival.com
9. When an artist receives an acceptance to this year's show, and has exhibited in the prior year's show, we will make every effort to position the artist at or near the location of the previous year's booth location. Please note that we provide our returning winners with first choice of booth locations.
10. No changes of booth assignments will be made unless directed by Festival Chairperson or Artist Contact. (Please know that during Festival Set Up security is not to direct booth changes!)

11. 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 total points scored in the jury panel selection process. Previous HAF winning artists have first choice of booth locations.
12. We do not provide tents but we will be happy to assist artists in locating a tent.

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 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. 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.

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.

I understand that 80% refund of paid booth fees, less a \$15 processing fee, may be obtained prior to August 1st, 2021 **upon written notification from the artist**, of cancellation. I understand that absolutely no refunds to exhibitors will be made after August 2, 2021.

I acknowledge:

The Festival show hours

Saturday November 6, 2021 9 AM to 5 PM

Sunday November 7, 2021 10 AM to 4 PM

Fine Artists must be ready for judging on Saturday morning at opening of show (9 AM)

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 which I have submitted, and the images obtained during the previous and/or current festival for the purpose of promoting, advertising and marketing of the Halifax Art Festival



ARTIST NAME / COLLABORATOR: Print Please

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP** _____

PHONE # : _____

EMAIL ADDRESS: _____

WEBSITE if available: _____

ARTWORK MEDIA: See application for listing _____

EXHIBITOR CATEGORY: [] Fine Art [] Arts & Crafts

BOOTH SPACE REQUEST: [] Single [] Double

Booth Preferences: _____

ARTIST BIO: We would like to get to know you as an artist. Please provide additional page(s) as needed.

- **Four (4) photos required. Please ensure that your booth photo does not display picture of artist nor the name of artist**
 - Requirements for booth image are noted in the application. Please mark each glossy photo on the back with the artist name- **and indicate TOP.**
 - Images may also be emailed to us at halifaxartfestival@gmail.com
- **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 2020 Halifax Art Festival Artist Agreement and to the policies of the Halifax Art Festival, and agrees to the statements contained in the application, and to follow the rules and regulations of the Halifax Art Festival.**

Applicant's Signature: _____ **DATE:** _____

Mail Application and Jury Fee To:

**Halifax Art Festival, Attn: Artist Contact
Guild, Museum of Arts and Sciences
352 S. Nova Road
Daytona Beach, FL 32114**

CHECK LIST: Have you enclosed these required items?

- [] A SIGNED completed application for **each** media category to be exhibited
- [] \$40 Jury Fee – please make check out to Halifax Art Festival. Sorry, we cannot accept credit card payments by phone.
- [] Four (4) Glossy Photos (3 of artwork and 1 booth)
- [] Artist Bio & Description of Work

Option for emailing an application: This year an applicant may email their application and images to Dr Pam Fieldus, HAF Artist Contact at: HalifaxArtFestival@gmail.com However, the jury fee payment must be received by us for your application to be filed as a “complete” application

Our Important Dates:

Show Dates: November 6th and 7th 2021

July 1 - Application Deadline

July 2 to July 7 - Jury Panel Selection of Artists

By July 8th Artists Invitations Sent By Email

July 20th All payments due to confirm for Halifax Art Festival 2021

August 1: Last day for artist cancellation with 80% refund of booth fees

Our Contact Information: HalifaxArtFestival@gmail.com

Mailing Address:

**Halifax Art Festival, Attn: Artist Contact
Guild, Museum of Arts and Sciences
352 S. Nova Road
Daytona Beach, FL 32114**

Website: www.HalifaxArtFestival.org and www.HalifaxArtFestival.com

Festival Phone:

**Pam, Artist Contact
386-405-2140
702-524-0753 (Please leave message)**