

The 25th Annual Lake Mary Heathrow Festival Of The Arts

Saturday & Sunday - November 5 & 6, 2011

Welcome ...

You are cordially invited to attend the 25th Annual Lake Mary Heathrow Festival of the Arts. The Festival is recognized as a premiere juried art show that combines first class entertainment with world class art and craft exhibits.

Located at Oval Park between Daytona Beach and Orlando off I-4, take the Exit for Heathrow (West) to International Parkway, head south to the intersection of International Parkway and Business Center Drive and look for the signs. The venue features the sophistication and excitement of a cosmopolitan avenue.

The Festival is designed to inspire an appreciation for quality art forms and award scholarships to local students desiring higher education. The Festival is underwritten and supported by the Lake Mary Heathrow Festival of the Arts Committee and local business concerns.

Partners In Scholarships

Each year the Festival provides funds for scholarships for graduating High School seniors. In addition we are proud of the fact that since the beginning of the Festival in 1987 the proceeds have assisted the community in educating, entertaining and promoting goodwill as well as supporting fine arts.

Professional Juried Artist Total Prize Money – \$20,000

BEST OF SHOW	\$3,500
TONY SENADOR AWARD	\$2,500
AWARD OF EXCELLENCE	\$1,000
AWARDS OF DISTINCTION (10)	\$800
AWARDS OF COMMENDATION (5)	\$600
JUDGES CHOICE AWARDS (10)	\$200

25th Anniversary Special!! \$25 Early Registration Discount! Must be postmarked by May 1, 2011.

DEADLINE FOR APPLICATION: OCTOBER 31, 2011 (if mailed, must be postmarked by this date)

NOTIFICATION OF ACCEPTANCE/NON-ACCEPTANCE BY : OCTOBER 31, 2011

RULES & REGULATIONS

- 1. DEADLINE FOR ENTRY IS OCTOBER 31, 2011. ALL ENTRIES WILL BE JURIED.** Entrants are required to submit four (4) photos of their artwork, one of their booth and displays and resume. Artists may enter in more than 1 category, however, application, photos and fees must be submitted for each category and a separate booth required. Each photo must have applicant's name thereon. Artists must submit application, 5 photos, \$25 jury fee, \$200 application fee (\$400.00 for double booth spaces) and a self-addressed stamped envelope to the Lake Mary-Heathrow Festival of the Arts post office box address. The Festival staff is not responsible for returning any photos or the acceptance/rejection letter if the self addressed stamped envelope is not included. **EXHIBITED WORK MUST BE REPRESENTATIVE OF IMAGES SUBMITTED FOR JURY.**
- Award winners from the 2010 Lake Mary-Heathrow Festival of the Arts need not send photos and jury fee if applying in the same category as the previous year's award. Only the application, \$200.00 (or \$400 double booth) application fee, and self-addressed stamped envelope should be submitted to the Lake Mary-Heathrow Festival of the Arts post office box address. Artist's checks returned for insufficient funds will be charged a \$30.00 fee.
- All entrants will be notified of their acceptance or rejection no later than October 31, 2011. Once accepted, an artist is committed to the show. **NO REFUNDS will be made due to cancellation by the Artist, inclement weather or other acts of man or nature that the Festival has no control over. The risk and/or loss from shall be borne by the exhibitor.**
- NO art supplies, picture frames, commercial photography, kits, commercial patterns, coin jewelry, or works cast in commercial molds, mass produced items, imports or buy/resell may be displayed. NO EXCEPTIONS!!**
- Artist will be assigned 12'x12' exhibit spaces. The Artist must stay within the allotted space. No tarps or awnings are permitted beyond the booth space. Artists are required to use a substantial display that can withstand wind, crowds and rain. Water resistant coverings are highly recommended and if used, must include weights. Electricity and water will not be provided to any artist. No generators allowed. Bring your own sandbags or stakes.
- All exhibitors must check in at Registration to obtain a booth ID card before they set up their exhibit. **A booth identification card must be attached to the upper left front corner of the display space at all times during the show.** Artist must provide booth frames, tents, and/or support structures. Booth assignments are at the sole discretion of the Festival staff.
- BOOTH SETUP time will be allowed on **Friday** before the Festival from **9:00 A.M. to 4:00 P.M. only.** This will be the only time artists will be allowed vehicular access to their booth space to unload. Registration will close promptly at 4:00 PM – there will be NO ONE PRESENT for late registration. Saturday setup is allowed between **6:00 A.M. and 8:30 A.M. only. Minimal vehicular access will be permitted for Saturday set up hours. NO VEHICLES WILL BE ALLOWED ON THE GROUNDS WHILE THE FESTIVAL IS IN PROGRESS DUE TO SAFETY REGULATIONS.** Artists will be allowed vehicular access to their booth space on Sunday **after** the Festival ends in order to breakdown and load their art and displays.
- SECURITY WILL BE PROVIDED FOR THE BOOTH SPACE ON FRIDAY, SATURDAY AND SUNDAY. SECURITY IS NOT PROVIDED FOR ARTWORK.
- WITHOUT EXCEPTION: ARTIST'S VEHICLES WILL NOT BE ALLOWED ON SITE FOR THE DURATION OF THE FESTIVAL AFTER 6:00 pm ON FRIDAY. County/City regulations prohibit overnight parking on the premises.
- The Festival will not be cancelled or shortened due to inclement weather unless the City of Lake Mary declares a State of Emergency (i.e. hurricane, tornado, etc.). Any artist attempting to close up their booth space and/or remove artwork without Festival authorization shall relinquish ALL rights to prize money and continued participation in the current and future Festivals.
- All artwork must be set up by 8:30 A.M. on Saturday and Sunday. Artists who are not set up in their spaces by 8:30 A.M. will lose their spaces to alternates. No Shows must inform the Festival Committee on or before Friday, November 4, 2011. Failure to do so will disqualify them from being accepted in to any future LMH Arts Festivals. Any person closing their space before 4:00 P.M. Sunday will also be disqualified from future shows and will relinquish all rights to prize money.
- ARTIST MUST BE PRESENT. No Stand-in Exhibitors, Dealers, Agents or Wholesalers.** The Committee reserves the right to ask any exhibitor for identification. There will be only one artist permitted to exhibit in a space. All work must be attributed solely to the displaying artist. All works must be for sale or available for commission. **NO DISPLAYS CONTAINING MANUFACTURED – BUY/RESELL ITEMS. NO IMPORTS.**
- Displays will be viewed by the Viewing Committee at intervals throughout the Festival. The viewing Committee shall have the sole discretion to require the removal of work which violates Festival rules. Artists violating any Festival rule must remove their exhibit immediately. No Fees will be refunded to the artist.
- Collection of the 7% Sales Tax on all sales is the sole responsibility of each exhibitor.
- Regulations prohibit pets on the Festival site. **ABSOLUTELY NO PETS.**

25th Annual Lake Mary-Heathrow Festival of the Arts November 5 & 6, 2011

Set-Up and check-in hours:

Friday, November 4, 2011 9:00 AM - 4:00 PM
 Saturday, November 5, 2011 7:00 AM - 8:30 AM
 (SEE RULES & REGULATIONS)

Festival Hours:

Saturday, November 5, 2011 9:00 AM - 5:00 PM
 Sunday, November 6, 2011 10:00 AM - 4:00 PM

25th Anniversary Special!! Must be postmarked by May 1, 2011!

\$25 early registration discount!! INFORMATION INSTRUCTIONS

1. ALL APPLICATIONS MUST BE RECEIVED BY October 31, 2011.
2. Please send one (1) check made payable to the Lake Mary-Heathrow Festival of the Arts for each category entered: the total check includes the jury fee (non-refundable) and the application fee, \$225 (single booth) or \$425 (double booth). The application fees are refundable if the Artist's work is not accepted into the Festival. **No checks are refundable in the event of rain or if the artist cancels.** All Checks will be deposited immediately upon receipt. Fees include: Booth space, jury fee, free link to your web site from the Lake Mary Heathrow Festival of the Arts website.
3. **All applicants must include a self-addressed business-size envelope with sufficient postage for materials return.** The Festival Committee will not be responsible for returning materials to applicants who fail to provide a stamped return envelope.
4. A total of five (5) photos, 4 of the artist's current work to be juried, and one of the booth setup, along with a resume of their art awards, shows, education and detailed description of their artistic process for the jury **must** be included with the application (2010 award winners exempt). The artist's name must be written on the back of each photo. Photos will be returned to the artist with the acceptance or rejection letter in the artist supplied self addressed stamped envelope.
5. All pieces that are sold at the Festival must be **handmade** by the exhibitor – **NO IMPORTS & NO KITS**. The photos that are submitted with the application, which represent the pieces created by the exhibitor, must be an accurate representation of the artisan's work. Furthermore, the type of work depicted in the photos must be present in the booth either for show or sale at the Festival. **NO BUY/RESELL ALLOWED.** Shall an exhibitor not comply with the above requirement, the Board of Directors of the Festival of the Arts hereby reserve the right to request the exhibitor leave the Festival and withhold the application entry fee, if the exhibitor is not in compliance with Festival rules.
6. Mail completed and signed application, checks or money orders, 5 photos, resume and self addressed stamped envelope to:
 Lake Mary-Heathrow Festival of the Arts • PO Box 952125 • Lake Mary, Florida 32795-2125

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2011 ARTIST APPLICATION (Please print information in block letters)

PLEASE INDICATE IF CHANGE OF NAME OR ADDRESS

USE SEPARATE APPLICATION FOR EACH CATEGORY DISPLAYED PER BOOTH

ONLY ONE CATEGORY PER BOOTH WILL BE JUDGED

CHECK CATEGORY ENTERED:

- Paintings: Oils & Acrylics
- Paintings: Watercolors
- Photography
- Digital
- Drawings/Graphics/Pastels
- Sculpture
- Jewelry
- Mixed Media
- Wood
- Glass
- Clay/Ceramics
- Fiber/Leather/Textile

Artist's Name: _____
 (Last) (First) (Middle Initial)

Company or Studio if Applicable: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number: _____

Website address: _____

E-mail Address: _____

Single Booth Space (\$200.00) **Double Booth Space (\$400.00)**

GENERAL RELEASE

The undersigned does hereby forever discharge, release and hold harmless the Lake Mary-Heathrow Festival of the Arts, or any member of the Festival Committee of and from any and all manner of actions, suits, damages, or claims whatsoever arising from any loss or damage to the property of the undersigned due to fire, theft, negligence, or other intentional acts of their party, rain, natural catastrophes or other acts of God while in the possession or supervision of the Festival and hereby consents to the enforcement of the Festival rules as described herein.

SIGNATURE: _____ (By signing, you have read and understand and accept all rules and regulations)

Please list any special requests below. We will make every attempt to honor your request but **DO NOT guarantee** such request will be possible.
