

**Del Ray Artisans Presents its**  
***Fine Art & Fine Craft Holiday Market 2012***

**Nov 30 – Dec 2 weekend; Dec 7 – 9 weekend; Dec 14 - 16 weekend**

Welcome new and returning artist exhibitors! We have redesigned the Holiday Market this year and wanted to take a moment to fill you in on the details.

This Year the “Holiday Market” will be held over 3 weekends, not just one, November 30 – December 2, December 7 – 9 and December 14 – 16 weekends. This expands our Holiday Market allowing more artists the ability to participate this year as well as more visitors and potential customers.

We have also revised our “booths”. Each weekend, there will be room for 10 table-top “booth” exhibitors and from 6 to 12 wall exhibitors (2D work only). This change will open up our gallery floor allowing more visitors the opportunity to walk around to easily view the exhibitors space and allows 2D artists a wall space choice rather than being forced into a “booth” space.

The revised space also allows room for

- art demonstrations in the alcove
- front desk to host the Bake Sale (which benefits a local non-profit)
- a kids shopping table
- a space for food and refreshments on Friday nights, as many of you have requested

As you fill out the application, we will ask specific questions that will need to be answered or it may delay your application into the process. Each weekend will still be designed as a “balanced market” (we cannot have all photographers or all jewelers, etc) so not all accepted artists are guaranteed their first choice weekend.

The DRA Holiday Market has been going for 16 years – as we redesign some details for our 17<sup>th</sup> year, we feel that these changes and your continued support will make this our best year ever!

# Artist Guidelines

- **ELIGIBILITY:**

- Participating artists can be members of Del Ray Artisans or non-DRA members. DRA members must be active by the application deadline in order to receive the member space rate.
- The DRA Gallery has limited space availability. The Committee reserves the right to keep the variety of goods available balanced.
- All work must be handmade by the artist selling the work. The Committee reserves the right to remove any item(s) from sale, at any time, for any reason. The artist may only sell artwork in the media category that was indicated on the artist's application.

- **APPLICATION:**

- **Artist Application (pages 3 & 4) must be RECEIVED by Friday, September 7, 2012 – along with your check (for one weekend only) and pictures.**
- Up to three (and ONLY 3) pictures (emailed, printed or on CD) representative of the work to be sold should accompany the application. If you would like your materials returned, please include a self-addressed, postage-paid envelope.
- Checks should be made out to **Del Ray Artisans** and should accompany this application form at time of submittal. If you are not accepted into the show, your check will be returned.
- **Your canceled check is considered acceptance of the conditions of the Market and will reserve your space.**

- **ONCE SELECTED:**

- Once you are accepted into the Holiday Market, your application fee becomes **non-refundable**. Please note that space is nontransferable; any cancellations will be filled by artists selected by the Committee. Cancellations and no-shows will NOT be refunded.
- You are also expected to donate **10% of your total sales** (tax deductible donation).
- Accepted artists are guaranteed to be in at least one weekend Market (either your first or second choice). Participating in more than one weekend will be determined by the interest level participating artists.
- DRA will publicize the event through printed materials, electronic media and local advertising. Artists will also be given publicity materials to send to their personal contacts and drop off at local businesses.

- **FOR YOUR SELECTED WEEKEND:**

- Artists must provide their own tables and/or displays. DRA will provide folding chairs. Gallery space is very limited, so please be courteous to your neighbors.
- For Wall artists:
  - You are welcome to bring your own but DRA will provide hammers, nails and picture hooks
  - No sticky hangers are to be used on the walls
  - Walls will need to be spackled and re-painted after the weekend is over
  - One bin can be used in addition to the wall, but should not extend more than 2 feet from the wall
- Artists or their proxy must be present during Holiday Market hours **AT ALL TIMES** to handle sales. DRA will not sell items on behalf of artists.
- Artists are responsible for their own sales, making their own change, and collection of sales tax.
- DRA will allow artists to take credit cards through the DRA credit card machine (VISA, MasterCard, American Express) so that sales won't be lost—please be aware that it will take approximately 4 weeks to receive a check from DRA (minus the bank's transaction fee of 5% of the sale plus the 10% donation). There are other alternatives, such as SquareUp.com, ProPay, etc) so please look into those before signing the DRA credit card agreement.
- Artists can set up the Thursday evening 6:30 - 8:30pm, or Friday afternoon between 3:30 – 5:30 pm before your scheduled weekend. **All artists must be set up by 5:30 pm Friday evening.** A reception will be held from 6 – 9 pm Friday.

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*Fine Art & Fine Craft Holiday Market 2012*

Nov 30 – Dec 2 weekend; Dec 7 – 9 weekend; Dec 14 - 16 weekend

**Artist Application Deadline: Friday, Sept 7, 2012**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: Cell \_\_\_\_\_ Home \_\_\_\_\_

E-mail: \_\_\_\_\_

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**Overall Notes:**

- The 2012 Holiday Market is open to members and non-members. However, preference will be given to DRA members.
- Artists wishing to share space may apply on the same application.
- See the Artist Guidelines for more details.

**Definitions:**

- **Booth** = a 6-foot long space (one space is 4 feet long) and approximately 4 feet deep. You can design your space with one table, multiple tables, displays, etc as long as you don't exceed your space.
- **Wall** = for 2D artwork ONLY. Spaces are either 6, 7, 8 or 9 feet long and you can utilize from floor to ceiling – if you choose a half wall, you will share that space with another half-wall artist. You cannot choose which size wall you want – location is determined by the Committee to ensure a balanced market. Wall spaces can also include a bin as long as the bin does not extend out more than 2 feet.

**Fee:** See pricing structure below for the space **plus 10% of total sales** (tax deductible donation) back to DRA

- **Booth Space**
  - 6-foot booth space (9 available) - \$60 per weekend (non-member \$80 per weekend)
  - 4-foot booth space (1 available) - \$40 per weekend (non-member \$60 per weekend)
- **Wall Space**
  - Whole wall (regardless of the size) - \$60 per weekend (non-member \$80 per weekend)
  - Half wall (regardless of the size) - \$30 per weekend (non-member \$50 per weekend)

Write a check for one weekend only made out to **Del Ray Artisans**. If you are accepted into a second (or third) weekend, we will direct you to send in another check. Checks should accompany this application form at time of submittal. **If you are not accepted into the Market, your original check will be returned.**

Accepted artists' checks will be deposited after the decision date, September 14, 2012.

**Holiday Market Timeline**

- Registration Deadline: Friday, September 7, 2012
- Artist Notification, via email: by Friday, September 14, 2012
- Mandatory Artist Meeting: Thursday, September 20, 2012 – 7 pm
- Artist Installation: Thursday before selected weekend 6:30 – 8:30 pm and Friday 3:30 – 5:30 pm
- Reception: each Friday 6 – 9 pm (Nov 30, Dec 7, and Dec 14)
- Holiday Market Hours: each weekend, Friday 6 – 9pm, Saturday 10am – 4pm, Sunday 12 – 4pm

1) **Media Category:** *Include up to three pictures TOTAL (emailed, printed or on CD). These pictures should be representative of the work you plan to sell.*

- Jewelry (Type: \_\_\_\_\_)       Glass (Type: \_\_\_\_\_)  
 Photography                                       Other 2D work (Type: \_\_\_\_\_)  
 Pottery     Other ( \_\_\_\_\_)

2) **Weekend Preference:** *Write 1<sup>st</sup> and 2<sup>nd</sup> in the weekend space you want first and second; please do not mark both weekends you want with “1<sup>st</sup>” – please choose a preference. Depending on the participation interest, you may be accepted into one, two or all three weekends.*

Nov 30 – Dec 2	Dec 7 – 9	Dec 14 - 16

3) **Booth or Wall:** *Please choose only ONE.*

	BOOTH: 6-foot space - \$60 per weekend (non-member \$80 per weekend)
	BOOTH: 4-foot space - \$40 per weekend (non-member \$60 per weekend)
	WALL: whole wall (regardless of the size) - \$60 per weekend (non-member \$80 per weekend)
	WALL: half wall (regardless of the size) - \$30 per weekend (non-member \$50 per weekend)

**Application, check & photos due by September 7, 2012**

Del Ray Artisans  
 Attn: Holiday Market  
 2704 Mount Vernon Avenue  
 Alexandria, VA 22301

<b>Application Checklist</b>	
<input type="checkbox"/> Membership Current?	<input type="checkbox"/> Non-member?
<input type="checkbox"/> Completed Application	
<input type="checkbox"/> Check written for one weekend’s rate	
<input type="checkbox"/> Photos or CD or emailed	
<input type="checkbox"/> Weekend preference selected	
<input type="checkbox"/> Booth or wall space preference selected	