



**Del Ray Artisans
2020 Holiday Market
Artist Application**

Open to All Area Artists

The first three weekends December 2020

Weekend 1: December 4-6, 2020

Weekend 2: December 11-13, 2020

Weekend 3: December 18-20, 2020

Market hours: Friday 6-9pm, Sat & Sun 11am-6pm

Applications due Sunday, September 13, 2020 by Midnight

HOLIDAY MARKET IS NOW FULL.

Due to Covid-19 our procedures will be different than in prior years. Please read those procedures below

carefully.

Welcome new and returning artist exhibitors to the 25th annual Holiday Market! As you fill out the application, we will ask specific questions that will need to be answered or it may delay your application process. Different artists will be selected for each weekend. Each weekend will still be designed as a “balanced market” so not all accepted artists are guaranteed their first choice weekend.

Questions? Contact the coordinators: Steve Lally (slallypottery@gmail.com), Amy Kitchin Hower (alkitchin.dc@gmail.com), and Rita Schooley (rlschooley@gmail.com)

Covid-19 Procedures

- The gallery will have a **maximum occupancy of 10 individuals** consistent with ALX Promise (City of Alexandria certification for businesses with safe practices during the pandemic).
- The total number of vendors will be reduced from prior years.
- **Non-jewelers will not be in the gallery** when the gallery is open for customers.
- **Sales from non-jeweler vendors** will be handled by DRA representatives.
- **A maximum of two (2) jewelers per weekend** will be allowed. The jewelers must be present throughout hours open to the public for the weekend and will handle their own sales.
- All vendors will set-up and breakdown at reserved times.
- All vendors, customers, and DRA representatives must wear masks at all times and practice social distancing.
- The market may be cancelled if state and local authorities re-institute restrictions related to a resurgence of the virus. If this occurs, application fees will be refunded.

Additional guidelines may be sent to accepted artists nearer December.

Artist Guidelines:

ELIGIBILITY: Participating artists may be Del Ray Artisans (DRA) members or non-members. DRA members will receive a preference in the selection process over non-members, contingent upon space availability, quality of work, and media category (we try to balance media categories across the weekends). If you are not a member, you may join [Del Ray Artisans now](#).

DRA members must be active by the application deadline in order to receive the member space rate and the member preference during the selection process.

All work sold at the Holiday Market must be handmade **by the artist selling the work** and originals need to have been made within the last 3 years. Reproductions are acceptable as long as the original was made by the artist within the last 3 years.

Jewelers must ensure that they can commit to all 3 days and times for a weekend before submitting. (Friday 6-9pm, Saturday & Sunday 11am-6pm - plus setup and takedown.) Non-jewelers must be available for setup and takedown. Also, there will be opportunities for non-jewelers to restock during the weekend.

DRA 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: This online application, including up to 3 images of the work to be sold, and your payment must be SUBMITTED by **Sunday, September 13, 2020**.

Holiday Market Timeline:

- Deadline for Digital Submissions and Space Fee: **Sunday, September 13, 2020. DEADLINE EXTENDED: A few additional spaces are available.**
- Artists will be notified by **September 25, 2020.**

- Artists **not selected** (or who apply after the deadline) may be offered the option to be on a waitlist in case there is a later opening.
 - **Accepted artists will be sent a list of instructions and rules to follow during their assigned weekend.**
 - Artist Installation: **Artists must reserve times for setup either Thursday afternoon or evening, or Friday afternoon. A maximum of 3 artists (and 1 helper per artist) will be allowed in the gallery for setup at any one time.**
 - Holiday Market Hours each weekend: **Friday 6–9pm, Saturday & Sunday 11am–6pm.**
 - **Takedown hours will be Sunday evening and another reservation will be required. Additional hours may be negotiated as needed.**
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ONCE SELECTED:

- **NO REFUNDS** for cancellations and no-shows.
- In addition to the entry fee, 10% of your total sales will be deducted from your proceeds at the conclusion of your weekend. Jewelers should be prepared to write a check to DRA for 10% of their sales.
- DRA will publicize the event through printed materials, electronic media and local advertising.
- Artists will be expected to advertise and publicize the holiday market either with DRA postcards (postcards will be available at the gallery) to send to their personal contacts and drop off at local businesses, or through electronic files for social media marketing, or both.

FOR YOUR SELECTED WEEKEND:

- Non-jeweler artists **must provide their own tables and/or displays.**
- **DRA will provide folding chairs and tables for jeweler vendors.**
- **Nothing should extend outside your allotted space.**

- If you use Wall Space, then you must spackle and re-paint the wall at the end of your weekend.
- **Vendors are responsible for repairing the wall in their location.**
- **No sticky hangers** are to be used on the walls.
- **No raffles or drawings** are allowed in your space.

ENTRY FORM

Artist's Legal Name *

First Name

Last Name

Artist's Name for Promotion *

Artist's Company Name for Promotion

Optional

Artist's Website for Promotion

Optional

Address

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Phone

Area Code

Phone Number

Email *

Are you a member of Del Ray Artisans? *

- Yes No Don't know

If you are a member, when did you join?

The above information is for Del Ray Artisans use only

Media Category and Description

Pick as many categories as needed to represent the work you plan to sell. Please note that if there are too many artists in any given category (jewelry, for example) some "multi-media" artists will be asked to reduce their items in that category.

For every "Category" selected, describe your type of work in the "Type of Media" box.

Upload up to 3 images of the work to be sold. Name your files: "YourLastName-

FirstName-1", "YourLastName-FirstName-2", and "YourLastName-FirstName-3".

Category *

- | | | |
|---|----------------------------------|--------------------------------|
| <input type="checkbox"/> Body Care | <input type="checkbox"/> Fiber | <input type="checkbox"/> Glass |
| <input type="checkbox"/> Jewelry | <input type="checkbox"/> Mosaics | <input type="checkbox"/> Paper |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Pottery | <input type="checkbox"/> Wood |
| <input type="checkbox"/> <input type="text" value="Other"/> | | |

Type of Media *

Describe your work for every category selected above.

Upload up to 3 images of the work to be sold *

Upload Image(s)

Name: YourLastName-FirstName-#. Acceptable file types: pdf, jpg, jpeg, png, gif; Up to 5MB

Permission to reproduce (save and share) any image included with this application for Del Ray Artisans publicity and archival purposes is automatically granted by the artist as a requisite for entering the market.

Weekend Preference: Select your "1st choice" and "2nd choice" weekend below from the following: Weekend 1: Dec 4-6; Weekend 2: Dec 11-13; Weekend 3: Dec 18-20. **Please do not select the same weekend for both.** Your media, along with other artist participation, determines which weekend you will be in.

1st choice weekend *

2nd choice weekend

SPACE OPTIONS: You may request a booth or wall space. Details and pricing:

Booth/Table = a 6-foot long space 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.

- **Booth/Table Fee:** \$75/weekend (non-member \$100/weekend)

Wall = for 2D artwork ONLY. Whole wall spaces are approximately 8 feet long. Walls can be utilized from floor to ceiling. You cannot choose which wall you want – wall location is determined by the Market Coordinators 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.

- **Wall Fee:** \$75/weekend (non-member \$100/weekend)

Del Ray Artisans Space Fee applies to all artists, plus 10% of total sales made during the market.

You must [pay the space fee](#) with your application; however, artists not selected will be refunded the space fee. **Cancellations and no-shows will NOT be refunded.**

Choose a Space Option *

Terms and Conditions

By checking the "I agree" box below:

I agree to abide by the policies and regulations set forth in this Holiday Market

Application. I hereby release Del Ray Artisans, the Officers, Board of Directors, staff, volunteers and the City of Alexandria from any responsibility or personal liability to me from any damage, claims or loss in connection with this market.

Your application is NOT complete until payment is remitted.

Terms and Conditions Accepted *

I agree

Submit Application

Special thanks to the City of Alexandria, Alexandria Commission for the Arts, Virginia Commission for the Arts, and National Endowment for the Arts, for their continued support of Del Ray Artisans, a 501(c)(3) organization.

