



Call for Participation

"Our mission is to promote working artists and artisans, support the visual arts and art education, and to benefit our communities by building a reputation for our area as an arts destination."

Dear Artist,

The **6th Annual Sierra Art Trails** is coming **October 11th & 12th, 2008**.

Artist's Submission Deadline for SAT 2008 is **April 15th 2008**

Please join us for this special event! Sierra Art Trails is the largest and most anticipated arts event in the area. Over the past 5 years the show has grown from 70 to over 120 participating artists showing their works in more than a dozen communities. Our number one goal is to support the artists who take part in the show. Participating artists are featured in the tour catalog, included in a month-long Preview Exhibit, and benefit from an extensive advertising campaign promoting the event. The show attracts art buyers from throughout California. By participating you are not only promoting your own work, you are also supporting and enhancing your community by making it a place people look forward to visiting! Please apply and join the show!

Sierra Art Trails 2008 - Participation Guidelines

Location

Sierra Art Trails is a fine art studio tour focused on the communities of Eastern Madera and Mariposa Counties. The geographical area encompassed by the event includes Oakhurst, Coarsegold, North Fork, Yosemite Lakes Park, along Highway 49 from Ahwahnee to Mariposa continuing on along Hwy 140 into Catheys Valley.

Sierra Art Trails takes place in artist's studios, homes, and art galleries throughout the area. Artists who wish to participate, but do not have access to a suitable site, can display their works along with other participating artists.

Submission Requirements

The focus of the event is on showcasing original works by working artists and artisans. Submissions will be accepted from artists working in all media including but not limited to; painting, drawing, ceramics, sculpture, photography, printmaking, mixed media, papermaking, woodcarving, digital art, jewelry, textile arts, and art glass. Mass produced crafts, gift items, etc. will not be accepted.

Sierra Art Trails is open to artists with homes and/or studios located in Eastern Madera and Mariposa Counties. A limited number of artists from outside the area may also participate in the event, providing they have access to a suitable viewing location within the area. The planning committee will work with artists who do not have access to a suitable site to help place them with other artists participating in the show. First consideration will be given to artists living within the area, but the show is technically open to any artist interested in participating in the event, regardless of where they live.

Artists must be Present to Participate

Participating artists **MUST** be present at their sites for the majority of both days of the event. Artists who are unable to be present for a portion of one or both days should indicate their schedule on the application form, and may want to reconsider re-applying another year when they can be present for the full hours of the show.

Display of works by non-participants

Works by artists who are not officially entered in Sierra Art Trails cannot be displayed at any official site during the event weekend. In the case of art galleries, co-operative studios, or other retail locations, other artwork or merchandise that would typically be available at the location can be displayed, but the featured artist or artists must be given special consideration, and must be the focus of activity for the event weekend.

The Jury Process

Submissions are juried by a panel of art professionals to insure a high level of quality in the work offered during the event. Artists who are accepted will be contacted shortly after the official submission deadline, and will receive an official acceptance letter by mail confirming their participation in the event. Only artists whose work is accepted by the jury can participate in the event.

Alcohol

Alcoholic beverages may not be served at show sites during the official hours of the event, 10 AM to 6 PM, Saturday and Sunday October 11th and 12th 2008. Viewing locations with a California liquor license may be exempt from this regulation, subject to review by the planning committee.

Seller's Permits

Participating artists are responsible for collecting sales tax on work sold during the show, and must obtain or have access to a California seller's permit in order to legally sell artwork to the general public during the event. Artists who already have access to a seller's permit through an existing business, art gallery, etc. need not apply for a temporary permit. Permits can be acquired from the California State Board of Equalization. You can get an application for a seller's permit mailed to you by calling **800-400-7115** or you can apply on the Internet at <http://www.boe.ca.gov/info/reg.htm>

The Preview Exhibit

A Preview Exhibit featuring representative works by each artist in the show will be displayed at Stellar Gallery in Oakhurst from September 14th through the weekend of the event. Participating artists must submit one original work for the Preview Exhibit. Giclees or other types of reproduction will not be accepted for the exhibit. All works submitted to the preview exhibit must be presented in a professional manner, and are subject to the approval of the gallery curator. Stellar Gallery collects a 25% commission on works sold during the Preview Exhibit.

The Sierra Art Trails Catalog

For a modest donation visitors are provided with a catalog that includes a list of participating artists, information on attending the show, and a map to the locations of show sites. Visitors create their own agenda based on the artists they want to see, and tour the viewing locations during the hours of the event. All participating artists and advertisers receive a complimentary catalog. The Sierra Art Trails catalog acts as a "Ticket for Two" for the event. All participating artists receive a half page listing in the catalog. Cost of the catalog in 2008 is 15.00

Cost

The total cost to enter Sierra Art Trails is \$115.00

The Breakdown of fees is as follows:

\$15.00 jury fee submitted with application. (non-refundable)

\$100.00 entry fee due upon notification of acceptance.

The 100.00 entry Fee is due by May 15. The deadline for entry fee refund due to withdrawal is June 1.

SIERRA ART TRAILS 2008 TIMELINE
Please keep this timeline for your records!

CALL FOR PARTICIPATION BEGINS – February 1

APPLICATION SUBMISSION DEADLINE – April 15

NOTIFICATION OF ACCEPTANCE – On or before April 30

100.00 ENTRY FEE DUE – May 15

WITHDRAWAL REFUND DEADLINE – June 1

GALA FUNDRAISER – To Be Announced

PREVIEW EXHIBIT

Drop Off of Work – Wednesday and Thursday September 10 and 11

Show Opens to the Public – Saturday, September 13

Preview Exhibit Reception – Saturday, September 20

Show Closes – Tuesday, October 14

Pick-Up of Work – Tuesday and Wednesday, October 14 and 15

SIERRA ART TRAILS - Saturday and Sunday, October 11 and 12, 2008, from 10 AM to 6 PM.

Sierra Art Trails 2008 Application - Submission Instructions

Artists interested in participating must fill out the SAT 2008 application form and submit it along with the \$15.00 jury fee and samples of their work as described in the Submission Guidelines. The deadline for applications is **April 15, 2008**. Please follow the submission steps on the following page to complete your application.

Completed applications should be mailed to:

Sierra Art Trails
PO Box 3045
Oakhurst, CA 93644

Applications can also be hand delivered to Stellar Gallery, 40982 Hwy 41, Suite 1, Oakhurst or Williams Gallery West, 40680 Hwy 41, Oakhurst.

If you have questions regarding the event, please call or email:
Stellar Gallery at 559-658-8844 email: admin@sierraarttrails.org
or
Ellen Hurst at 559-658-8343, email: ellenhurst@westercorp.com

(Sign and return this page with your application materials)

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Complete the following steps to apply for Sierra Art Trails 2008.

- Fill out the Sierra Art Trails 2008 application form.
- Review the Sierra Art Trails 2008 Participation Guidelines and sign the Participation Agreement at the bottom of this page. **IMPORTANT!** The jury will not accept applications submitted without the signed participation agreement.
- Provide a minimum of three and a maximum of six slides, photographic prints, or digital images of available work created in the last 24 months. Artwork that has already been sold should not be included. Indicate on your Application which image you prefer to be used in the Art Trails Catalog.
- Include an ID sheet with the following information on each piece.
 - Title of work, dimensions, media

Digital images should be submitted on PC formatted CD or DVD, with accompanying documentation in .TXT .PDF or .DOC file format. No tiny or huge images please! An average resolution of 800 x 600 pixels is recommended. Please do not submit digital images over 5 MB in data size.

- Provide a current artist's statement: Your statement should include a brief history of your experience as an artist, a description of your technique(s), and the philosophy behind your work. Two or three paragraphs are sufficient for the jury process.

You may also include other materials that you feel are important in describing yourself and your work, such as a current Artist's biography, resume, list of exhibitions, or copies of reviews or articles if applicable to your current work. These materials are not required, but may be helpful to the committee for advertising or promotion.

Sierra Art Trails 2008 Participation Agreement

I have read the Sierra Art Trails 2008 Guidelines, and agree to abide by them. I understand that my signature holds me responsible to abide by these guidelines, and failure to do so will jeopardize my continued participation in Sierra Art Trails.

I agree to indemnify and hold Sierra Art Trails Inc. and its board of directors harmless against any claim, demands, damages, fees, costs, and actions of any kind asserted by or on behalf of any third person(s) arising from my participation in Sierra Art Trails 2008.

Name (please print) _____ **Date** _____

Signature _____