



The Guild Alive With Culture

Arts Festival / "Taste of the Guild"

Saturday August 6th & Sunday August 7th 2011
10:00 AM to 5:00 PM

Application Form for Artist Vendor

Exhibiting fee: \$100.00 Entry deadline: June 24, 2011

Eligibility: Open to all fine artists/artisans who reside or work in Ontario. All work must be original and hand made in Canada by the exhibiting artist.

Eligible work: 2 dimensional works including paintings, mixed media, hand pulled prints, photographs (individually signed), digital art, (individually signed) individually signed/numbered reproductions (edition size under 500), fine art card reproductions, 3 dimensional works including sculpture, fine craft in all media, glass, metal, wood, originally designed jewelry, fibre art, hand-made quilts, originally designed clothing.

Not Eligible: Commercially manufactured items, artwork in a production studio made by individuals other than the applicant artist, buy and sell items, imported artworks, artwork from kits, items constructed from commercial moulds, art produced using images or designs for which the artist does not own the copyright.

Artists' Market Location: South side (behind) the Guild Inn. Individual site placements will be assigned and sent with notification of your acceptance. ***Spaces** are 10'x10', please do not display beyond your allocated space. Artists must supply their own tables, chairs and displays. A canopy is recommended. Display material to be no higher than 8'

Centennial Café: is back this year. The Café received great reviews by vendors and festival goers alike. We are excited to see their display this year and menu options.

Entertainment: This year's performances of storytelling, musical performances will enhance the artist market area, making for a great festival week-end for all.

The Guild Alive with Culture Committee: Councilor Paul Ainslie together with Centennial College, the Guild Renaissance Group, Guildwood Village Community Association, the City of Toronto Parks Forestry & Recreation, Cedar Ridge Creative Centre & Studio Gallery, Toronto Cultural Services and Citizen Volunteer Members. A PDF of the poster for your access to send to your customers and friends will be available online at www.guildalivewithculture.ca, along with a list of the participating artists and entertainers.

Rules of Entry

1. All **new artists** and returning artists with **new product** applications will be juried by committee. Artists previously juried and accepted in 2009/2010, need only send a completed application form and their fee (do not re-send portfolio). If your 2011 submission is not representative of the work you previously exhibited, you must submit 4-6 recent digital images as requested for the jurying process.
2. All decision of the jurors is final results will be available 5 days after receipt of your application.
3. All applications must include \$100.00 artist fee, submitted in 2 (two) cheques: 1 (one) cheque for \$10.00 non-refundable administration fee, which will be cashed immediately, and 1 (one) cheque for \$90.00. The cheque for \$90.00 will be cashed only upon acceptance, and returned otherwise.
4. All payments are payable to "The Guild Renaissance Group".



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5. Your submission must include 4-6 recent digital images on CD (300 dpi jpg format) representative of the work to be shown at this event. Clear, detailed photos make it easier for the jurors to assess your work. Include descriptive text file with your photos that identifies each image and indicates size, medium, year produced and price. If possible, include one digital image of your booth display to be used at this event. (applies to new artists or new material only).
6. Include one self addressed stamped envelope with sufficient postage and adequate size for notice of acceptance and safe return of your CD. (applies to new artists or new material only)
7. Each artist must submit his/her own application/submission. Booth sharing is not permitted.
8. All applications must be received by Friday June 24, 2011 at Cedar Ridge Creative Centre.
9. After acceptance and payment, no refunds will be issued to artists who withdraw, except in unusual circumstances, due to illness or emergencies. In such situations, written request for a refund will be considered.
10. Dogs must be on a leash at all times – Area must be kept clean at all times.
11. No hydro is available for vendors.
12. If you would like to reserve your booth location you may do so by contacting Councillor Ainslie's office at 416-392-4008 or email guildalive@guildalivewithculture.ca. Or by indicating such on your application form - these requests need to be in by May 15, 2011.
13. Artists must be present at check-in and staff booth during both days of the event. This is a two day festival commitment.
14. Artists are responsible for collecting applicable taxes.
15. Insurance is the responsibility of the artist, although their will be security on site at night, it is recommended that you do not leave product which you do not feel comfortable leaving overnight.
16. Set up: Friday August 5, 2011 3 p.m. - 8 p.m./ Saturday August 6/Sunday August 7, 8:00 a.m. to 9:30 a.m. All booths must be ready to open at 10:00 a.m.
17. Canopy's may be secured by **weights or plastic stakes only** to go into the soil by 6" max. **No** metal stakes on property.
18. The Artist parking and loading area will be the same as last year no vendors will be permitted to load/unload from any other area – no exemptions. Please come prepared to set up your area.
19. No cars in the park other than the parking areas.
20. Dollies will be on site to share with other vendors. If you require a dolly for a long period of time it is suggested that you bring your own device as the ones on site are to be shared.

Important information:

*The Committee or the City of Toronto are not responsible for loss or damage to items left unattended. Security will be on site on Saturday evening until Sunday morning. Although security will be on site each artist/vendor is responsible for they're own insurance for product, canopy and set up. You may leave your display and canopy overnight. *City of Toronto Parks Department regulations do not permit vehicles



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on the show site. All goods must be brought in from the Artist parking area by dollie or by hand to your space.

*Hydro and overnight camping are not available on the Guild property.

Artist/Vendor Entry Form

Name: _____ Company Name: _____

Please indicate how you would like to be advertised: **Name & Company** or **Company Name only**

Product type: _____ Contact telephone number: _____

E-Mail: _____ Website: _____

Address : _____, City _____ Postal Code _____

booth location request: Booth # _____ - Must be in by May 15, 2011 – not guaranteed.

Please supply a paragraph no longer than 40 words which will be displayed in the pamphlet distributed on the Festival day as well as advertised on the Festival Website www.guildalivelivewithculture.ca . This section may also be emailed to guildalive@guildalivewithculture.ca. If you would like to use the same wording from 2010 please indicate "same as 2010" in area below. If you would like the same wording as used in 2010, please indicate below.

I do hereby agree to abide by the rules and regulations of entry as set out by the Committee. Upon acceptance of my application, I give permission to use images of my work in print and on the website solely for the promotion of the event.

Signature _____ Date _____

Mail or deliver to:

Cedar Ridge Creative Centre 225 Confederation Drive, Scarborough M1G 1B2
Labeled - The Guild Alive with Culture Artist Application

Please ensure that your application includes all the following:

1. Completed application form.
 2. 4-6 digital photos on CD and description of images – If required
 3. \$10.00 entry fee and \$90.00 artist fee
 4. Self addressed and stamped envelope – If juried work sent in.
- (two cheques) payable to The Guild Renaissance Group

Office use only: Date received _____, Payment Received _____, Juried by _____, Accepted: yes no