



2019 Artist Prospectus



2921 Hoyt Ave. Everett, WA 98201
425.259.5050 / schack.org
M-F 10-6 / Sa 10-5 / Su 12-5

ABOUT FRESH PAINT

This year will be the 23rd annual *Fresh Paint: Festival of Artists at Work* located along the beautiful Everett Marina. Fresh Paint is a high-end art show featuring artists in action. Artists are asked to demonstrate their art form and/or share information about how they create their art. Our community loves the opportunity to watch artists share their talents and display their skills in real time. *Fresh Paint* is a fantastic showcase for this!

Fresh Paint is a community festival organized by the Schack Art Center, a non-profit organization. Fees collected are used for the management and promotion of the event. Any profits from the festival are returned to the community through Schack Art Center exhibits and education programs. More information is available at schack.org.

IMPORTANT DATES FOR 2019

Applications Due: April 5
Festival notifications will be emailed by: April 26
Booth Fee Due: June 12
Booth Assignments Posted/Emailed by: July 12
Festival Day One: August 17, 10am-5pm
Festival Day Two: August 18, 10am-5pm

No Refunds after July 12, 2019

FEES

ALL FEES ARE NON-REFUNDABLE

Jury Fee: \$20 (*paid while submitting 2019 entry*)

Booth Fee: \$250 (*paid after acceptance to the festival*)

Booth fee covers one 10' x 10' space. Space is extremely limited at the festival.

NO COMMISSION is charged for sales; however we do request that you report daily sales totals to help with grant requests on behalf of the Schack Art Center.

APPLICATION & JURY PROCESS

- Applications are accepted online on the Schack website (<http://www.schack.org/calls-to-artists/register>).
- We require 4 digital images as part of your application. (*3 images of your artwork, 1 image of your booth/set up with artwork displayed.*)

IMAGES REQUIREMENTS:

- Images must be in jpg/jpeg format.
- Minimum dimensions are 400 pixels on any side.
- Maximum file/image size is 3MB.
- You will be asked for dimensions and prices for each artwork photo. Please put "NA" in these fields when uploading your booth photo. Please place your booth image as the last in the sequence.
- These images will be presented to the jury panel along with the description of your artwork. *It is very important to present quality images for the jury panel, this improves your chances of being chosen.*
- If you are not accepted or put on the waitlist for Fresh Paint, Schack Art Center is not obligated to give a reason for the decision.

Once you have added all your images be sure to SUBMIT your entry and pay your \$20 Jury Fee.
Your application will not be complete until this fee has been paid.

ARTWORK CRITERIA

All artwork exhibited must be created by or under the direction of the artist. Artwork exhibited during the festival must be consistent with images reviewed and accepted during the jury process. An artist may not sell or exhibit artwork of non-juried artists. No forms of mass produced products are permitted in any category.

PARTICIPATION REQUIREMENTS

DEMONSTRATIONS

- Fresh Paint prides itself on being an "Artist in Action" festival. **It is important that you are demonstrating your art/craft as much as possible throughout the event.** Any artist who isn't in action may not be invited to participate in future years.
- If you have questions on how to demonstrate your craft please contact Festival Manager Marissa Motto at mmotto.schack@gmail.com.

AUDIENCE CAPTURE

- We ask that you collect the zip codes and sales totals from your customers both days. **Why, you ask?** We understand this may not be a habit, but we are a non-profit who needs grants and sponsorships to provide admission free events and exhibits.
- In order for us to submit for grants and sponsorships, we need to know where our customers come from.
- The zip code sheets are anonymous; all we need are zip codes and sales totals.

VISIBILITY

- Artists who have submitted and are accepted into the festival must be present both days of the festival. Please do not send a representative in your place.
- Exhibitors are expected to remain open during Festival operating hours (10am – 5pm) even in the event of inclement weather.
- Leaving the festival early will jeopardize the exhibitor's participation in future Festivals.

LEGAL

- Participating artists are required to operate their booth in a safe and tasteful manner, to comply with the laws of Washington State, Snohomish County, and the City of Everett, and to obtain any and all permits necessary from the state, county, and city.
- The sales tax rate in the **City of Everett is 9.7% (effective April 1, 2017).**

BOOTH SET-UP

Booth set-up begins Friday, Aug 16 at 3 pm. *No early set-up.* Artists must check-in to at Schack info booth before starting to set-up. You will need to be open for customers by 10 am, Sat Aug 17., 2019. Artists are required to have a booth that will withstand all Northwest weather conditions. Although it rarely rains during the Festival, artists must be prepared for rain and/or wind. There will be **no refunds for inclement weather.** A freestanding tent is required for shelter from sun, rain, or wind and white is the recommended festival standard. Booths are set up on the cement promenade next to the water. You must have weights to secure or "tie down" your booth. Staking into the pavement is not possible. You may not share your booth with another artist.

Booth assignments are made at the discretion of the festival coordinators; however, every attempt is made to satisfy an artist's request.

SECURITY

The marina area will be patrolled at night and Fresh Paint makes every attempt to provide a safe and secure festival environment, but the liability is ultimately the artists' and it is recommended that all artists obtain general liability insurance. Booths may be left up overnight, but at the sole risk and responsibility of the participant. We recommend that products be removed overnight; but again this is the participant's decision and responsibility. The Fresh Paint festival, the Schack Art Center, and the Port of Everett are not liable for loss or damage.

If you have any questions about Fresh Paint or need assistance please contact:

Abby Powell, Special Event Coordinator, apowell@schack.org

Marissa Motto, Festival Manager, mmotto.schack@gmail.com