

# 36th ANNUAL LOS ALTOS ROTARY FINE ART SHOW

*Supporting Community and International Service Projects*

**Art Show Dates: May 14 & 15, 2011**

**PLACE:** Lincoln Park in Los Altos, along Foothill Expressway between Main and Edith Streets

**TIME: Saturday and Sunday, 10 a.m. to 5:30 p.m.**

**COMPOSITION:** 200 Artists - 60% fine art and 40% crafts; food booths managed by Rotarians

**SPACE SIZE:** 12' wide x 10' deep, including customer walk-around area; spaces pre-assigned

**FEES:** \$350 booth fee; \$4 City of Los Altos weekend vendor permit fee; 10% commission on all art sales, including sales finalized after the show; \$10 nonrefundable application fee

**PROCEDURES:** Artists will process their own sales, including accepting payment for art and paying sales tax to the State Board of Equalization. The 10% of gross sales commission will be due Sunday evening at close of the show. Rotarians will manage commissions collection.

**LIMITATIONS:** All art displayed must be original work executed by the artist. "Original work" means: no imported or factory-made items; no ceramics made from commercial molds; and no commercially fabricated forms or settings in jewelry. Mechanically reproduced prints of an original drawing, painting or printmaking are allowed as supplements to a large display of original pieces. Artists must be in attendance at the show. Cancellation policy: refund of entry fee only for cancellations by March 15, 2011. Although security is provided, the Rotary Club of Los Altos is not responsible for loss or damage.

**JURY INFORMATION:** Over the years, our show has built a reputation and success based on the high quality of the fine artists and crafts people who are selected by our jury panel. The jurors are volunteers who have backgrounds in various art disciplines and are familiar with our show. They will view your slides/photos with an eye to balancing our presentations to the public.

**TO APPLY: Please send the following, postmarked by January 15, 2011**

- Your completed **application**
- **For the jury:** Six (6) numbered slides with top and front indicated and with your name on each slide. Also include a list, by slide number, indicating the dimensions and price of the art shown on each slide, along with any description that you wish to give. If you use a digital camera, six (6) printed photos will be acceptable, with identifying information on the reverse, plus the additional information as noted above for slides. We suggest that you use a high quality printer for your digital pictures.
- A **photo of your booth/set-up** with your work displayed
- A **\$354 check** covering the booth fee and city permit fee, **payable to the LOS ALTOS ROTARY CLUB**. This check will not be deposited until after the jury process -- or if you are not selected for the show, it will be returned promptly to you.
- The non-refundable **\$10 application fee payable to LOS ALTOS ROTARY CLUB**. The application fee should be a separate check from the \$354 fees.
- A self-addressed, adequately stamped envelope for the return of your jury material.

***Invitations to participate will be mailed by February 28, 2011***