



The Hermosa Beach Art Walk Committee is pleased to announce an open call for entries to the **9th Annual Hermosa Beach Art Walk** to be held on **June 9th and 10th, 2012**. Submit your application with photos of work for jury review by **March 1st**. One hundred 10' X 10' spaces for artists are allocated for this event held on the lawn of the Hermosa Community Center located on the corner of Pier Avenue and PCH. This event is created by the non profit Arts Group of Hermosa Beach.

Hermosa Beach, one of California's most beautiful beach communities is a hot spot for tourists and locals during the summer months. Hermosa Beach is the ideal art festival venue for visual art exhibitions and musical performances. The Art Walk will have musicians and local restaurants and businesses participating and hosting art exhibits, food specials and activities for the kids. The Art Walk event hours are **10 AM to 5:00 PM** on the **9th** and the **10th**.

All exhibited work must be original in concept and must have been created by the accepted applicant. No work made with the use of commercial kits, molds, patterns, plans, stencils, or prefabricated forms may be exhibited. Offset reproductions of original art may be sold. **Reproductions must be signed and numbered by the artist and be accompanied by a certificate of authenticity. We are now excepting a limited number of fine jewelry artists into the 2012 show.**

Each exhibitor's work will be screened by our Selection Committee, and during the walk. If an artist's work does not comply with the rules, or differs from the photos submitted, the artist will be asked to leave. The artist, **or a representative approved by the committee**, must be present to exhibit and manage their displays during the Art Walk. Booth spaces are nontransferable. Any artist who has not been juried into the show, or has not paid the booth fees, will not be allowed to exhibit.

All sales will be conducted between the artist and the purchaser. Artists are responsible for obtaining a State of California seller's permit and for collecting and paying California sales tax (8.25%) on all sales made during the show.

• Jury Process •

Submit four photos representative of your work and one of your displays. Artwork will be evaluated on the criteria of skill, originality, impact and design. (Do not submit written or printed materials as they will not be considered by the jury.)

• Fees and Acceptance •

Booth Fee: \$150 Plus optional: \$50 corner space request (separate check).
Non-refundable Processing Fee: \$5 (Please include separate check or money order for processing fee) **Please make checks payable to: Arts Group of Hermosa Beach** (returned checks will be charged \$25) Cancellations must be in writing and received at least 3 weeks prior to the show to receive a refund.

• Booth Space •

You will have 10'x10' booth space to exhibit your work. Please be prepared to be on an uneven surface since we are located on the lawn. We recommend bringing wood blocks to support uneven surfaces. Tents and display materials are not provided and you must have a clean and presentable presentation. Pending city approval, you will be allowed to setup your display on Friday beginning at 8:00AM. We will have security to monitor the booths during the two nights. However, we recommend you setup your art work on Saturday before the show, since the Art Walk cannot be responsible for your work. Setup will begin at 7:00 AM on Saturday and tear down will begin at 5 PM Sunday and completed by 9 PM. **Any artist breaking down before 5 PM will not be invited back.**

• Application Procedures •

1. Fill out the attached application form.
2. Enclose checks or money orders made payable to the Arts Group of Hermosa Beach (one for \$150, one for \$50 corner space (optional) and one for the one-time \$5 processing fee)
3. Provide a self-addressed, stamped business size (#10) envelope for notification.
4. Enclose four photos representative of the work you intend to exhibit. Include one photo or slide showing your display. Provide another self-addressed envelope with sufficient postage to return your materials.
5. Applications must be postmarked no later than March 1st, 2012
6. Mail or drop all the above to:

Hermosa Beach Art Walk
Attn: Jury Team
1620 Spreckels
Redondo Beach, CA 90278

(Please call 310-374-0080 for further questions.)

ART WALK APPLICATION : please print in ink or type:

Artist's Name

Business Name

Address

City

State

Zip

Phone

Email

Brief description of artwork

Number of Promotional Postcards

Category you wish your work to be judged in:

Mixed Media

Painting

Photography

Jewelry

Sculpture

Metals

Wood

Ceramics

Glass

Release and Signature: I do not hold the Arts Walks Committee or City of Hermosa Beach, its officers or agents responsible for accidental loss or damage of any kind. I will exhibit only my original work. I have read and understand the rules and procedures for the Hermosa Beach Art Walk and understand that failure to follow these regulations may result in my expulsion from this year's Art Walk and/or future shows. I am submitting four slides or photos representative of my work. I understand that artwork will be evaluated on the criteria of skill, and I will be held liable for any damages I inflict on City of Hermosa Beach property.

Signature _____ Date _____