

# La Quinta Art Celebration 2021 Artist Information Packet

**Event:**

La Quinta Art Celebration 2021

**Location:**

La Quinta Civic Center Campus  
La Quinta, California (West)

Phone – Artist Helpline: 760- 628-7770 or email: [info@laquintaartcelebration.org](mailto:info@laquintaartcelebration.org)

Event Dates: **3/4/21 – 3/7/21**

Application Deadline: **10/15/20 Midnight PST**

**Requirements:**

Images: **5** (4 images of art and 1 booth shot is required)

Fee (Application Fee): **\$50.00**

You can submit up to **4** applications for this show.

**Event Summary**

Stunning Coachella Valley venue, enthusiastic patrons, best in class artists, unsurpassed community support and event staff who are committed to providing a VIP artist experience; these are just a few of the exceptional allures of the *La Quinta Art Celebration*. SCOPE Events, LLC invites you to apply to be one of the 200 premier artists to join us for the 4 day *La Quinta Art Celebration* held annually, the first weekend in March. The promoters, Paul Anderson and Kathleen (Kat) Hughes bring a combined 50+ years of experience in art event production and continuously seek to enhance and exceed the best of years past.

In addition, the *Celebration* offers gourmet food, live music, and premium top-shelf beverages. La Quinta is a community steeped in pride for the Arts. Regardless of recent budget cuts due to the pandemic the City has ensured the tradition of art in La Quinta will continue with *Celebration!*

The event draws art enthusiasts from the affluent Coachella Valley, patrons from elite California coastal communities and snowbirds who return to the Valley each year, doubling the population throughout the winter months. The target patron demographic includes thousands of polo and tennis fans who arrive the weekend before the BNP Paribas Open tennis tournament in time for *La Quinta Art Celebration*. A significant marketing budget is allotted to reach present and potential art patrons. We strive to curate the right mix of attendees who are true art collectors.

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## General Information

### Invited Artists Receive:

- Daily continental breakfast, a deluxe boxed lunch, snacks throughout the day, and unlimited bottled water
- Volunteer golf-cart drivers for load-in and out
- Labor available for hire to physically help with load in and out
- Volunteer Booth Sitters
- Artist Helpline available 24/7 during event week
- Artist Award Reception with gourmet appetizers, premium wine and beer; Artist assistants attend for free
- 24-hour on-site private security
- Artist information included in official event program and on the event Website
- Opportunity to purchase low-cost ads in the event program
- Knowledgeable, attentive, and helpful staff
- An atmosphere of appreciation, kindness, and *Celebration* that make the show truly unique

*La Quinta Art Celebration 2021* is a commission art event. Artists are required to pay **20%** of all art sales that are a result of participating in *La Quinta Art Celebration 2021* either during the event and/or as an art commission created specifically for an art patron after the event ends. This allows the event to offer low booth fees. The risk is shared between the Promoter and the Artist. If an Artist doesn't sell well, then there is lower cost to participate than at a booth fee only show.

The mission of SCOPE Events, LLC is to support the arts throughout the Coachella Valley. Proceeds from the *Celebration* are returned to the community through donation to Tools For Tomorrow, an esteemed non-profit organization. Tools For Tomorrow (TFT) provides free, on-site, after-school arts literacy programs for elementary school children in grades 3-5. It operates in 17 different schools and introduces children to both visual and performing arts.

### Event Dates and Times Required Artist Presence:

March 2 & 3, 2021: Registration: Tuesday and Wednesday

March 4 –7, 2021: Thursday through Sunday – show hours from 10 am to 5pm

March 4, 2021: Thursday - Artist Award Reception from 5:30 – 7 pm

March 7, 2021: Sunday evening - Load-out begins at 5:30 pm until 9pm

March 8, 2021: Monday morning – 7:30 am through 12 noon – Load-out of large and heavy art

### Important Dates:

- Application Deadline: October 15, 2020, 11:59:59 PM PST.
- Jury Process: October 20-22, 2020
- All notifications emailed no later than November 2, 2020
- Accepted Artist Participation Deadline: December 1, 2020
- Refund (Full) Deadline: January 1, 2021

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## **Application Category Definitions:**

You may apply in more than one category, but you must submit a separate application and separate images for each medium. If you apply in more than one category, even the **Booth** slide must showcase art in the category in which you are applying. PLEASE NOTE: If you are accepted, you may exhibit only in the category in which you have been juried in.

## **2-D Mixed Media**

Art using MULTIPLE media that has a relief depth of LESS than 1/8" of an inch thick. This category includes collage, handmade paper, fiber that is not wearable, etc.

## **3-D Mixed Media**

Art using MULTIPLE media that has a relief depth of MORE than 1/8" of an inch thick. This category is for objects which are "decorative" rather than "functional."

## **Ceramics**

Art that is Original Clay Work. No machine made or mass-produced work will be accepted.

## **Drawing and Pastel**

Art that is created with pencils, charcoal, chalk, pastels, etc.

## **Fiber**

No machine tooling, machine-screened patterns or other forms of mass production accepted. This category is intended for handcrafted fiber, straw, leather, or other similar materials. No studio production work will be accepted.

## **Glass**

No molds or other forms of mass production allowed.

## **Jewelry**

No commercial casts, molds, or production studio work.

## **Painting**

Works created using oil, acrylic, or watercolor paints on canvas, archival paper, or handmade paper. Reproductions or giclées may not exceed editions of 450. 80% of the booth display must be original artwork. Artists must define their work in their Artist Statement and must disclose their process.

## **Photography**

Art using a camera, including black and white or color digital or original prints from negatives. Prints must be made from the Artist's original work, be processed by the Artist or under the Artist's supervision, properly signed and numbered, and in editions of not more than 450.

## **Sculpture**

Art that is 3-dimensionally sculptural and is original work done in any medium.

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### Wood

Original hand-tooled, machine worked or carved work. If painted or inlaid with a different material, applicants should choose 3-D Mixed Media.

### Artist Representation of Original Artwork:

Artist agrees that all work submitted to the jury process and displayed and represented for sale to the public at *La Quinta Art Celebration 2021* has been designed and executed by the Artist. All work exhibited must be for sale. Artist certifies that all jury images submitted represent his/her original work. Artist may display only work juried in the medium accepted. The *La Quinta Art Celebration 2021* reserves the right to advise artist of any work that does not meet event standards and may take action deemed necessary for compliance.

### Fine Art Multiples:

Only limited edition, signed, and numbered reproductions of artwork are allowed. Artists must define "limited edition" through their Artist Statement and must disclose their process to the buyer. Editions may not exceed 450. Original art must occupy 80% of the applicant's booth space. In the case of photographers, this means gallery quality framed work. *La Quinta Art Celebration 2021* reserves the right to monitor displays of multiples and request artists to remedy violations to the satisfaction of *La Quinta Art Celebration 2021*. No postcards, posters, or any offset reproductions are permitted. A limited number of note cards and coffee table style books are permitted and must be tastefully displayed. They may not represent more than 10% of Artist Display and must meet approval of Event Director.

### Artist Awards:

Best of Show, Best of Category winners will receive an invitation to exhibit the following year at *La Quinta Art Celebration 2022*. Award of Merit winners will receive a ribbon and acknowledgement at 2021 event.

### Booth Info:

#### 2021 Booth Fees for Invited Artists:

Single Booth (12x12 may be without corners) - \$300

Double Booth (12x24) may be without corners or irregular shaped) - \$600

Extra Large Booth (12x36 or larger. The majority of these booths are irregular shaped)- \$900-\$1200

### Booth Image:

- Must submit an image of your **outdoor** booth set-up.
- The booth image must be recent – within the last 3 years.
- If you do not have a current outdoor booth image please create a mock booth set-up on the grass. Think of it as creating an outdoor gallery. Less is more.
- If your indoor/outdoor booth set-up is the same (with the exception of a canopy tent) then simply state that in the description.
- We want to see what your booth will look like onsite at *La Quinta Art Celebration* (not structure but presentation).

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- Booth images may not be created in a computer program or manipulated, enhanced or otherwise affected by a computer in any way.
- This is a blind jury process. **Do not submit booth images with any identifiable sign or image of the artist themselves.** If your signature is visible in the work please be sure to photoshop the signature out. 1 point is deducted from your jury score if these directions are not followed.

For application questions email [info@scopeevents.org](mailto:info@scopeevents.org).

## Booth image shows the jury:

- Your body of work.
- Provides dimension and scale.
- Shows overall continuity and presentation of your current body of work.

**Note: The booth image is a reference, you are not juried in for ALL work represented in the booth image. You are juried for the body of work represented in the 4 images. For example: If you are accepted in jewelry and you have sculptural (non-jewelry pieces) work in your booth image the sculpture pieces may not be displayed or sold at the event.**

## Booth Info:

## Rules and Regulations

Each exhibiting artist must personally check in at registration, and be on-site for the duration of the event.

- Artists may not show in other festivals, exhibitions or events in the Coachella Valley taking place simultaneously as *La Quinta Art Celebration 2021*.
- All artists must submit a total of five (5) images for jurying (4 images representative of the artist's work to be exhibited; 1 of the artist's **OUTDOOR BOOTH** display).
- As part of the application process artists must also submit an artist statement. We allow up to 200 characters. We recommend a description that provides a balance between material, technique and inspiration. Statements are read by the jurors. **Jurors are able to see the statement therefore we ask that you not personalize the information.**

## Price Range of Work:

We encourage Artists to have varied prices. We ask that the images you submit for jurying show a range of your pricing. Take advantage of the character space provided in this section and give a detailed description (see example below).

### Example:

Price range	\$50-\$5000
Earrings range	\$50-\$200

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Bracelets range	\$150-\$1000
Necklaces range	\$1000-\$5000

Your detailed description will help jurors better understand your body of work.

A reserve list (wait list) of additional Artists will be selected from the submitted entries. All decisions are final. Work must be original and hand crafted. Artist guarantees the accuracy of the description of the works presented and the authenticity of the work as the creation of their own hands. The sale of non-original promotional items is prohibited. Commercial studios involved in multiple or volume production will not be considered for the show.

All work exhibited and sold must be “original works of art.” “Original work” means no copies, reproductions or facsimiles of any type. No machine reproductions, photo mechanical reproductions or commercial reproductions are permitted. No mass reproduction in combination with original, hand-crafted work is permitted. Copies from the works of masters, advertisements and widely circulated photographs are not considered original works of art and will not be permitted.

Artists may apply in multiple categories. Each medium is evaluated separately. If you apply in more than one category, only the booth slide may be repeated. Artists may display work only in the media categories in which they are accepted. For example: If you are planning on showing any type of jewelry you **must** be accepted in the jewelry category.

All work exhibited must be comparable to work shown in submitted images. The CEO/Managing Director reserves the right to ask that any work that is inconsistent with the juried subject be removed.

Artists accepted to the show must exhibit two-dimensional work (e.g., photography, painting, watercolors, graphics, pastels, prints and drawings) as appropriately framed and glazed pieces. Unframed, matted works may be shown in a portfolio for customer browsing and are limited to 15% of your total inventory. These bins must not be the primary focus of your booth display.

### **Collaborating Artists:**

If you are submitting an application as a collaborating artist/partner, you must submit the name with the application and only joint signed work may be shown and sold. Below are instructions for submitting an application as collaborating artists:

- Go to “my Profile: on ZAPP
- Enter one of the two collaborating artists as the primary contact in the profile form (this name will always appear first in the publications and online if accepted).
- After completing the information requested, enter the collaborating artist’s name.
- This information is carried over to the application for purposes of identifying a collaborative effort.
- You may not add a partner/collaborator after the jury.
- Both partners/collaborators must check-in at registration and be on-site during all 4 days of *Celebration*.

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- If artists working as partner/collaborator are found to apply as a single artist, the artist will be disqualified without a refund.
- If you have any questions or difficulties registering the partner, please contact the Event Director at [info@scopeevents.org](mailto:info@scopeevents.org) before submitting your application.

### Jurying and Judging:

- Jurying is done as a monitor jury by both Peer Artists and Professionals.
- Jurying is conducted by a panel of experienced arts industry Professionals and is based solely upon the quality of work as illustrated in submitted digital images. Images are viewed simultaneously, horizontally and grouped by media.
- The goal of the jury will be to create a balanced show; however, there are no quotas in individual media categories.
- The integrity of the jury panel review process is paramount to our credibility among Artists and to our larger success in the community. The organization strongly supports the jury review process and decisions made by the individuals and will not, as a normal course of business, circumvent or alter these selections. It must, however, reserve the right to make specific changes and to determine the final composition of the show.

The Event Director has the right to create the show wait-list and the Managing Director has final authority to make such adjustments as deemed necessary.

### Event Eligibility & Rules:

#### Eligibility:

The Event is open to all applying Artists. No work by apprentices or employees will be accepted. Commercial agents, dealers, or manufacturers are not eligible to enter. No kits, molds, tumbled stones, embellished objects, or edible art may be submitted.

#### 20% COMMISSION ON SALES IS COLLECTED BY LA QUINTA ART CELEBRATION 2021:

Artists will be responsible for paying **20%** of their total sales (before tax) for any sale generated as a result of participation at the art event. Scope Events will institute a system of tabulating daily Art Sales for each Artist either manually as presently being done, or through a dedicated POS (Point of Sale) system. If handled manually, all payments will be paid by Artist by credit card or ACH debit authorization to checking account.

#### Refunds:

- Application fees are non-refundable.
- Booth fees are 100% refundable until January 1, 2021. After that date, booth fees are non-refundable. Cancellations must be in writing (email is acceptable).
- La Quinta Business License Fee is non-refundable and must be paid directly to the City of La Quinta in order to exhibit.
- Cancellation by *La Quinta Art Celebration 2021*: There is no rain policy. The Event will operate as planned in the case of rain or adverse weather conditions unless deemed unsafe. Artist

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understands in the case of Force Majeure, the *La Quinta Art Celebration 2021* will not be liable for any damage sustained.

### **Artist Presence:**

All Artists must be present on site for the four days of *La Quinta Art Celebration*, March 4-7, 2021. Event hours are 10 am - 5 pm each day. Gates open promptly at 10 am and Artists must be in their booths and ready to greet the art patrons. All set-up must be complete before gates open.

### **Artist Check-In and Load-In:**

All Artists must load-in on Tuesday, March 2, 2021 or Wednesday, March 3, 2021 between the hours of 9am to 5 pm. If one has large work, the Tuesday check-in is recommended. If the art is extremely large or may require use of a fork-lift, contact Kat Hughes for consideration to check-in on Monday, March 1, 2021. (We do not have a fork-lift on site.) Artists will be assigned the date to register. Registration closes at 5 pm each day and an Artist or their assistant is not allowed on site without proper event credentials. Flat Bed Golf-carts and the *Celebration* volunteers will be onsite beginning at 9:00 to drive the golf-carts. Volunteers may not lift the work or help artist set-up. One can pre-book Labor for Hire for both Load-in and Load-out. The Labor Crew is an independent company that has been vetted by the event. They drive flat beds and assist with set-up or tear-down. Payment is cash only. Please do not utilize casual day workers as once you have given them show ID it is impossible for security staff to prohibit them from entering the gates at any time. Keep the show secure!

An Artist cannot check-in and set-up on opening day, March 4, 2021. Once an Artist has their credentials they may continue to set-up on March 2 and March 3 until 9 pm. However, after 5 pm only one gate is open and all others are locked for best security practices.

### **Artist Representation of Original Artwork:**

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## Safety:

Exhibiting Artists must comply with all event safety requirements, and local and state laws.

## Parking:

Artist vehicles must park in designated areas only. Artist Assistants are to UBER or car pool to keep parking spaces open for patrons. Parking is a premium at this event. Noncompliance will result in elimination from consideration for any future SCOPE Events, LLC events.

## Required Licenses, Permits and Tax:

### 1. City of La Quinta Temporary Business License

Participating Artists are required by the City of La Quinta to purchase a business license and comply with all city regulations. <https://www.laquintaca.gov/business/the-hub-permit-center/business-licences>. **The fee for this license is non-refundable and is due by February 5, 2021. One must have a CA Seller's permit before one can apply for a City of La Quinta Business License.**

### 2. California Seller's Permit

- All participating Artists must have a CA Board of Equalization issued Seller's Permit on hand. Proof of said permit MUST be received by *La Quinta Art Celebration 2021* office no later than February 5, 2021.
- If the *Celebration* Event has not received your California State Seller's Permit by the deadline, the invitation to exhibit may be rescinded and no refunds will be offered. Artists who do not comply will not be allowed to participate in future art events.
- If you do not hold a current license, a link to the standard B.O.E. form will be provided on our website.
- Link to California Seller's Permit electronic registration: <http://www.boe.ca.gov/electsv/esrvcont.htm>

## Taxes:

Participating artists are responsible for collecting and paying current California sales tax on all sales made during the Show. Tax is currently 8.75% in La Quinta.

- All Artists are required by the State of CA to file a Sales & Use Tax return no later than December 31, 2021 or per their business calendar.

## Participation Agreement and Booth Fee:

The Artist agrees to return a completed and signed Artist Acceptance Form, Booth Request Form, and payment of \$300 for a single booth fee by December 1, 2020. Once the event is able to confirm Artist into a Double or Extra-Large booth the balance of the confirmed booth fee will be due. All booth fees must be paid in full by February 4, 2021.

Each exhibiting artist must personally check in at registration, and be on-site for the duration of the event.

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- Artists may not show in other festivals, exhibitions or events in the Coachella Valley taking place simultaneously as *La Quinta Art Celebration 2021*.
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**Event Site Map:** The map will be available on La Quinta Art Celebration website in Dec. 2020