Event Summary

Arts Festival Oklahoma invites you to apply to be one of 125 exhibitors at the 37th Annual Arts Festival Oklahoma held Labor Day weekend, September 5 – 7, 2015.

Beautifully laid out on a dedicated site on the campus of Oklahoma City Community College (OCCC), AFO is consistently reviewed by participating artists as one of the best run art shows in the Midwest. Oklahoma’s premiere Labor Day weekend arts festival is renowned for its festive setting, flat booth fees, artist hospitality and support services, on-site amenities, a new jury panel each year, and an artist-friendly atmosphere.

At AFO, the visual artists’ success is a core value and measurement of success. To support and promote sales and attendance AFO also features local and headline entertainment, a food court with scrumptious offerings, family activities, and implements a robust marketing and public relations campaign, backed by the resources of Oklahoma City Community College. These efforts regularly draw art buyers from across Oklahoma and its surrounding states, and over 25,000 visitors annually to what has been the signature art event for South Oklahoma City and surrounding communities since 1978.

Mission Statement

The mission of Arts Festival Oklahoma is to promote and showcase artists and artisans, to provide cultural awareness and opportunities, and to present and promote the performing arts.
Arts Festival Oklahoma 2015 Important Dates

Monday, January 12, 2015
Application Available

Friday, May 1, 2015, Midnight, CST
Application Deadline - $25 fee (non-refundable)
AFO Office assistance is available until 4:30 p.m.

Thursday, June 4, 2015
Jury Panel Meeting & Artist Selection

Wednesday, June 10, 2015
Artist Notification by email and website (Please do not call)
- 125 juried artists will receive an invitation to exhibit
- Artists who advanced to the final round of jurying, but were not invited to exhibit, are considered
alternates and will be notified of their alternate status

Thursday, July 2, 2015
Deadline to accept invitation to participate and remit booth fee

Monday, July 6, 2015
Alternates begin to be contacted to fill any vacancies

Friday, July 17, 2015
Last day to cancel participation in 2015 show and still receive 50% booth fee refund - No refunds after
this date; no exceptions
Last day to purchase and pay for any additional shopping cart items (e.g., panels, etc.)

Arts Festival Oklahoma

Friday, September 4, 2015
Artists Check-In:  8:00 a.m. – 5:00 p.m.; Set-Up/Load-In:  8:00 a.m. – 8:00 p.m.
Artist Reception:  5:30 p.m. – 7:00 p.m.

Saturday, September 5, 2015
Public Show:  11:00 a.m. – 9:00 p.m.
Judging:  11:00 a.m. – 4:00 p.m.

Sunday, September 6, 2015
Public Show:  11:00 a.m. – 9:00 p.m.

Monday, September 7, 2015
Public Show:  11:00 a.m. – 4:00 p.m.
Load-out immediately following
Overview & Highlights

- **Location:** Oklahoma City Community College Campus
- **Email:** artsfestivaloklahoma@occc.edu
- **Website:** [www.occc.edu/afo](http://www.occc.edu/afo) (Artist-specific information found on “Information for Artists” page)
- **Mailing Address:** 7777 South May Avenue, Oklahoma City, OK 73159-4419
- **Presenter:** Oklahoma City Community College
- **Attendance:** 25,000+ patrons
- **Commission:** No Commissions; Flat Booth Fee
- **Parking:** Free and reserved parking within walking distance to the event grounds at a remote location
- **Other:**
  - Top fall arts festival in Oklahoma
  - Cash prizes recognizing artistic excellence
  - Free Headline musical entertainment
  - Children’s Creative Center with make-take arts and crafts and arts market
- **Amenities:**
  - Artist Reception on day of setup
  - Access to clean Restrooms and Air Conditioning
  - Booth Sitters
  - Comprehensive marketing campaign
  - On-site Hospitality
  - Covered Tent Booths
  - No Commissions
  - Required Oklahoma City outdoor vendor permit fee included with booth fee
  - Electricity included in booth fee

Awards

Four (4) $500 Awards of Excellence in Fine Art; One (1) $300 Award of Excellence in Fine Craft.

Award of Excellence winners receive prize money and an invitation to exhibit the following year, exempt from jury. Judging for cash prizes takes place on Saturday. Two jurors, who are not exhibitors, serve as judges. Artistic awards are determined by consensus.

Both artistic excellence and booth design are taken into consideration for selecting the award winners. Awards are presented at the conclusion of the judging process. A total of $2,300 in Awards of Excellence is offered at the event.

Poster/Featured Artist

The AFO Featured Artist is chosen each year in the spring and is exempt from jury, receives a complimentary 10’ x 10’ booth in a premium location, and a limited number of festival posters for personal use. In addition, he/she is featured on the Festival’s website, and provided with self-promotion.
opportunities through OCCC's Marketing and Public Relations publicity efforts (e.g., TV shows and interviews). The Featured Artist provides the artwork image used for festival publicity and as the image for the Festival's limited edition poster.

To enter the Arts Festival Oklahoma poster competition, artists must first be selected to exhibit in AFO and must pay a $10 Poster Contest entry fee at the time of application. ZAPP images are used by the Featured Artist Selection Committee to select each year’s Featured Artist. Poster Contest entry fee will be refunded to artists not selected to exhibit in AFO.

**Rules/Regulations**

**Eligibility**

The Festival is open to all applying Artists and Artisans. All work must be original, handcrafted work, designed and executed by the accepted Artist/Artisan. No manufactured items, embellished objects, or kits may be submitted. Work done by a production studio is not eligible.

**Participation**

Artist agrees to accept invitation and remit booth fee payment by the July 2, 2015 acceptance deadline. If booth fees are not received by Midnight, CST, the Festival will assume the Artist is not going to participate and will proceed accordingly.

All efforts will be made to accommodate Artist requests for specific locations; however, organizers have the final decision in the assignment of booth spaces.

The show will be juried to provide balance and ensure quality. Previous year award winners and the Festival’s Featured/Poster Artist are exempt from the jury process.

Exhibition in previous Festivals does not guarantee acceptance, nor are previous booth placements guaranteed.

**Refunds**

**Application Fee:** Application fees are non-refundable.

**Booth Fees:** Acceptance and payment of booth fees is a commitment to exhibit. Please refer to the Festival’s calendar above for refund deadlines. Cancellations must be in writing, via e-mail, to artsfestivaloklahoma@occc.edu.

**Miscellaneous Items:** Fees paid for Poster Contest competition, display panels, and additional shopping cart items are non-refundable (Poster Contest entry fee will be refunded to artists not selected to exhibit in AFO).
Cancellation by AFO: There is no rain policy. The Festival will operate as planned in the case of rain or adverse weather conditions, unless deemed unsafe. Artist understands that in the case of Force Majeure, Arts Festival Oklahoma will not be liable for any damages sustained. Artist is strongly encouraged to carry liability, personal injury, and theft insurance for their artwork, their personal protection, their assistants and their customer’s protection.

Artist Presence

Artists must be present with their work, during normal operating hours, the entire three days of the Festival. Representatives may not attend in place of the artist. No more than two artists may collaborate on work. Both must be included on the application, and both must be present at the Arts Festival.

Artist Check-In & Load-Out

Exhibitors must check in upon arrival to receive location assignment prior to setting up (no later than 5:00 p.m. on Friday, September 4, 2015).

Exhibitors may set up between 8:00 a.m. and 8:00 p.m. on set-up day. All exhibits must be in place by 8:00 p.m. on Friday and remain in place until 4:00 p.m. Monday.

Artists are required to dolly in all their equipment and wares. Distance traveled is approximately 100-200’ depending on booth location.

Artists requiring assistance must provide their own help. While AFO makes every effort to secure volunteers to provide load-in and load-out assistance, there is no guarantee.

Safety & Security

Security is provided 24 hours a day, beginning at 8:00 a.m. on Friday, and includes 2 armed overnight guards. The Festival, its producers, organizers or sponsors cannot be held liable for loss or damage to artwork or personal items in the exhibits area.

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

Artist Representation

Artist guarantees that all work submitted with ZAPP, displayed and for sale to the public during the Festival, has been designed and executed by the artist.

Artists may only show work in categories and body of work selected by the Jury, and all work exhibited must be of the quality, category and body of work of that shown in the juried images.

Objects that are inferior in quality or different in nature than what was selected by the Jury will not be allowed to be exhibited.
Framed prints and reproductions must be labeled as such. Display portfolios are acceptable.

Sales Tax

Participating artists are responsible for collecting and remitting current Oklahoma sales tax on all sales made during the Festival. All artists must comply with all Oklahoma Tax Commission regulations. Artists without an Oklahoma Sales Tax ID typically remit sales tax payment on gross sales to the Festival at the conclusion of the event. The current sales tax rate is 8.375%.

Electricity

Artist booth fee includes access to electricity provided by the Festival. Artists may use the equivalent of 240 watts total for lighting. No radios, coffee pots, or electrical appliances are allowed. One (1) box fan, up to 20", is allowed.

Parking

Artist vehicles must display proper credentials and must park only in designated areas. Artists are forbidden from parking in patron parking areas. Noncompliance will result in elimination from consideration of future shows.

Application Guidelines

Artists must apply through the ZAPP system. New artists may find information on the use of ZAPP in the ZAPP Help Center section found at www.zapplication.org. Application fees are non-refundable.

Images should be in the proper format as specified by ZAPP. For more information, access www.zapplication.org and select Help Center and then Image Preparation.

All applicants must submit three (3) images that illustrate work to be exhibited and one (1) image of their booth set-up.

Images 1, 2 & 3 must be photographs of individual pieces of work.

The booth image is mandatory. The purpose of the booth image is to ensure the artist has a complete body of work, which is represented both in the first three images and also within the fourth image. It also helps identify the scale of the artist’s work. If a booth image, per se, is not available (e.g., new or developing artist), an image taken of a grouping of works representative of the works to be exhibited should be submitted (please include something in the image that can be used to give us an idea of the scale of your work (i.e., a soda can or bottle, ruler, etc.).

Images are juried through a blind jury process. Artists should NOT submit booth images which include the artist’s likeness, name or studio name (any identifiable sign or photo of the artist themselves). In addition, any work outside of the medium and context of the 3 ‘work sample’ images submitted, that
may appear in the booth shot image, would not be considered accepted by the Jury due to its mere presence in the booth image.

Only one application may be submitted per media category represented. Artists may apply in multiple media categories with separate applications. No advantage is gained by submitting multiple applications for the same body of work in multiple categories. Application fee of $25 is charged for each application submitted.

**NEW:** Artists can now apply to Arts Festival Oklahoma in more than one media category from just one profile. This eliminates the need for you to maintain separate profiles if you regularly submit applications in more than one media category to our show. All you have to do is log in to your ZAPP account, apply, and check out as normal. Then, repeat for each additional category you are applying in (be sure to check how many we are accepting). For more details, visit [https://docs.google.com/a/westaf.org/document/d/1yyQOZ6VMnmLVfnAB3evL1oxQa5C4646jXl_loCBDZ6k/edit](https://docs.google.com/a/westaf.org/document/d/1yyQOZ6VMnmLVfnAB3evL1oxQa5C4646jXl_loCBDZ6k/edit)

Artists must submit separate applications, unless applying as a team. If artists are accepted as a team they may only exhibit the collaborative work for which they were accepted. Multiple applications must represent either work in different media categories or distinctly separate bodies of work within one category.

**Artist Notification**

Invited artists will be notified via email and posted on the Festival’s website according to the Festival’s calendar above. Please do not call the Festival office.

**Jury & Selection Process**

Approximately 125 artists will exhibit. A potential of 120 exhibit slots will be determined through the competitive jury process. Artistic excellence and a well-balanced show are the criteria for selection of exhibitors; AFO does not have any quotas.

The Jury panel selections will receive invitations; the balance of artists in the final round is retained to comprise a waiting list of alternates. Decisions of the Jury panel are final.

**Type of Jury:** Projected blind jury – 5’ x 5’ high resolution images viewed simultaneously, projected 1-4 from left to right, horizontally, on large projection screens. Images are sorted by the date the application was received.

**Jury Format:** Multiple rounds – first round scoring vote on a scale of 1-7; subsequent rounds 1-7 with discussion.

**Number of Artists Exempt from Jury:** Five; previous year Award of Excellence Winners and Featured/Poster Artist.
Jury Composition: The 4 person jury is comprised of up to three peer artists or gallery owners and up to two lay persons with art background as purchasers or collectors.

What Juror’s See: The process, materials, price and dimensions for each image, as well as artist information statements, will be made available to the Jury.

Media Categories

Categories are used by AFO as a way of organizing artists' images into logical, related groups for the Jury's review. AFO reserves the right to re-categorize any artist's submission which has been submitted in the wrong category.

Ceramics: Clay and porcelain work other than jewelry. No machine-made or mass produced work is permitted.

Digital Art: Works for which the original image, or the manipulation of other source material, was executed by the artist using a computer. Traditional photographs taken through a digital media should apply in the photography category.

Drawing: Works created using dry media, including chalk, charcoal, pastels, pencil, wax crayon, etc., or from the fluid medium of inks and washes applied by pen or brush.

Fiber: All work crafted from fibers, including basketry, embroidery, weaving, leather-work, tapestry and paper-making. No machine tooling, machine-screened patterns or other forms of mass production are permitted. No factory produced wearable items, regardless of additional modification or enhancement by the artist, may be exhibited.

Fine Crafts: All work must be original, handcrafted work. Artist guarantees the accuracy of the description of the works presented and the authenticity of the work as the creation of their own hands. No kits or manufactured items will be permitted.

Glass: All work crafted from glass, not including jewelry. No forms of mass production are permitted.

Graphics and Printmaking: Printed works for which the artist’s hand manipulated the plates, stones or screens and which have been properly signed and numbered as a limited edition (e.g., intaglio, lithography, relief, serigraphy, monotypes, photogravure, etc.). Print-makers should disclose both their creative and printmaking processes.

Jewelry: All jewelry, whether the work is produced from metal, glass, clay, fiber, paper, plastic or other materials, must be entered in this category. No commercial casts, molds or production studio work is allowed.

Metal-Works: Includes all non-sculptural, non-jewelry works crafted from metals. Metals may be cast, hammered or embossed to feature raised designs. No production studio work is allowed.
**Mixed Media:** This category includes works, both 2- and 3-dimensional, that incorporate more than one type of physical material to create a single visual image. Includes non-sculptural work as determined by the artist.

**Painting:** Works created by applying liquid pigment to a surface (e.g., oils, acrylics, watercolors, etc.).

**Photography:** Photographic prints made from the artist's original image, which have been processed by that artist, or under his or her direct supervision. Photographers should disclose both their creative and printing processes.

**Sculpture:** Three-dimensional original work done in any medium.

**Wood:** Original works in wood that are hand-tooled, machine-worked, turned or carved.

**Other:** Works that cannot be categorized under any of the above.

**Booth Information**

Arts Festival Oklahoma features covered exhibit spaces housed inside four large tents with open sides (one - 60’ x 90’ and three - 60’ x 150’). No outside exhibit spaces are available for AFO 2015.

Booths inside the large tents are set up in 3 parallel rows (2 perimeter rows, and 1 center row) with two aisles. All spaces available measure 10’ x 10’ and share boundaries (e.g., they’re right next to each other; no space between panels). Access to center row booths can be from either/both aisle(s). Artists desiring end-cap/corner locations will be assigned spaces on a first-purchased-first-served basis.

Some of the center aisle booths have vertical tent poles in them measuring up to 12” in diameter; these booths are at a discounted rate. Artists who purchase these booths are expected to set up their display panels around the poles; the poles are typically located at one or the other end of a 10’ x 10’ booth space.

For security and structural integrity reasons, the walls along the perimeter of the large tents remain open during Festival hours of operation (they are lowered overnight and during heavy rain). This has the potential to create occasional wind tunnel/gusts inside the tents and artists are expected to plan accordingly.

Displays and tables: Artists are to provide their own display booth, racks and/or tables in order to display their work in an outdoor environment. A limited number of 4’ x 8’ pegboard-type display panels on metal legs may be rented from the Festival for $20 each.

Lotteries or drawings for prizes will not be permitted.

Exhibitors are expected to set up and maintain their own exhibits, and exhibits must remain within the allotted space. No exceptions.
Booths are to be attended by adults only.

All tables must be covered to the ground.

Sharing of panels or space between exhibitors will not be allowed.

**Booth Fees**

- $375 for an End-Cap Booth (end of Center Rows – 2 per tent – 8 total)
- $350 for a Corner Booth (end of Perimeter Rows – 8 per tent – 32 total)
- $300 for a Standard Booth (76 total)
- $280 for a Standard Booth with a tent pole (14 total)

NOTE: up to two booths may be purchased to create a 10’ by 20’ display, as long as they are side by side. Viable booth combinations, based on availability are:

- $675 for End-Cap Booth + Standard Booth
- $650 for Corner Booth + Standard Booth
- $600 for 2 Standard Booths (must be side by side)
- $580 for Standard Booth with a tent pole + Standard Booth