



## MAD HATTER ARTS FESTIVAL

### Chalk It Up!

COCONUT GROVE, FLORIDA

NOVEMBER 15-16, 2014

ENTRY DEADLINE: NOVEMBER 8, 2014

**Chalk It Up! returns to Mad Hatter** - Street Painting dates to 16th century Italy where artists would travel from town to town, religious festival to religious festival, transforming streets in to temporary art galleries. Despite the truly ephemeral nature of these paintings, the tradition continues and is experiencing a 21<sup>st</sup> century renaissance.

### ARTIST APPLICATION CHECKLIST

#### APPLICATION PACKET:

- \* \_\_\_ Three examples representative of applicant's artwork (on cd OR 4x6 color photographs) identified with his/her name.
- \* \_\_\_ Sketch and brief description of proposed street painting image. Reproductions of original work whether that of applicant or that of another must include an image of the original artwork.
- \* \_\_\_ Short biography for inclusion on the Artist Profile website page
- \* \_\_\_ Completed application form and signed waiver. Incomplete applications will not be accepted.

### FESTIVAL INFORMATION

#### APPLICATION PROCESS:

- \* Accepted artists will be notified by email or telephone once application has been approved.
- \* Application, when accepted and processed, is considered artist's commitment.
- \* Denied applications' fees will be returned.

#### EXHIBITOR AMENITIES:

- \* Artist Welcome Packet - includes a box of 48 pastels
- \* Water
- \* Friendly staff
- \* Fun atmosphere

#### ROAD RULES:

- \* Chalk/pastels in a solid form are the ONLY medium permitted. NO PAINT! No gesso, no acrylic paints, no liquid pastels, and no diluted latex of any kind.
- \* If a reproduction of another's original work is created in *Chalk It Up!* permissions must be obtained by the artist prior to event.
- \* Artists under 16 years of age must be accompanied by an adult during the Festival.
- \* Participants agree to act in a professional manner, complying with Festival rules.
- \* All artwork must be appropriate for public viewing by all ages (unsure? ask!) Keep it family-friendly.
- \* Commercial, political, or personal advertisements or statements written, visual, or implied are not permitted.
- \* Alcoholic beverages are prohibited.
- \* Exhibitors are encouraged to wear a zany hat each day of the Festival in keeping with the spirit of the Mad Hatter Arts Festival.
- \* Personal hats may be worn, or created at the Festival hat station at The Barnacle, or purchased from the Festival for \$10.
- \* The Festival reserves the right to take and use in any manner of photographs, video, interviews, and promotional information to benefit Chalk It Up! and the Mad Hatter Arts Festival. The artist has no right to photos and/ or the reproductions of the street painting image.
- \* Artist agrees to comply with all rules set for the Mad Hatter Arts Festival's Chalk It Up!
- \* One box of pastels will be provided for 8'x7' space; two boxes will be provided for 8'x14'; artists are encouraged to bring more of their own when a single color will predominate the artwork. Artists are encouraged to share pastels.

#### THEME:

- \* The theme for Chalk It Up! is ***Through the Looking Glass.***



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## Chalk It Up! Application

Please print or type

**Artist Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Home:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Brief description of work to be included in Festival:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

The undersigned acknowledges and hereby and forever discharges, releases, and holds harmless the Mad Hatter Arts Festival, Inc., its committee, sponsors, the Florida Park Service, the City of Miami, and their agents of and from any loss or damage to his/her person or property while in possession of or under the supervision of Mad Hatter Arts Festival and Chalk It Up! and its sponsors. I hereby consent to the enforcement of all rules and instructions of Chalk It Up! By signing below, the artist hereby certifies that she/he has read and accepted the conditions set above. She/he also certifies that all information provided is true and correct. Artist's signature represents a commitment to participate. The undersigned artist (guardian if under 18) grants a nonexclusive license to the Mad Hatter Arts Festival, Inc. to reproduce, in any medium, his/her art. The undersigned further licenses Mad Hatter Arts Festival, Inc. use, reuse, publish, and republish photography of the artist in any medium. The undersigned artist further grants Mad Hatter arts Festival, Inc. use of the artist's name (including minors), biographical description, and likeness in any media. The Mad Hatter Arts Festival, Inc. reserves all rights of street paintings by the artists in any manner. The artist has no ownership right to the photo and/or reproductions of the street painting image.

**Artist's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Send Application Packet and Check or Money Order made payable to:**

**Mad Hatter Arts Festival**  
**3598 Avocado Avenue**  
**Coconut Grove, Florida 33133**

**Direct questions to:**

**Sheri Friedman 305- 794-0329**

**[ChalkItUp@MadHatterArtsFestival.com](mailto:ChalkItUp@MadHatterArtsFestival.com)**

**STAFF USE ONLY:**

**CD/photos:** \_\_\_\_\_ **Liability Waiver:** \_\_\_\_\_ **Artist Bio:** \_\_\_\_\_ **Space fee:** \_\_\_\_\_

**Sketch of proposed art:** \_\_\_\_\_ **Image of original art if applicable** \_\_\_\_\_