

Cool ART Hot JAZZ

QUEENY PARK • AUGUST 15-17, 2008

The Greater St. Louis Art Association proudly presents the 2008 Cool Art Hot Jazz fall fine art festival (formerly the St. Louis Fall Festival of Art). The festival will be held inside the spacious, climate-controlled Greensfelder Recreation Complex in Queeny Park, Ballwin, Missouri (a suburb of St. Louis). The park address is 550 Weidman Road, Ballwin, MO 63011. Free parking is provided for artists and customers.

For further information, visit www.gslaa.org, email shows@gslaa.org or contact Show Director Fancine Thompson at 314-630-5223.

SCHEDULE

- May 31, 2008 - Applications due (received).
- June 24, 2008- Jury results will be mailed.
- August 15, Fri- Artist set-up: 9 AM – 5 PM
- August 15, Fri-Show Hours 6 PM – 9 PM
- August 16, Sat- Show Hours 10 AM – 5 PM
- August 17, Sun- Show Hours 10 AM – 4 PM

ARTWORK AND SUBMISSION RULES

- Artists may display and sell only their own original work. No work from commercial molds or copied molds. No items assembled from or featuring work by others, such as purchased beads or kits.
- Artwork displayed or for sale must be in the artist's accepted juried category. **JEWELRY** may be displayed and sold **only** by those accepted **in the Jewelry category**. You may apply in multiple categories, such as Glass and Jewelry. To do so you must send a jury fee and separate images for each category.
- All hanging 2-D work must be properly mounted or framed. Matted work may be displayed neatly in bins.

- 2-D reproductions must be labeled as reproductions and may not comprise more than 50% of booth content.
- Artist must be present **in person** for all show hours.
- Jurying is from digital files on CD, 3 images of artwork and one of the booth display. Images must reasonably represent the style and quality of the artwork to be sold.
- Artists may submit slides in lieu of digital images for an additional fee of \$10.
- **The enclosed jury Image Requirements must be followed. Failure to comply with the image requirements may result in your images not being viewed by the jury.**

BOOTH/DISPLAY RULES

- Booth Dimensions are 10 feet wide by 8 feet deep. All display items and artwork must be within the 10 x 8 space. Only the artist's chair may be in the aisle.
- Artists must set up a stable display with professional appearance within the above dimensions.
- All booths must include walls for the back and 2 sides (back and one side for corner booth).
- The artist is responsible for providing the entire display, including any chairs the artist will use.
- Due to health considerations, no strong scents or perfumed products will be permitted.
- No open flames.
- Music will be provided at the festival. Recorded or live music played in artists' booths is not permitted.
- The facility lighting may not be complimentary to artwork. Artist supplied lighting is recommended to showcase your work.
- **Total electricity allowance is 300 watts per booth and may not be exceeded.** This includes all lights, credit card machines, electronic displays, fans or any other electrical devices. To figure out your total watts, add the watts of each device. Six 50-watt light bulbs equal 300 watts.
- Storage for a reasonable amount of packing materials/back stock is available for use by artists and is covered by the booth fee.

JURY IMAGE REQUIREMENTS:

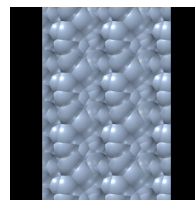
Failure to follow requirements may result in your images not being viewed!

1. Baseline JPEG (.jpg) format (not Progressive JPEG format)
2. sRGB color space for greatest accuracy in color when images are viewed..
3. Pixel dimensions: Jury will view them at 700x700. We will accept **minimum 600x600** and **maximum 1920x1920** pixels. Images **must be square** and fill areas must be black (see below).
4. Maximum file size 1.8 MB per image.
5. Name your image files: **image1.jpg, image2.jpg, image3.jpg, and image4.jpg**. Use all small letters. **Your booth shot must be image4.jpg**. You must use exactly these names for your image files.
6. Copy the 4 image files to a CD. **Write your NAME and CATEGORY** on the top surface of the CD with a CD marker or permanent marker. Do NOT use a sticker or label on the CD. (Lightscribe CDs or inkjet on CDs made for inkjet printing are OK.) If applying in more than one category, create a separate CD for each category.

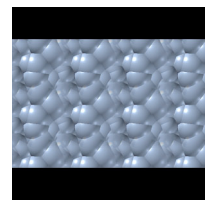
More Details

- Many actions in the new jury system will be done automatically by the computer. Failure to meet any of the above requirements will result in your images not being viewed by the jury, or being viewed incorrectly.
- The Jurors will see your images twice. First, all 4 will be displayed on one screen at 300x300 pixels each. (image1.jpg and image2.jpg on top, left to right, image3.jpg and image4.jpg on the bottom, left to right). Then each image will be viewed individually in numeric sequence at 700x700 pixels.
- **Artwork Description:** You may include a description of your artwork or process, 20 words or less. Save it in .txt format as **about.txt** and copy it to the CD with your images. To save in .txt format from your word processor, select FILE, SAVE AS and choose .txt from the pulldown options. This file must be named **about.txt** or it will be ignored. It will be viewed on the first screen with 4 images.

- For maximum image quality, we recommend sizing your images at 700x700 pixels. However, you may want to choose pixel dimensions that also fit the requirements of other digital jury systems (1920x1920 is for ZAPP, 1400x1400 pixels it will meet JAS requirements). Images previously created for ZAPP will work on our system provided they are named properly.
- Larry Berman has web sites that describe how to prepare images for Zapp using Photoshop or Photoshop Elements.
<http://bermangraphics.com/artshows/zapp.htm>
- Maximum file size 1.8MB. If your file is too big, you can save it at a lower JPEG quality number or resize it to smaller pixel dimensions. This is the file size displayed by the file browser (windows explorer on PC).
- Images must be square – if your starting image is not square, crop it square **OR** enlarge the image “canvas” to make it square and fill in the empty space with black. A vertical rectangle image becomes a square with black bands to the left and right and a horizontal rectangle image becomes square with black bands on the top and bottom of the image. (see illustration below)



Squaring a vertical image



Squaring a horizontal image

CD PACKAGING

You can purchase a CD mailer from an office supply store or the Post Office. A Jewel case wrapped with corrugated cardboard and sealed with packing tape can also be mailed. Alternatively, you can place the CD in a protective sleeve, sandwich with cardboard and mail in a standard 6 x 9 envelope. Please enclose your checks and application in the package with your CD.

JURY IMAGES:

- CDs will not be returned.
- Images may be used for booth review to ensure that the images are representative of the work displayed.
- Jury images may be reproduced for publicity purposes.
- The jury committee strongly advises artists to have images of professional quality that are clear and sharp.

AWARDS

- Awards are in 2 classifications – 2D and 3D, with one judge for each.
- Numerous Prizes totaling over \$4500 will be awarded.

FEES

- \$25.00 application fee must be enclosed with your application.
- \$10.00 digitizing fee if you submit slides.
- If you wish to jury in 2 categories (for example Glass and Jewelry), enclose a check for the additional \$10 fee with your application and a 2nd entry form for the 2nd category.
- \$180.00 A separate booth fee check must be included with your application.
- \$25.00 Corner Booth Fee.
A number of corner booths are available by lottery– if you would like a corner booth please check this preference on the application and enclose an additional SEPARATE CHECK For \$25.00.
- \$90.00 Extra half booth.
A few 8 x 15 booths are available by lottery. If you would like one of these spaces, please check this preference on the application and enclose an additional SEPARATE CHECK for \$90.00.

PAYMENT

- Make all checks payable to **GSLAA**
- **Artist name must be clearly printed on each check**, a business name without artist name is not acceptable. You may print your name in the memo section of a business check.

CHECK LIST

- € Completed, signed Application Form (or forms if applying for more than one category).
- € Artist's name is clearly printed on each check.
- € **\$25 application fee check, (\$35 if you're submitting slides instead of digital images)** is required.
- € **\$180 separate booth fee check** is required.
- € \$10 additional separate check for 2nd category application fee and an additional application form for the 2nd category if applicable.
- € \$25 additional separate check for corner booth if desired (check the box for this option on your application).
- € \$90.00 additional separate check for extra half booth, if desired (check the box for this option on your application).
- € CD with **properly formatted and named** images (3 images of artwork and one of booth) plus optional artwork description. 1 CD for each entry.
- € Each CD **properly labeled** (no stickers or attached labels) with artist name and category.
- € **Packaged** so that CDs are properly protected for shipment.
- € Please mail your materials in an envelope no larger than 7 X 10 inches.
- € Mail application to:
Vic Barr
1668 Rishon Hill Drive
St. Louis, MO 63146

APPLICATION FORM

Please **PRINT** neatly:

Name _____

2nd Name (if joint entry) _____

Street address: _____

City/State/Zip: _____

Phone: _____

Cell Phone/emergency: _____

Email: _____

ENTRY CATEGORY (MEDIUM)

One category per entry. Use a **separate** entry form to apply in a second category. Note that Mixed Media is only for works that combine multiple media. Entry category does not affect awards judging, award classifications are 2D and 3D.

- € Clay
- € Drawing/Print
- € Fiber – Basketry or Paper
- € Fiber – Wearable or Woven
- € Glass
- € Jewelry
- € Mixed Media -2D
- € Mixed Media – 3D
- € Oil/Acrylic
- € Photography
- € Water Media
- € Wood
- € Sculpture
- € Other: Please explain: _____

SPECIAL REQUESTS

- € Please enter me in the selection lottery for a corner booth. My additional separate check for \$25.00 is enclosed.
- € Please enter me in the selection lottery for an extra half booth. My additional separate check for \$90 is enclosed.
- € Please include an Assistant badge in my show packet – limit one per artist. My assistant's name is:

- € This is a 2nd category application. My additional separate check for \$10 is enclosed. My first application is in the following category/medium:

ARTIST AGREEMENT

Must be signed

It is agreed by the undersigned artist to release from and indemnify against all claims the Greater St. Louis Art Association and the St. Louis County Department of Parks and Recreation for loss or damage to property and/or bodily injury. I agree that my jury images may be reproduced for publicity purposes. I agree to comply with all the rules in this application.

Artist signature

Date

Please review the checklist on the previous page and mail your application to:

**Vic Barr
1668 Rishon Hill Drive
St. Louis, MO 63146**