



**Red Earth Festival
June 18, 19 & 20, 2010
Cox Convention Center, Oklahoma City, OK**

Juried Artist Application Instructions & Show Guidelines

ELIGIBILITY OF ARTIST

- In accordance with Public Law 101-644 (104 Stat. 4662, Act of 11/29/90), participation in the Red Earth Art Show is restricted to artists who: **(1)** Are able to provide documents of proof of membership in a federally or state-recognized tribal entity; Or **(2)** Are able to provide documents of proof of certification as Indian Artisan by an Indian tribe.
- All artists must be 18 years of age or older.

CHECK LIST FOR JURIED APPLICATION REQUIREMENTS

Juried Artists must submit the following:

- Complete two-sided Artist Application. Your signature is required or the application is considered incomplete.
- A clear copy of one of the following (Do not send original documents):
Tribal membership card; Certificate of Degree of Indian Blood; Official document certifying Indian Artisan; or Federal, State, or Tribal document establishing Indian lineage.
- Exactly three (3) color images per category of artwork that will be sold in the booth or entered in the competition. Digital images are preferred (jpg, tif or pdf on a disk or emailed), however- photographs and slides are accepted. Complete a full description of each image on the application.
- A minimum deposit of half of your total booth fee.

SELECTION OF ARTISTS

1. To be considered for submission to the jury, applications must be sent in completed by the application deadline along with the required number of images, documentation and payment. Mail to: Red Earth, Inc., 6 Santa Fe Plaza, Oklahoma City, OK 73102.
2. Acceptance by the jury will be based on the quality of work as displayed in the image and the description of the work for the specific category. It is recommended to submit quality photographs as they will be representing your work to the jury.
3. One jury is scheduled for the booth spaces available for the 2010 Red Earth Fine Art Market & Competition.
4. Applicants will be notified of the jurors' decision according to the schedule below.

DEADLINES & SCHEDULE

Complete Application with a minimum of 50% booth fee DEADLINE	March 31, 2010
Notification of jury decision by	April 9, 2010
Balance of Booth Fee Due	April 30, 2010
Booth fees not paid in full will be assessed a late fee of \$75 per unit – on or before	April 30, 2010
Cancellations will receive a full refund less \$25 handling fee on or before No booth fee refunds after this date	April 16, 2010

Set-up & Competition	Exhibit Days & Hours
Thursday, June 17, 2010	Friday, June 18, 2010 - 11 am to 7 pm Saturday, June 19, 2010 - 10 am to 7 pm Sunday, June 20, 2010 - 11 am to 5 pm

ART MARKET EXHIBIT BOOTHS

Each 10'x10' booth includes 1 draped table and 2 chairs. Additional equipment such as a phone line, electricity, additional draped tables, chairs, carpeting, etc. are available from SMG/Cox Convention Center and must be ordered prior to the event through them. The equipment order payment must be paid by the artist directly to SMG/Cox Convention Center. To download forms go to www.coxconventioncenter.com

BOOTH DESCRIPTIONS

- **Individual (1 artist)** \$350 per unit - Individual artists may show individually created and signed works.
- **Partnership (2 artists)** \$400 per unit - 2 individual artists may show individually created and signed works.
- **Co-op (3+ artists)** \$450 per unit - An art co-op booth comprised of members of an art or tribal cooperative that is manned by a representative of the co-op. All artists whose work will be sold in the co-op booth must meet application requirements. To participate in the art competition, co-op artists must be present at the booth during the entire show.

ART MARKET EXHIBIT BOOTH GUIDELINES

1. Registered artists must staff booth during all official Festival Art Market hours of operation. Artist aides will be available for breaks.
2. At the opening of the Art Market, each artist must display at least eight (8) original works of art for sale.
3. No animals are allowed in exhibit booths, except guide dogs.
4. Any artist who misrepresents himself/herself or his/her work to Red Earth, Inc. or who does not abide by the terms and conditions as set forth in these Guidelines will be removed from the Festival and will not be eligible for a refund.
5. All artists must conduct themselves in a manner that reflects the dignity of the event, and in a manner that does not embarrass or reflect negatively on the Red Earth Festival and its participants.
6. Red Earth reserves the right to prohibit the sale of any item or items deemed inappropriate without refund of booth application fee.
7. Red Earth provides limited security at the facility. It is the responsibility of the exhibitor to maintain adequate insurance coverage for the possessions and property in the booth. Red Earth will not be responsible for any loss due to theft, accident or act of nature.
8. Use of alcoholic beverages, drugs, and/or smoking by artists/exhibitors in the Exhibit Hall is prohibited.
9. No Walk-in booths available.
10. No stores or dealers are allowed.
11. If you cancel or are a "no show" at the event, you may risk exclusion in the show the following year.
12. Red Earth has the right to remove an artist from the show who fails to comply with the above guidelines.
13. Red Earth reserves the right to assign artists locations in the best interest of the market and reassign booths due to artist cancellations or no-shows.

ARTWORK RULES AND STANDARDS

1. Artists must display original works of art for sale, created by the registered artist who occupies the booth. All items displayed for sale in booth must have been handmade by the artist.
2. All work must be properly represented to the buyer. All items displayed must be for sale and clearly priced. All artwork must bear the hallmark (signature, mark or stamp) of the artist.
3. To participate in the art competition the artist must be present at their booth during the entire event.
4. All art is subject to evaluation by Red Earth representatives throughout the market. Red Earth representatives may request that any items not meeting established standards be removed from display. If asked to remove an item, do so immediately.
5. Artists cannot display or sell any items that contain materials derived from animals which are considered endangered or might otherwise be considered in violation of Federal or Oklahoma state laws. Absolutely no sale or display of prehistoric or culturally sensitive artifacts. Display or sale of ceremonial objects is strictly prohibited.

6. Manufactured, imitation or commercial kits and molds are strictly prohibited. No imported, manufactured or mass produced items.
7. Pottery: Commercially produced pottery, slip molds, or green ware are strictly prohibited. Hand coiled or wheel thrown are acceptable. Kiln-fired pots and pots made or decorated with commercial materials must be properly identified. No mass produced items.
8. Jewelry: Only handmade jewelry may be sold. Natural turquoise does not need special labeling. Stabilized turquoise and synthetic opal must be properly labeled. No simulated turquoise, imitation stones, or machine made components (except findings) can be used.
9. 2-Dimensional Work: Paintings, drawings, graphics and photography must be framed, matted or shrink-wrapped. Limited edition prints, signed and numbered may be sold. Xerographic-type mechanical reproductions, laser prints or photographs of original artwork are not allowed.

For this year only, artists who apply as a "Painter" may submit a request to the jury to exhibit and sell reproductions other than originals and prints on paper or canvas at the 2010 Red Earth Festival. Submit sample photos and descriptions of each item in your application. No more than 30% of your booth can be used to display reproductions. Artists may restock as items are sold throughout the event, not to exceed the original 30% space limitation.

10. Weaving & Textiles: Rugs, blankets, belts and purses must be handmade. All natural yarns and dyes are acceptable. Synthetic or acrylic yarn must be properly labeled. No products made from commercial kits or patterns.